

September 2021

Adviser Timeline Checklist

General

- Meet with your Walsworth Yearbooks rep to talk about priorities and set plans for year
 - Appoint a staffer to oversee celebrations and birthday/holiday parties to keep up staff morale
 - Begin posting on your yearbook social media channels. Check out [Walsworth's social media calendar](#) on Google Sheets for post ideas
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Marketing & Sales

- Enter your yearbook and ad pricing and turn on your school store in Yearbook 360
 - Add a "Buy a Yearbook" web banner to your school website (get your banner code in Yearbook 360)
 - Sign up for up for [PEP](#), our free Parent Email Program, and send in your email list to pep@walsworth.com
 - Review Walsworth's [customized marketing](#) to sell yearbooks and ads, or send your own letters to parents with information and pricing on yearbooks and ads
 - Plan fun activities, contests and sales incentives for National Yearbook Week, Oct. 4-8
 - Use [Pick 6](#) to select six marketing strategies to implement, placing an emphasis on digital marketing
 - Make sure front office staff have yearbook sales information for when parents call the school
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Training & Organization

- Create lesson plans and train your staff using the [Yearbook Suite](#) curriculum
 - Watch sessions from our virtual [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 rep to set your deadlines
 - Make a style guide so all staff members know your theme, colors, fonts and formatting rules for spreads
 - Finalize cover and endsheets
 - Have templates available as a starting point for staff to work on their spreads; these can be adjusted to fit the design needs of a specific 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
- Set up and promote Yearbook Snap and request photos from your students and parents
- Take pictures wherever you go, both vertical and horizontal, with your smartphone camera
- Talk to athletic coaches to determine the plan for sports – determine guidelines for where photographers can stand to get great pictures at practices and games

Questions? Your Walsworth Yearbooks sales rep and your CSR are here to help you every step of the way.

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- Make sure the items from our October checklist are complete.
- JEA/NSPA Fall National High School Journalism Convention will be presented virtually Nov. 11 - Jan. 15; visit jea.org or studentpress.org/nspa for more information.
- Continue you online yearbook presence on social media channels, conducting polls and surveys for infographics on your spreads.

Sales & Marketing

- Do you want to improve your ad sales? The replay of Jeb Blount's webinar on yearbook ad sales can be watched [here](#).
- Boost your yearbook sales with some great ideas from our [Holiday page](#).
- Register for the ['Tis the Season for Selling Yearbooks webinar](#) to learn how your sales can increase during the holiday season.
- Everyone loves a deal! Promote Cyber Monday yearbook and ad sales – parents and/or grandparents will be happy to 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.

Training & Organization

- Snack attack – Bring snacks for a virtual work night party to complete your first deadline.
- Are any potential editors for 2023 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 [Training Resources](#) page to explore all the tools available to help you, including eBooks, webinars, blogs and podcasts.

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 submitting pages.
- Continue to crowdsource story ideas from your school community, including student profiles.

Photography

- Need photos? Continue to promote Yearbook Snap and request photos from your students and parents for past or upcoming events like Homecoming, Halloween, Thanksgiving and more.
- Take pictures wherever you go, both vertical and horizontal, with your smartphone camera.

Adviser Timeline Checklist

General

- Make sure the items from our November checklist are complete.
 - Even though deadlines and finals are on your mind, take time to celebrate the holidays with a virtual staff party. Everyone needs a little fun to keep them motivated.
 - Continue online yearbook presence on social media channels, conducting polls and surveys for infographics on your spreads. Post some memes from our [Holiday page](#).
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Sales & Marketing

- Review your budget and sales. Are you on track to meet your goal?
 - Watch the [Happy Headlines, Magnificent Mods: Eye-catching Design Elements in Your Yearbook](#) webinar on Dec. 2. If you missed it, you can still watch the replay.
 - Bill your advertisers and send thank you notes.
 - Identify non-buyers in Marketing Central and let them know what pages they're on in the yearbook.
 - If you haven't yet, read blogs on our [Holiday page](#) and plan your holiday coverage.
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Training & Organization

- Think about recruiting for 2023! Visit our [Marketing page](#) for resources, talk to current non-seniors on staff about the positions they want next year and start advertising positions on social media for new staff members.
 - Visit our [Training Resources](#) page to explore helpful items, including eBooks, webinars, blogs and podcasts.
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Creation

- Submit as many pages as possible before winter break.
 - 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 from your school community, including student profiles.
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Photography

- Talk to club sponsors to plan your club and organization group photos.
- Continue to promote Yearbook Snap and request photos from your students and parents.
- Photos become more challenging as it gets dark earlier. Have a plan for photographing evening events.

January 2022

Adviser Timeline Checklist

General

- Make sure the items from our December checklist are complete.
 - Verify your activity calendar is up to date by confirming event dates with the front office, athletic coaches and club sponsors.
 - Continue your online yearbook presence on social media channels, conducting polls and surveys for infographics and mods on spreads.
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Sales & Marketing

- Review your fall sales and plan your spring sales drive. Holidays like Valentine's Day are around the corner! Refresh hallway posters, send flyers home to parents, host tables at school events and plan your social media advertising to increase your sales.
 - Continue to identify non-buyers and let them know what pages they're on in the yearbook.
 - Proof your personalization lists for namestamps and/or iTags to avoid errors before submitting.
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Training & Organization

- It's time to recruit for 2023! Visit our [Marketing page](#) for resources, talk to non-seniors on staff about the positions they want next year, advertising positions on social media for new staff and ask teachers if they have students they would recommend.
 - Make a contingency plan to work from home in case of weather-related school closures.
 - Register to watch the [Setting Goals for the End of the School Year](#) webinar, Wednesday, Jan. 12 at 3 p.m. Central time. If you can't make it, catch the replay after.
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Creation

- Make sure all fall-related spreads are complete and submitted.
 - Brainstorm a few backup showstopper spread ideas to have available if an event is canceled.
 - Plan fun work nights so you can be sure to meet your deadlines and receive your book in time for distribution.
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Photography

- Talk to club sponsors and coaches to plan your club and organization as well as sports team photos.
- Solicit photos from students and parents through Yearbook Snap of their winter break for use in the yearbook.
- Consider the diversity of your photos. Try to represent all grades, genders and ethnicities at your school.