

ADVISER TIMELINE CHECKLIST

April 2026

General

- Make sure the items from our March checklist are complete.
 - Confirm financials before the yearbook delivers so you can pay your final invoice when it arrives.
 - Take inventory of your equipment. Does anything need to be fixed or replaced for next year?
 - Continue your social media presence, using Walsworth's [Social Media Calendar](#) for inspiration.
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Sales

- Continue training next year's marketing manager and have them work under this year's manager.
 - Check out our latest training video, [Marketing That Moves Yearbooks](#). Listen to the [podcast](#) episode that pairs with this as well.
 - Cross-reference your sales report with your coverage report to discover which students are in the book but have not purchased yet. Reach out to those to remind them there are a limited number left.
 - Finalize plans and advertise your distribution party. Consider ordering our [Distribution Day Kit](#) to help!
 - Create flyers for next year's book to pass out at your [distribution event](#) offering an early-bird discount.
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Training & Organization

- All videos for our [President's Collection Highlight Video Series](#) are now available! Watch them for 2027 inspiration.
 - Start your theme process for next year with our revamped Yearbook Suite unit, [Finding Your Theme](#).
 - Register for [summer workshops and training events](#) with your staff and send any necessary permission sheets home with students for parent signatures.
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Creation

- Have students gather work samples from the year and create an online portfolio for college applications.
 - Do you have a spring supplement to cover late spring events like spring sports, prom and graduation? Check out our [coverage starters](#) for more resources.
 - Start an idea board of inspiration for your 2027 yearbook that includes theme ideas, design trends, color schemes and fonts you like.
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Photography

- Prepare a senior ad flyer to include when senior portrait information is sent home since many seniors take their senior portraits over the summer
- Talk to photographers and students about photographing summer events for use in chronological books.
- Continue photographing events for a spring supplement, social media and/or for next year's photographers to gain practice.
- Reach out to your school photography company to schedule fall portrait days.