

November 2020

Adviser Timeline Checklist

General

- Make sure the items from our October checklist are complete
 - JEA/NSPA Fall National High School Journalism Convention is going virtual this year Nov. 19-21; visit jea.org or studentpress.org/nspa for more information
 - Continue online yearbook presence on social media channels, conducting polls and surveys for infographics on your spreads
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Sales & Marketing

- If you missed Jeb Blount's webinar on yearbook ad sales, watch the replay [here](#)
 - Register for the [Social Success: How to Make Social Media Work for You](#) webinar about capturing photos and stories for your yearbook
 - Everyone loves a deal! Promote Cyber Monday yearbook and ad sales – parents and/or grandparents will be happy that they can save money while supporting their student. Find more tips on our [marketing page](#)
 - Make sure all front office staff have yearbook sales information for when parents call the school about buying a yearbook
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Training & Organization

- Snack attack – Bring snacks for a virtual work night party to complete your first deadline
 - Are any potential editors for 2022 standing out on staff? Have them shadow your current editor(s)-in-chief
 - Read Mike Taylor's blog about diversity and inclusion in the yearbook – [Inclusion Must Be a Deliberate Choice](#)
 - Visit our [Coverage](#) page to explore resources, including eBooks, webinars, blogs and podcasts
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Creation

- It's deadline season – finish ads, opening dividers, section dividers, student profiles, people pages, fall sports, and/or chronological spreads for the fall
 - Mini deadlines are key to deadline success; make sure your staff knows how far they should be on spreads before the final deadline, and give yourself time to proof all the work
 - Make a checklist so editors know what to check on spreads before you submit
 - Continue to crowdsource story ideas from your school community, including student profiles
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Photography

- Advertise the photos you need for past or upcoming events like the elections, Thanksgiving and Halloween
- Continue to promote Yearbook Snap/Community Upload and request photos from your students and parents
- Take pictures wherever you go, both vertical and horizontal, with your smartphone camera

October 2020

Adviser Timeline Checklist

General

- Make sure the items from our [September](#) checklist are complete
 - National Yearbook Week is Oct. 5-9. Plan to celebrate with your staff and watch our social media pages for exciting opportunities to win Amazon giftcards!
 - Continue online yearbook presence on social media channels, conducting polls and surveys for infographics on your spreads
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Sales & Marketing

- If you missed Jeb Blount's webinar on yearbook ad sales, watch the replay [here](#) and [register](#) for the next one on Oct. 15 with a whole new panel of students asking questions
 - Plan fun activities, contests and special sales incentives for National Yearbook Week, Oct. 5-9
 - Think about special promotions you can offer for Halloween this month and Cyber Monday next month
 - Make sure all front office staff have yearbook sales information for when parents call the school about buying a yearbook
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Training & Organization

- Plan a work night party complete with plenty of food and music, of course, to complete your first deadline
 - Read the latest issue of [Idea File](#) magazine online now and watch for it in a mailbox near you soon
 - Visit our [Coverage](#) page to explore resources, including eBooks, webinars, blogs and podcasts that can help you during this unique time
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Creation

- You likely have or are about to have your first deadlines. Ads, opening dividers, student profiles, people pages and summer spreads are all great for a first deadline
 - Make a checklist so editors know what to check on spreads before you submit. This [poster](#) can help!
 - Submit your cover and endsheets – if you have a table of contents on your endsheets, just list divider page numbers instead of each spread to leave some flexibility in your ladder for unexpected changes
 - Continue to crowdsource story ideas from your school community, including student profiles
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Photography

- Continue to promote Yearbook Snap/Community Upload and request photos from your students and parents
- Take pictures with your phone camera wherever you go, both vertical and horizontal, to make sure you're capturing everything happening during this unprecedented time

September 2020

Adviser Timeline Checklist

General

- Make sure the items from our [August checklist](#) are complete
 - Meet with your Walworth representative, virtually or in person, to talk about current priorities
 - Appoint someone to oversee birthday celebrations and holiday parties to keep up staff morale
 - Continue online yearbook presence on social media channels
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Sales & Marketing

- Review Walsworth's [customized marketing](#) to sell yearbooks and senior tribute ads, or send your own letters to senior parents with information and pricing on yearbooks and senior tribute ads
 - Plan fun activities, contests and sales incentives for National Yearbook Week, Oct. 5-9
 - Use [Pick 6](#) to select six marketing strategies to implement, placing an emphasis on digital marketing
 - Make sure all front office staff have yearbook sales information for when parents call the school about buying a yearbook
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Training & Organization

- Create lesson plans and train your staff using the [Yearbook Suite](#) curriculum
 - Watch sessions from [Yearbook Boot Camp](#) to make sure everyone is prepared for the year.
 - Develop your ladder, keeping it flexible enough to adjust as needed during this unpredictable year
 - Visit our [Back to School](#) page to explore resources, including eBooks, webinars, blogs and podcasts
 - Spend time learning the software, either Online Design or InDesign
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Creation

- Work with your Walsworth representative to set your deadlines
 - Make a style guide so all staff members know the colors, fonts and formatting rules for spreads
 - Have templates available as a starting point for staff to work on their spread. These can be adjusted to fit the design needs of that topic
 - Assign spreads to staff members
 - Crowdsource story ideas from your school community, including student profiles
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Photography

- Finalize plans for school portraits and hold your picture day as soon as possible
- Continue to promote Yearbook Snap/Community Upload and request photos from your students and parents
- Take pictures wherever you go, both vertical and horizontal, with your smartphone camera
- If you are in school, communicate to teachers that students may use smartphone cameras for photography

August 2020

Adviser Timeline Checklist

General

- Video conference with your Walsworth Yearbooks rep
 - Activate [Members Only](#) and add staff logins
 - Hold a [virtual staff meeting with ice breakers or team-building exercises](#)
 - Continue online yearbook presence on social media channels
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Sales

- Finalize your budget — determine yearbook and ad prices and set sales goals
 - Set up online sales for yearbooks and ads and begin selling
 - Sign up for [PEP](#), our free Parent Email Program
 - Add “Buy a Yearbook” web banner to school website
 - Watch “[Selling Your Yearbook in a Digital World](#)”
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Training & Organization

- Meet with editor(s) and rep to discuss staff roles
 - Get list of students and faculty with grades and parent email addresses for coverage and PEP
 - Visit our [Back to School](#) page to explore resources, including eBooks, webinars, blogs and podcasts
Begin ladder to organize coverage and assign spreads; decide on traditional, chronological or umbrella
 - Spend time learning the software, either Online Design or InDesign
 - Plan to attend virtual fall workshops like Elite Weekend and area workshops
 - InDesign Users: Install our Enhancements found in Support Download in Members Only
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Creation

- Finalize design choices (fonts, colors, layouts, theme)
 - Design cover and endsheets
 - Brainstorm and plan new coverage – see all the resources on our Back to School page
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Photography

- Set up school pictures and communicate plan to students and parents
- Set up and promote Community Upload/Yearbook Snap
- Take as many pictures as you can
- Talk to athletic coaches to determine the plan for sports – if games or practices take place, determine guidelines for where photographers can stand to get great pictures while remaining socially distant