

Adviser To Do List **AUGUST**

General

- Make sure you know where your program is financially as the current yearbook is about to deliver and you are about to pay your final invoice upon delivery. Also, a current yearbook budget, acquired from your school's bookkeeper, will help you set your pricing and revenue goals for your 2016 book.
- Before school starts, plan a get-together with your editors to plan and set goals and plans for the coming year.
- Finalize staff organization and editor and manager positions.
- Review your Planning Kit. Enter the contact information for your yearbook sales rep, customer service representative and others on pages 40-42 of this Adviser Timeline so the information is handy.
- Meet with your yearbook sales rep. See pages 2-3 for information on the meeting agenda and expectations for the year.
- Review the New Adviser Primer at walsworthyyearbooks.com for details on a great start to the year, even if you are not a new adviser.
- Have your class expectations and grading in place. Put these in your staff manual.
- Get familiar with Walsworth's website, walsworthyyearbooks.com.
- Submit last year's yearbook to a national or area organizations for critique.
- Make sure you have enough supplies for the coming semester. Stock up on camera batteries, toner, paper and any Walsworth supplies.
- Discuss using Yearbook Shout video signatures when you distribute your 2016 book. Just imagine students getting to exchange videos along with signing the book. Talk to your yearbook sales rep for more information.

Training

- Review the First 30 Days teaching plan and the new *Yearbook Suite* to help you and your editors plan lessons. Both are in Support Download in Members Only. You can order the *Yearbook Suite* at walsworthyyearbooks.com/yearbooksuite.
- Plan to attend a fall workshop if your yearbook sales rep offers one, or ask your rep to do a one-day workshop with your staff at school. A fall workshop will provide a block of time for tech training and for your staff to focus on all the aspects of the book.
- Walsworth's new yearbookhelp.com is now available to get answers to your yearbook questions.

Marketing/Sales

- If you did not have a summer campaign, have your marketing manager and marketing team in place to plan and begin yearbook and ad marketing and sales campaigns. Set revenue goals. Train them using the *Engage Your Audience and Sell More Yearbooks with Strategic Marketing* unit of the *Yearbook Suite* in Support Download in Members Only. You can order the *Yearbook Suite* at walsworthyyearbooks.com/yearbooksuite.
- Prepare to sell yearbooks at registration. Remember receipt books and change for cash payments. See the My Marketing Plan workbook at walsworthyyearbooks.com/marketing, under the Marketing to Parents link, for more information.

Adviser To Do List **AUGUST** (continued)

- If you have a small staff, talk with the teachers of graphic design, business, marketing and other classes to brainstorm ways their students can get valuable experience (internships) by helping your team design materials, market and sell the yearbook.
- Fill out or confirm your yearbook and ad sales pricing in Members Only. When you log in, click the Sell Online button, fill out pricing and then check the boxes if you want to sell online.
- Use our Community Upload mobile app, Yearbook Snap, to get photos from parents and students.

Technology

- Online Design 2016 users: Review the *Using Online Design 2016* manual found in your Planning Kit that was mailed to you in the spring. Log in and begin to get familiar with the new features.
- InDesign users: Review all the other items on the Tech DVD and Resource DVD. Install the Walsworth Enhancements, located on the Tech DVD, and give the Tech DVD to your network administrator.
- Think about using Yearbook 3D to make your cover and book interactive, and watch the students get excited. For more information ask your yearbook sales rep.

Creating

- As you get ready for school to start, think about the book that is about to deliver. What worked? What didn't? What do you want to change? You and your editors should make a list, then use it to help start your next book. Use the Yearbook Blueprint in the Planning Kit to begin planning your book. Get ideas from the Theme Gallery at walsworthyearbooks.com, other yearbooks (ask your sales rep for samples), magazines and other printed items.
- Use the *Finding Your Theme* and *Coverage: The Heart of the Yearbook* units from the *Yearbook Suite* to develop your theme and coverage. Find the *Yearbook Suite* in Support Download in Members Only or order at walsworthyearbooks.com/yearbooksuite.
- As soon as school starts, make sure you have all of the pertinent school information for the year: alphabetized lists of all students by grade, as well as faculty and staff; event schedules, such as sporting events, performances, dances; staff members' class schedules and contact information.
- Fill out your ladder and the deadline planner with your deadline dates. See the ladder and deadline planner on pages 34-39, the wall ladder included in your Planning Kit, and if you use Online Design 2016, the ladder located there.
- Start coverage of fall sports and student life.

