



Texan Yearbook Staff Manual

2025-2026

Northwest High School
The Flaship

“

Our purpose in Texan Yearbook is to capture the spirit of The Flagship—recording the milestones, memories and everyday moments that define our school community. We strive to tell honest stories, highlight diverse voices and reflect the heart of our school through thoughtful design, photography and journalism. Most of all, we’re here to collaborate, have fun and learn how to become better humans—because that is what the world needs most.

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letter from your yearbook advisor

This project is going to take a lot of your time, sweat and a ton of your energy. You will want to give up. Come May, I promise it will all be worth it.

Dear Texan Yearbook Team,

Welcome aboard The Flagship!
This year, we're not just creating a yearbook—we're launching something bold, meaningful and memorable. As the newly-named Flagship yearbook team, we're setting a new standard. This book will carry the stories, voices and moments that define our school community—and you're the crew that is going to make it happen.

Here's the truth: this will be one of the most challenging projects you will undertake. There **will** be times when you're tired, frustrated with another classmate or tempted to quit. The deadlines will feel way too close. The edits will feel endless. The interviews will feel intimidating. You'll run into moments when the page is blank and inspiration feels so very far away...understand this upfront! You will be working on something every class period. We will have days off; once they are earned.

But I promise you this: it will **all** be worth it when the books are delivered in May! You will be proud of your efforts when you see students excitedly flipping through the pages during lunch in the Student Union or walking down the hallway with their book under their arm, asking a friend for their signature.

When we put in the work—when we show up for each other, get creative and push through the rough patches—we build something bigger than any single page or photo.

The Flagship will be how people remember this entire year: inside the walls of our school and throughout the world. And you'll be proud that your shared talents helped shape it.

Last year, we sold the most books in school history. We were nationally honored for our photography by Walsworth and our book was recognized as a School of Excellence Yearbook for our dedication to yearbook design and journalism. We want to continue to develop and grow as a team and be nationally recognized for our journalistic efforts. In order to accomplish this, here's what I expect from each of you: **The Four C's**

- **Commitment.** Be on time, be present, pull your weight and take pride in your specific role.
- **Creativity.** Don't settle. Try new things. Take smart risks.
- **Communication.** Keep each other in the loop, don't be afraid to ask for help and offer it, too!
- **Courage.** When it gets hard—and it will—don't check out. Lean in.

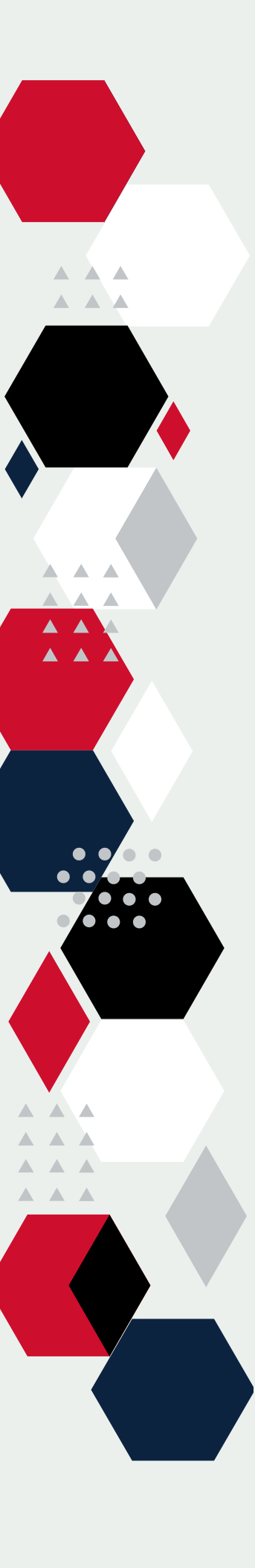
We're not just making a book. We're building a legacy. And The Flagship is setting sail with all of us on board. Let's get to work—and let's have fun doing it.

Proud to be your yearbook advisor,

Mrs. Croshaw
Mrs. Crowbar
Mrs. "C"



"Don't cry because it's over,
smile because it happened."
—Dr. Seuss



staff structure & roles

We've proven the only way to be successful in yearbook is to be organized as a team.

