

**ADMINISTRATORS**

**GUIDE** **OF**

**HIRING**

**AN EXTRAORDINARY**

**YEARBOOK**

**ADVISER**

**A WALSWORTH YEARBOOKS NEW ADVISER RESOURCE**

*Walsworth* **yearbooks**



# ADMINISTRATORS GUIDE TO HIRING AN EXTRAORDINARY YEARBOOK ADVISER

Your school is already preparing for next year, but you're missing one big piece of the puzzle: you need a new yearbook adviser and don't know where to start.

All of your teachers are great, but you need someone who goes above and beyond. What's better than great? Amazing? Incredible? Awesome? Superman? This is what you're looking for in a yearbook adviser.

Whether you tap a veteran teacher or a newbie for the job, it's a huge responsibility... so who would be best to oversee one of your school's biggest projects?

To help you in your search, Walsworth has put together the top 10 characteristics of a successful yearbook adviser.



**1. Organization.** You're looking for a person who can plan. The yearbook is all about deadlines, and calendars are an essential tool for a new yearbook adviser. They'll also be responsible for keeping everyone on the same page. The adviser needs a plan, so the show can go on if the unexpected happens – like a flu outbreak or snow day when there's a deadline looming, or if the team loses a student staff member.

The deadlines are strict, but the adviser needs to be flexible and ready to adapt. They will be juggling several different assignments at any given moment, so the ability to multi-task is important.

**2. Computer literacy.** Back in the day, the yearbook team could get away with simple tools like scissors and a glue stick, but your perfect adviser in 2017 must have a high level of comfort with technology. If they don't already know it, they should be eager to learn new programs. A brand-new adviser can't be expected to know everything. It's OK to watch YouTube tutorials, do a Google search or lean on some of the [resources](#) provided by Walsworth. Your Walsworth Yearbooks sales representative is also available to provide training.

**3. Strong communication.** Your new adviser will be working with all types of people, and they need to be adept at getting their message across. This person will be able to give clear direction. The job will be stressful at times, so they'll need to stay cool under pressure. Patience is a virtue, and is imperative when tackling a project as important as your school yearbook.

The student staff will look to their yearbook adviser for guidance, so he or she will need to dole out praise, criticism or direction when appropriate.

Last but not least: They should possess solid writing and editing skills. This may seem obvious, but it's essential to putting together a yearbook. It's not just in the pages of the project; every email or memo will serve a purpose, and this teacher doesn't want to create confusion through poorly worded instructions.



**4. Economical.** You don't need an accountant, but you do need someone with a general understanding of how to maintain a budget. The new adviser will want to make friends with the school budget director or bookkeeper as soon as possible. This is the best source to learn the procedures for collecting, depositing and spending funds, determine the amount of money in the yearbook accounts and what previous yearbook advisers were able to do with their budget.

The new adviser should be prepared to show restraint. Student staff members may ask for pizza every Friday or the priciest printing options, but if it's not in the budget the adviser will need to put a foot down, tell the students to pay for it or ask them how they plan to raise the money for it.

Unfortunately, it's possible the school won't be able to fund everything. So this new adviser will need to be a creative fundraiser! There are lots of ways to bring in money, but something unique to the yearbook is really going to rake in those dollars.

**5. Visionary.** You want someone who can see the big picture. This person needs to be project-focused. That means they can start and, more importantly, finish big projects. This is a big job, and you'll need a self-motivated yearbook adviser. They'll need to set goals and objectives, and be ready to solve problems creatively. Finally, no matter how talented, they won't know it all. So you'll need an adviser who's a quick learner.

**6. The ability to recognize talent.** Your new yearbook adviser doesn't have to be an expert designer, but should be able to tell when a student excels at it. He or she may not be the best photographer, but should recognize which students have a good eye. They also should be able to recognize students with leadership qualities for editor and manager positions. The ability to delegate these tasks appropriately will ensure everyone has a pleasant experience.

This isn't just about student staff. If the previous yearbook adviser is still at your school, they'll be the best source for information.



**7. Ready for anything.** Something is eventually going to go wrong, and it will probably happen at the worst possible moment. You want a yearbook adviser who won't have a meltdown when the inevitable occurs. Student staff will look up to this teacher, and you want to give them the best possible example of grace under pressure.

**8. The ability to step back.** The yearbook is about students, for students and (mostly) by the students. This is why your new adviser should believe in project-based learning. He or she will provide guidance, but won't be able to hold every student's hand at every moment. They need to be OK with this, for their own sanity. This attitude will help the students in the long run, and provide opportunities for discovery and self-reliance.

**9. Accommodating.** Creating a yearbook is a lot of work. Your new adviser will be asked to put in many hours – whether it's working late for an upcoming deadline, attending every football game to provide support to photographers and reporters or attending a yearbook conference or workshop. You'll need a yearbook adviser who is ready to dedicate the time.

**10. Ready to learn.** The teacher will become the student — at least at first. The new adviser isn't going to be an expert on the first day, and needs to be OK with that. This is why Walsworth provides so many resources for first-time yearbook advisers, including our [Adviser Mentor Program](#).

To learn more about how Walsworth supports new advisers, check out our online resources at [walsworthyearbooks.com/newadvisers](http://walsworthyearbooks.com/newadvisers). Good luck on your search for a new yearbook adviser!