

December 2020

Adviser Timeline Checklist

General

- Make sure the items from our November checklist are complete
 - If you are not selling online, it's time to confirm the final number of books and pages with your sales rep
 - Take time to celebrate the holidays with a virtual staff party – the fun will keep everyone motivated
 - Continue your online yearbook presence on social media channels – use our fun [social graphics](#) to tell parents there is a yearbook and how to buy; make sure to tell them what you are covering in this book
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Sales & Marketing

- Review your budget and sales. Are you on track to meet your goal?
 - If you missed the [Social Success: How to Make Social Media Work for You](#) webinar about capturing photos and stories for your yearbook, you can still watch the replay
 - Bill your advertisers and send thank you notes
 - Identify your non-buyers and tell them what pages they're on in the yearbook
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Training & Organization

- Think about recruiting for 2022! Visit our [recruiting page](#) for resources, consider positions non-seniors on staff may want next year and plan how to advertise positions on social media for new staff members
 - Visit our [Coverage](#) page to explore resources, including eBooks, webinars, blogs and podcasts
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Creation

- Submit as many pages as possible before winter break. Ads and portrait pages should be complete if you have had portrait days, plus fall chronological pages or fall events in your topical sections
 - Let an experienced staffer oversee quality control on spreads before submitting
 - InDesign users: check incoming proofs, make corrections and return promptly
 - Continue to crowdsource story ideas and photos from your school community, including student profiles
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Photography

- Make sure you have a plan for your club and organization group photos
- Continue to promote Yearbook Snap/Community Upload and request photos from your students and parents
- Photos become more challenging as it gets dark earlier; have a plan for getting photos of every event

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

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