Staff Selection

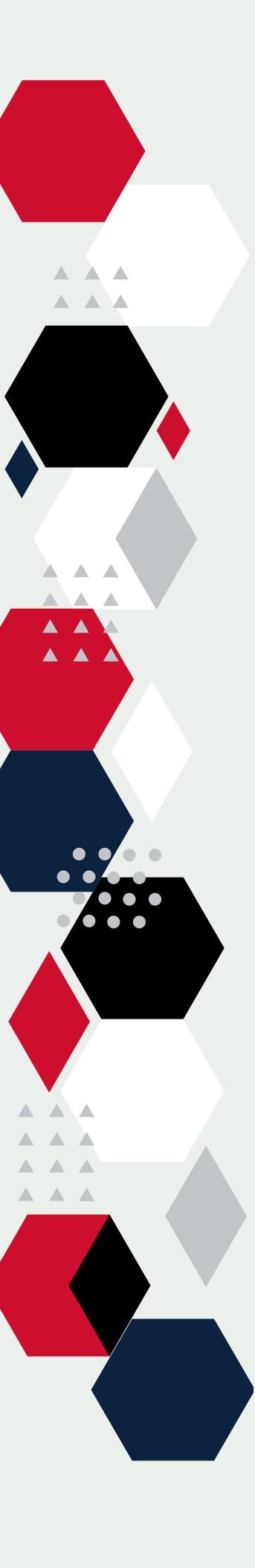
To become a member of yearbook, or staff photographer, a student must meet one of the following criteria:

- Complete Yearbook I with a B average or better and fill out a proper staff application.
- Complete required CMP courses with a B average or better and fill out a proper staff application.
- Be a transfer student who has journalism training, and who has a B average in journalism as a transfer grade. (A letter of recommendation from the former school is suggested.) This student will enter the class on a trial basis for one semester in which the editor staff will evaluate the student's progress.
- Be a student who, not having taken Yearbook I :
 - receives strong letters of recommendation from two teachers, including an English instructor
 - has a strong sense of responsibility and work ethic, or
 - who is accepted by the adviser after a conference.
 - demonstrate special skills and interest in photography, art, cartooning, computers, sales, bookkeeping, advertising, or any other area accepted by the adviser and editor staff

Head Yearbook Coordinator (HYC)

The responsibilities of the HYC consists of:

- Act as the official representative for the publication at meetings with administrators, faculty, community, media and professional groups
- Leads Communication Corner meetings and has the authority to call unscheduled meetings
- Is in constant communication with other Coordinators for deadlines and story flow
- Has final say on all decisions in all publications
- Although not required, the HYC will spend numerous hours working on specialized tasks, personal projects, proofreading, and other items after school.
- During normal class time, the HYC is expected to work with staff members on projects relating to the yearbook – personal stories and tasks must be completed during editorial leadership or after school
- At times complete projects of staff members who failed to meet a deadline
- Act professionally and respectfully with all staff members at all times
- Assigns the ladder, stories and pages within the publication
- Checks the progress of each staff member and keeps up with progress of each assignment; help solve problems as they arise
- Sign off on final proofs/layouts before shipped to printer
- Helps layout pages, making sure layout follow the style guide and set themes
- Attends all work sessions
- Attends outside seminars to enhance and refine skills
- Works with Adviser in all aspects
- Sets goals and evaluates how successfully goals are being met
- Responsible for morale of the staff as a whole
- Assists the adviser in selecting editors for the following year



staff structure & roles

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Copy Coordinator (CC)

The responsibilities of the YCC for the yearbook include but are not limited to:

- Assign yearbook stories to writers on each staff
- Aid members of The Flagship with the journalistic process of reporting and coverage
- Actively edit yearbook copy
- Coordinate communications between each staff
- Continue to write stories yearbook captions and stories
- Offer ideas for coverage and stories
- Maintain AP guide and style

Sales & Social Media Coordinator (SSMC)

