

ADVISER TIMELINE CHECKLIST

December 2022

General

- ☐ Make sure the items from your November checklist are complete.
 - ☐ Even though deadlines and finals are on your mind, take time to celebrate the holidays with a staff party. Everyone needs a little fun to keep them motivated.
 - ☐ Continue your social media presence, using Walsworth's [Social Media Calendar](#) for inspiration. Conduct polls and surveys for infographics on your spreads and post memes from our [Holiday page](#).
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Sales

- ☐ Review your budget and sales. Are you on track to meet your goal?
 - ☐ Bill your advertisers and send thank you notes.
 - ☐ Identify non-buyers and let them know what pages they're on in the yearbook.
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Training & Organization

- ☐ Start recruiting next year's staff! 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. Our [Recruiting Yearbook Staffs: Methods to the Madness](#) eBook can help!
 - ☐ Create lesson plans and train your staff using the [Yearbook Suite](#) curriculum and our [Class Starters](#), a series of 10-15 minute education webinars clips you can use at the start of class.
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Creation

- ☐ Submit as many pages as possible before winter break, and download this handy [Yearbook Spread Checklist](#) for editors and staffers to review before they submit or this [Wait Before You Submit](#) poster.
 - ☐ Assess your student coverage so far. Do your spreads reflect the diversity of your student body?
 - ☐ As you capture the year, document the yearbook staff's efforts at events and work nights.
 - ☐ Make a plan for who to interview and how to get photos for holiday spreads.
 - ☐ 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.
- ☐ Evaluate your photography coverage. Do you need more academics photos before the winter break? Have you been capturing clubs and organization events? Many classes and clubs may have special holiday themed events that make for great photography opportunities.
- ☐ Need photos? Continue to promote [Yearbook Snap](#) and request photos from your students and parents for past or upcoming events.
- ☐ Photos become more challenging as it gets dark earlier. Have a plan for photographing evening events.