



2023 Adviser Academy

Day 1: Wednesday, June 28

All times listed are in Central time

10 - 10:25 a.m.

Opening Session

Let's get it started! Join our opening session to boldly celebrate the start of 2023 Adviser Academy.

10:30 a.m. - 4 p.m.

Beginner Advisers, Day 1 (New Advisers)

Sabrina Schmitz, CJE, Kathy Beers

New to yearbook? Still learning? Looking to refresh your skills? This is the class for you! Don't be intimidated by the all-day run time, we'll take plenty of breaks.

10:30 - 11:15 a.m.

Coaching Writers (Experienced Advisers)

Leland Mallett, CJE

Who reads this yearbook copy anyway? No one? Probably because the writing isn't good. Learn some ways to ignite your staff's love of writing and ways to make writing fun.

Middle School Photo Composition (Middle School, Experienced Advisers)

Andrew Young, CJE

Take your photos to the next level! Learn from a middle school adviser how your students can take amazing photos too. You will see some great photos from students around the country and get some tips on how to motivate beginner photographers.

Let the Kids Play (Middle School, Experienced Advisers)

Jason Davis, CJE

Not only is it possible to let your students be in charge of the book, but things will go way better than you think. Get tips on how to manage your staff and grow leaders in your program so you can spend more time just advising.

11:30 a.m. - 12:15 p.m.

Yearbook Olympics (Experienced Advisers)

Jim Jordan

You've got to make fun a major part of your yearbook production process throughout the year. At the beginning of the year break your staff into teams and periodically compete to build staff unity and have fun. In this session you will learn how to set this up and get started competing and building your team.

Writing Basics (Middle School, Experienced Advisers)

Laurel Wicke

In this class we will cover the how-tos for writing great captions and stories. You'll leave this class with a list of must-dos plus teaching ideas and resources that will help you train your staff to ask the right questions, get great quotes and use them effectively.

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Protect Yourself (Experienced Advisers)

Leland Mallett

Do you have policies and procedures that are proactive and protective against common mad-momma complaints and even lawsuits? No? You need this session.

1 - 1:45 p.m.

Making Modules Easier in 2024 through Social Media (Experienced Advisers)

Sara E. Gonzales

Struggling to come up with new modules year after year? This is the session for you. We will look at a variety of marketing and social media campaigns from sports teams, colleges and fashion to see how you can take that and make it into a turn-key module for your yearbook. Let's have fun making modules easier in 2024.

SOS: Systems of Success – Part 1 (Experienced Advisers)

Jim Jordan

This session will examine specific Systems of Success – recruiting, finding inspiration, summer planning, summer camp and workshops, ladder development, staff organization, staff training, social media, finding content, keeping it fun – that will ensure that your book will come out on time, and you'll love the process.

Building Your Staff and Building Culture (Experienced Advisers)

Leland Mallett, CJE

If you're looking to rebuild your staff and build a culture of fun and family, this session will leave you with ideas. From recruiting to daily classroom procedures, we'll discuss how to build your class in numbers and build an environment everyone wants to be a part of.

2 - 2:45 p.m.

What the Font? (Experienced Advisers)

Elizabeth Luna

Typographic choices impact the delivery of your book. Understand more about different typestyles and how to pair or choose a font for your design. Learn about font sizing and the influence it has on the success of your page. Make smart type choices to keep the reader invested in your work. We'll focus on key rules your students need to consider as they develop their visual theme, ensuring access to the information you're placing on the page.

Advising through the Fault Lines of Society (Experienced Advisers)

Sara E. Gonzales

Advising is hard; there are no two ways around it. Knowing how to properly cover your diverse communities is key to any successful publication. Through this session, we will look at how to increase your coverage of diverse subjects, keeping in mind the fault lines of society and how in reporting there can be trauma. Get ready to look at how you can diversify your coverage and staff for 2024.

Yearbook Writing Students Will Read Now (Middle School, Experienced Advisers)

Jason Davis, CJE

Great writing makes great yearbooks! This session is for staffs looking to add more writing to their books or who want to get away from the same old copy. Get tips on how to find and write stories that your readers won't skip – and might even be talking about!

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3 - 3:45 p.m.

How Do I Grade That? (Experienced Advisers)

Leland Mallett, CJE

Yes. We all hate grading. It's the topic we avoid. But it's school. We have to give grades. This session will give you ideas on what to grade and how to grade it. Maybe we won't dread opening the yearbook after this session.

Creative Spaces are My Jam! (Middle School, Experienced Advisers)

Laurel Wicke

Yes, I teach yearbook, but I spend most of my day surrounded by costumes, props and chaos – and I LOVE it! Drawing from my theatre background, I will give you my best tips and tricks for inspiring more creativity in your students. You'll even come away with a few games to play to get them thinking creatively.

Using the Public Library to Find Inspiration for Your 2024 Book (Experienced Advisers)

Jim Jordan

Having a difficult time finding inspiration on Pinterest and ISSUU these days? So are we. What were once the main places we went to inspire us seem to have dried up. I am finding my best sources these days on my local public library website. Learn how to access these resources and we will look at several magazines found there that may inspire you.

4 - 4:45 p.m.

Turn on the Creative Juices (Everyone encouraged to attend)

Dow Tate

No, they didn't steal your idea. It is simply students working on the first level of creativity. This discussion will give you exercises to allow students to see for themselves what the first level actually looks like and what moving forward will allow them to do.

