

ADVISER TIMELINE CHECKLIST

August 2022

General

- ☐ Meet with your Walsworth Yearbooks Sales Representative to talk about priorities and set plans for the year.
 - ☐ Activate Yearbook 360 and add staff logins.
 - ☐ Hold staff meeting with ice breakers or team-building exercises.
 - ☐ Begin posting on your social media channels. Use Walsworth's [Social Media Calendar](#) to start building your posts.
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Sales

- ☐ Finalize your budget – determine yearbook and ad prices and set sales goals.
 - ☐ Set up online sales in Yearbook 360 for yearbooks and ads and turn on your school store to begin selling.
 - ☐ Have a yearbook table at back-to-school registration. Add the yearbook to the fee sheet if possible.
 - ☐ Sign up for [PEP](#), our free Parent Email Program.
 - ☐ Make sure the front office has your sales information if a parent calls asking.
 - ☐ Add a "Buy a Yearbook" web banner to the school website.
 - ☐ Watch "[10+ Secrets of Successful Marketing](#)."
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Training & Organization

- ☐ Meet with editor(s) and rep to finalize staff roles and discuss expectations for the year.
 - ☐ Create lesson plans and train your staff using the [Yearbook Suite](#) curriculum.
 - ☐ Visit our Training Resources page to explore eBooks, webinars, blogs and more.
 - ☐ Spend time learning the software, either Yearbook 360 – Online Design or InDesign.
 - ☐ Plan to attend fall workshops like Elite Weekend and area workshops.
 - ☐ If you are in the Adviser Mentor Program, be sure to catch the [Yearbook Playbook webinar](#) on Aug. 9.
 - ☐ InDesign Users: Install our Enhancements found in Support Download in Yearbook 360.
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Creation

- ☐ Finalize design choices (fonts, colors, layouts, theme).
 - ☐ Begin ladder to organize coverage; decide on chronological, traditional or umbrella coverage.
 - ☐ Start crowdsourcing material for summer coverage if included in your yearbook.
 - ☐ Brainstorm and plan new coverage topics.
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Photography

- ☐ Schedule school pictures and communicate plan to students and parents.
- ☐ Set up and promote Yearbook Snap to crowdsource photos from your school and community.
- ☐ Talk to athletic coaches to get schedules for practices and games.