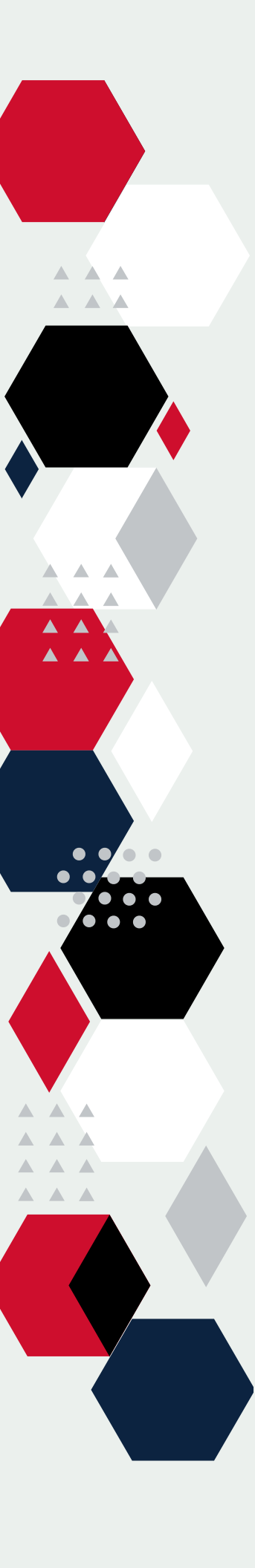
The SSMC is responsible for:

- Keeping a constant flow of communication between all staff salespeople
- Make and update daily social media calendar
- Updates bi-weekly ParentSquare newsletters with timely information
- Updating Social Media outlets daily with news, videos, scores photos and more
- Share a Daily Photo with caption
- Stories and photos posted on Instagram
- Scores (with photos)
- Create graphics to promote The Flagship events
- Monitors comments and handles replies with readers
- Post videos and interactive TikToks
- Conducts monthly giveaways/contests to attract more buyers
- Helps sell the yearbook via social media
- Conducts live events from social media accounts

Photo Coordinator (PC)

The responsibilities of the PC include but are not limited to:

- Works closely with staff members to obtain desired photographs
- Turns in requests for supplies ahead of time to adviser or business manager
- Responsible for keeping equipment cabinets clean and supplies and equipment in good condition
- Works with staff members in laying out pages with photos to assure proper display
- Checks in/out equipment and keeps an accurate log
- Know and use Photoshop for requested projects
- Helps copyedit, making sure all copy follows the yearbook style guide
- Attends work sessions
- Sometimes must complete tasks which are assigned to others to assure that production deadlines are met
- Keeps up with school events and makes assignments for photography coverage



staff structure & roles

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Design Coordinator (DC)

The responsibilities of the DC include but are not limited to:

- Coordinates with staff members daily regarding spread design
- Develops and maintains a Style Guide for the year and makes sure it is adhered to
- Works closely with photography coordinator on the development of the design and layout for yearbook spreads, assisting in the completion of stories
- Is aware of current events and can make changes and suggestions to the ladder
- Helps staff members with production and design of special pages or sections
- Responsible for proper care and maintenance of computer equipment
- Reports problems immediately to Adviser
- Responsible for the visual presentation of the book, ensuring a consistent and engaging design throughout
- Communicates effectively with staff members, utilizing the Style Guide as a reference
- Develops the overall design vision for the yearbook, translating the editorial vision and theme into a cohesive visual style
- Supervise the yearbook staff, assigning them spreads to design, leading critiques and providing guidance and training.

Staff Members (Writers, Photographers, Coordinators {Equipment/Contests} and Designers: SM's)

The responsibilities of SM's include but are not limited to:

- Complete deadlines of all assignments, photographs, artworks, layouts or any other assigned project
- Work on computer to complete assignments assigned by editors
- Participate in story/idea Communication Corners
- Regularly cover assignments
- Help with advertising campaign/share social media posts
- Write as needed for other staff members in danger of missing a deadline
- Provide ideas and creative innovations in Communication Corners
- Report directly to the editors
- Act in a professional manner when representing The Flagship
- Wear a provided yearbook shirt when covering events outside of normal school hours
- Is responsible for his/her own press pass and understands they will not be given more than one during the school year
- Attend workshops to enhance skills
- Takes care of the camera equipment when in use and check in/out from AssetTiger



class expectations and routines

When You Walk Into Class:

- Check the whiteboard for the day's plan.
- Log into Yearbook360 and open whatever you're working on.
- Check your current to-dos or deadlines.
- Settle in and get focused.

Cameras & Gear:

- Sign it in/out with Equipment Staff Manager/Asset Tiger when needed.
- Make sure it has a charged battery and a memory card.
- Bring it back by the end of class unless you've got it cleared for an event.

If You're Absent:

- Check the board or ask a friend what you missed.
- **COMMUNICATE!** We'll help you catch up, but you have to let us know.