Photography

- Check with the school photographer to confirm the portrait day and retake day schedule.
- Have staff begin shooting sports practices.

Distribution

- Distribute the yearbook or continue planning for distribution this fall. See the Distribution Primer at walsworthyearbooks.com for information.

Adviser To Do List **SEPTEMBER**

General

- Finalize staff jobs. These include everything from reporting, page design and marketing, to filing, stuffing envelopes and writing thank you notes. See the *Yearbook Suite* unit, *Staff Management Through Team Building*, for more information on jobs. You can find the *Yearbook Suite* in Support Download at Members Only or order at walsworthyyearbooks.com/yearbooksuite.
- Activate your Members Only. Returning advisers will maintain their user names and passwords, and new advisers will receive new usernames and passwords. Please fill out your school and contact information, and Online Sales information.
- Have a plan for celebrating birthdays, deadlines, holidays, or other great moments. Designate one person or rotate the duties.

Training

- Assess staff capabilities and plan for any training needs, whether journalism- or technology-related. Check out yearbookhelp.com, and see the *Yearbook Suite* curriculum in Support Download in Members Only, or order the units you want to at walsworthyyearbooks.com/yearbooksuite.
- Go to walsworthyyearbooks.com for articles on yearbook subjects to help students.

Marketing/Sales

- Carry out your yearbook and ad sales campaigns. Use the *My Marketing Plan* workbook.
- Make sure your website banner is up on the school's website.
- Review the Customized Marketing items in Marketing Help at walsworthyyearbooks.com/marketing and decide on which items you would like. Consider using one of our Customized Marketing Packages to help you order a complete set of materials right now.
- Set up Online Sales in Members Only. Upload your student list with parent email addresses, learn how to view financial reports and enter in-school book and ad sales in Marketing Central and Sales Central.
- Set up Automated Emails in Members Only if you have not so you can mark parent emails off your list!
- Have your staff create some buy-a-yearbook videos based on current popular commercials and make sure to share them on social media!
- Start promoting National Yearbook Week, which is Oct. 4-10. Offer special sales discounts during that week.

Creating

- Unless you completed them at summer workshop or are planning to attend a fall workshop, discuss the options for your cover and endsheets with your Walsworth yearbook sales representative. You can use the Yearbook Blueprint in the Planning Kit to finalize your theme, cover, endsheets and division pages, and ask to schedule a Virtual Cover session.
- Fill out your ladder with detailed coverage for each spread. Determine submission dates for each spread to ensure meeting deadlines. Also fill out the wall ladder for the staff to use. There is a ladder in Online Design 2016 for users of that program.

Adviser To Do List **SEPTEMBER** (continued)

- Create a style guide listing fonts, color usage, folio details, and a yearbook mock-up, or create master pages. Put this information in your staff manual.
- Start creating page templates, or look through the pre-designed templates that Walsworth offers.
- Make all staff coverage assignments. Use the *Yearbook Suite* unit, *Coverage: The Heart of the Yearbook*, in Support Download in Members Only or order at walsworthyearbooks.com/yearbooksuite. Ensure that each student has access to a copy of the ladder that can be updated, such as the Wall Ladder from the Planning Kit.
- Have your staff write and prepare a reader survey.
- Make sure the staff is covering fall sports, clubs, student life and academics.
- If you haven't already, use our A Simple Approach to Writing Great Captions video, lesson plan and activities to get your staff ready for writing. Find this at walsworthyearbooks.com.

Photography

- Use our Five-day lesson plan from Walsworth's Photo Contest to teach new photographers. Find this at walsworthyearbooks.com.
- Double-check the plan for portrait retakes.

Adviser To Do List **OCTOBER**

General

- National Yearbook Week is Oct. 4-10. Plan to celebrate your staff and your yearbook! Watch for emails and items on our Facebook page for fun activities.
- ACP/CMA National College Media Convention: Austin: Oct. 28-Nov. 1. For more information, go to the Associated Collegiate Press website at studentpress.org/acp.

Training

- Go to walsworthyearbooks.com and yearbookhelp.com for information and articles on class expectations, ladder, legal issues, copy writing, photography and other subjects to help you in the classroom.

