TIMELY TIPS

OBJECTIVE

Students will evaluate the current progress of their yearbook, identify strengths and gaps, and set focused, achievable goals for the second half of the production cycle.

MATERIALS NEEDED

- Current ladder
- Sales data
- Sticky notes and highlighters
- Laptop

PART 1

INTRODUCTION (10 MINUTES)

Ask students:

- If the book were due tomorrow, what would we feel confident about?
- Which parts do we feel behind on or unsure of?
- What is one thing we must improve before final submission?

Frame this clearly. A midyear audit is not about blame. It is about **clarity**, **ownership** and **smarter decisions** going forward.

PART 2

AUDIT THE BOOK (25 MINUTES)

Break students into section teams or small groups. Each group audits one area using guiding prompts:

Design and Copy

- Are theme elements consistent?
- Are captions complete and specific?
- Where does design feel rushed or unfinished?

Deadlines and Workflow

- Which pages are ahead of schedule?
- Which sections are behind and why?
- Where does the workflow progress have flaws?

Students mark findings using color coding: green for strong and on track, yellow for needs attention and red for immediate concern.

PART 3

INDEPENDENT PRACTICE (15 MINUTES)

Set SMART goals.
Define this briefly. SMART means specific, measurable, achievable, relevant and time-bound. Each group writes:

- One organizational goal
- One quality goal
- One workflow or deadline goal

PART 4

WRAP UP (10 MINUTES)

Groups share their goals as a class and look for overlap or conflict, adjust deadlines and assign editor check-ins. Be sure to create an action list the whole staff agrees to follow.