Our Weekly Flow:

- **Monday** – Communication Corner and Editor's Meeting, Assignments for the Week
- **Tuesday** – Work Day
- **Wednesday** – Work/Upload Day
- **Thursday** – Peer Feedback Day/Swap pages and help each other out.
- **Friday** – Friday Photo of the Week/Staff Member of the Week, Catch-up Day

A Few Ground Rules:

- Respect the work—yours and others!
- Don't ignore deadlines. It affects the whole team!
- Stay on task. Social media is for marketing only (not for scrolling).
- Keep your space clean and don't leave messes behind.
- Be cool during interviews and events—you're repping yearbook. **RECORD ALL INTERVIEWS!**



class expectations and routines, cont.

Grading Policy:

- Reference your **rubric** for spread/deadline grading.
- Weekly grades will be entered, including Communication Corner, binder checks and participation grades.
- Again, respect our deadlines! We **will not** miss any of them!

Communication Norms:

- Download and utilize **Basecamp** on your desktop and phones! It will be our main mode of communication!
- Be attentive! Be in class! We will be functioning as a team/don't be that one player who let's everyone down! Be ready to step up and help!
- Have any email being sent to an adult reviewed first!
- Appropriate personal social media will be used to promote the publications, to promote published content and to engage The Texan community.

Editorial Guidelines:

- **Always use AP Style/No Oxford Commas!**
- **NO passive voice!**
- Record all interviews to ensure accuracy.
- Do not invert/flip photos!
- Be inclusive to our school's demographics.

Social Media and Marketing:

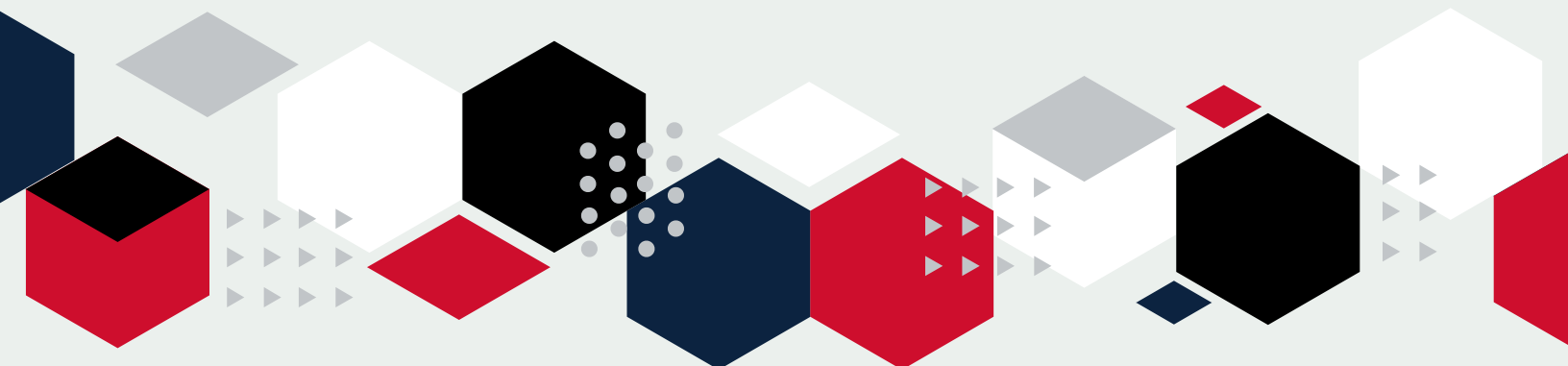
- Post daily!
- Reference your Social Media Calendar
- Sell the books!

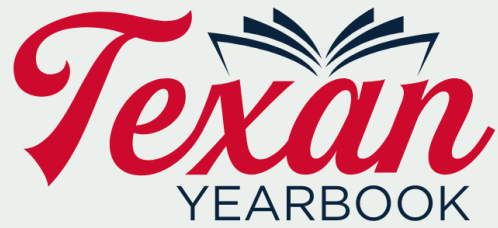
A Few More Ground Rules:

- Reference your Staff Contract
- Ask questions! The more we communicate, the better we are!
- Use your time in class wisely! Beat your deadlines!

always question, always wonder

Life is worth exploring. Write it down.
Tell a story. Document history.





important links

- [Staff Contract](#)
- [Parent Agreement](#)
- [Get to Know You Form](#)
- [Yearbook 360](#)
- [Get Inspired](#)
- [Buy a Yearbook](#)
- [Style Guide 25-26](#)
- [Color Pallet Picker](#)
- [Spread Checklist](#)