2023 Adviser Academy

Day 2: Thursday, June 29

10 - 10:25 a.m.

Day Two Kickoff

Mike Taylor, CJE

10:30 a.m. - 4:30 p.m.

Beginner Advisers, Day 2 (New Advisers)

Sabrina Schmitz, Kathy Beers

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Photo by Stella Bednarczyk

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Day 2: Thursday, June 29

10:30 - 11:15 a.m.

Making the Basics Fun! (Experienced Advisers)

Christina Porcelli

Do you have students who need instruction on the basics of yearbook? The best way for them to learn is by doing. This session will give you several hands-on lessons to make learning photography, caption writing and design basics fun.

SOS: Systems of Success – Part 2 (Experienced Advisers)

Jim Jordan

This session will examine more Systems of Success. We'll cover photo organization, photography organization, workflow, debriefing deadlines, proofing and quality control, page submission, time, communication, adviser self-care and how to enjoy the ride! Other topics may include fundraising, book and ad sales, budget management and group/individual photos. All this will ensure your book will come out on time and you'll love the process.

Look to the Pros: How Inspiration Has Transformed Our Program

(Middle School, Experienced Advisers)

Laurel Wicke

I don't have a design or journalism background, but in four years we moved from producing a scrapbook to a national award-winning yearbook. Training my eye and the eyes of my students using design inspiration from magazines and other award-winning yearbooks has everything to do with that. I'll share with you how we find inspiration and our process of applying it all year long.

Mix It Up (Experienced Advisers)

Brit Taylor, CJE

Making every layout different AND awesome is a scary task. Learn how to take your theme pieces and a basic layout, then change it up so all your spreads have the same feel but still look unique.

11:30 a.m. - 12:15 p.m.

So You Want to Improve Your Program... (Experienced Advisers)

Christina Porcelli

So, you want to improve your program, but you aren't quite sure how? This session will walk you through what you need to do to set attainable goals to move your book towards award-winning.

I've Got 999 Photos, and Can't Find the One (Experienced Advisers)

Brit Taylor, CJE

How to look for and find the best photos in your never-ending photo collection AND the easy crops and edits that will make it pop. (This session is for non-photographers too!)

Be Bold & Market Creatively (Experienced Advisers)

Walsworth Marketing Team

Boost your sales with an effective marketing strategy. The Walsworth marketing team will share tactics that combine digital and traditional in-school efforts to generate excitement for your yearbook.

12:15 - 12:45 p.m.

Game Time!

Take a break or come play games with us. We have prizes!

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1 - 1:45 p.m.

It's a Mod, Mod World (Experienced Advisers)

Jim Jordan

Call them mods, side bars, secondary coverage, side salads or whatever you want to. Expand the depth of your coverage with modular design. You will leave this session with 75 (or more!) magnificent mod ideas.

Hierarchy in Design (Experienced Advisers)

Elizabeth Luna

Learn about the importance of visual hierarchy on your yearbook spread. Understand how reading levels, sizing, spacing, typefaces and color come into play in keeping your reader on the page. Gain an understanding of how to deliver a ton of information and imagery without overwhelming the reader.

2 - 2:45 p.m.

Photo Storytelling Toolbox (Experienced Advisers)

Elizabeth Luna

Events are more than just one moment in time. Consider the different types of photos you should be teaching students to take at each event and learn to give them the tools and context they need to hunt those moments down. We'll also hit upon some of the photography principles and look at directing students around framing their focus as they move into the field and photograph for your book.

Let's Get Weird (Experienced Advisers)

Brit Taylor, CJE

You've got the basics down, so let's look at some trends in alternative design. We'll explore how (and when) to do some outside-the-box coverage and design.

They Need to Be Functional Before They Can Be Fabulous

(Middle School, Experienced Advisers)

Jason Davis, CJE

Need to get your students ready in a hurry? Or make sure your design team can cover an event? This session will turn anyone into a functional yearbook photographer. Learn seven tips that will make you feel confident that even your newest staffers will submit yearbook-worthy content on their first assignments. Leave the session with a ready-made lesson, in-class practice ideas, a game-based assessment and a printable tip sheet made for students. Get ready to have a room full of photographers!

3 - 3:45 p.m.

Get the Best Theme and Coverage Planning from the Get-go (Experienced Advisers)

Mike Taylor, CJE

Using the Theme Challenge will fire your staff up and will allow you to get more out of them from the very start. This plan really does work, I promise!

What 44 Years of Teaching Publications Taught Me (Everyone encouraged to attend)

Susan Massy

You don't want to miss this session! Susan Massy retired this year after 44 years of teaching publications. Her school's yearbook, *Lair*, was NSPA's most-winning publication in the organization's 100+ year history.

4 - 4:45 p.m.

Yearbook Round Table

Mike Taylor, CJE, Leland Mallett, CJE,
Kathy Beers, Jim Jordan, Sabrina Schmitz, CJE



2023 Adviser Academy

Meet Your Instructors

Beginner

Kathy Beers
Sabrina Schmitz, CJE

Experienced

Sara Gonzalez
Jim Jordan
Elizabeth Luna
Leland Mallett, CJE
Susan Massy
Christina Porcelli
Dow Tate
Brit Taylor, CJE
Mike Taylor, CJE

Middle School Focus

Laurel Wicke
Andrew Young, CJE
Jason Davis, CJE

be **bold**
& **teach**
confidently