Marketing/Sales

- Make sure your social media pages are up and running to promote your yearbook. Update them regularly, ask for input on topics, have students vote on photos, create hashtags, promote price increases and more.
- Send letters or emails to senior parents about personal ads. See the Customized Marketing items in Marketing Help online.
- Make sure you have yearbook sales tables at events parents attend – parent-teacher conferences, sports events, musicals or plays, etc.
- Review the Guerrilla Marketing items available on Marketing Help (under both the Marketing to Parents and Marketing to Students buttons), enter your sales info and print! These also are great inspirations for brainstorming sessions – what else can your staff think of?
- Offer sales and special promotions during National Yearbook Week, Oct. 4-10.

Creating

- Finalize production deadlines and create a year-long production schedule.
- Continue coverage of events. Begin producing fall sports, clubs, student life and academics pages.

Photography

- As you take pictures, keep all digital images organized.
- If your photographer gives you a CD or DVD of your portrait images, submit that to Walsworth immediately so your portraits can be processed and made available to you. Mailing materials are located in your Planning Kit. If your photographer provides you a link to your portraits, email this information to your customer service representative. Walsworth will notify you when your portraits are available.

Adviser To Do List **NOVEMBER**

General

- Columbia Scholastic Press Association Fall Regional Conference: New York City, Nov. 2. For more information, visit cspa.columbia.edu.
- JEA/NSPA Fall National High School Journalism Convention: Orlando, Nov. 12-15. For more information, go to jea.org and studentpress.org/nspa.

Marketing/Sales

- If you plan to sell yearbooks as a holiday gift idea in December, prepare letters or order fliers, gift certificates and emails to send. Go to the Customized Marketing catalog for materials to order, or check out the Do-it-yourself Templates on Marketing Help at walsworthyyearbooks.com/marketing.
- Keep your marketing campaigns on track, and remember to update your social media sites regularly with sales information, video links and images, deadlines and ongoing dialogue with students and parents.
- Use your school's all-call phone messaging system to remind parents that yearbooks are on sale now.

Creating

- Continue working on fall sports, clubs, student life and academics pages.
- Begin coverage of winter sports.

Photography

- Remind students to keep all digital images organized so they are easy to find as they are working on pages.

Adviser To Do List **DECEMBER**

General

- Plan a holiday party or potluck snack day right before the break to release some stress and help with staff team building.

Marketing/Sales

- If you are selling yearbooks as a holiday gift idea, continue promoting them using emails, social media sites, the school website and the school marquee. Go to the Customized Marketing area for materials to order, or check out the Do-it-yourself Templates on Marketing Help.

Creating /Submitting

- Deadlines for your cover, endsheets and first copy shipment should be approaching.
- Start work on your portrait pages before the holiday break. The portrait page deadline is a good way to get a lot of pages in at once, but it also requires a lot of organization. Starting early helps keep you on track.
- Fall sports coverage should be done, with coverage of winter sports under way.
- Have a proofing team in place so your pages can be carefully reviewed before submission.
- Continue to keep up with your deadlines. Be sure to print your submitted pages and keep them in a binder.

Photography

- Plan group picture day or night to get photos of all the clubs and organizations.

Adviser To Do List **JANUARY**

General

- Remember that you have a deposit due by Feb. 1.
- Make sure you have enough supplies for the coming semester. Stock up on things like batteries for digital cameras, toner, paper and any Walsworth supplies so you don't run out at inopportune times.
- Begin staff recruitment for next year. Make sure staff applications are available before students select their classes for the next year. Find recruiting materials on the Staff Recruiting page of Marketing Help at walsworthyearbooks.com/marketing.

Marketing/Sales

- Continue with Online Sales and your marketing plan.
- Identify your non-buyers in Marketing Central, and then create Hey You! Notes telling students who haven't bought a yearbook what page(s) they're on in the book. Start planning a spring mailing to the parents of these non-buyers. Find these notes at walsworthyearbooks.com/marketing under the Marketing to Students link.

Creating

- Continue coverage of winter sports and events.
- Finalize remaining clubs, student life and portrait spreads.

Photography

- Have group picture day to take photos of all the clubs and organizations.

Adviser To Do List

FEBRUARY

General

- Conduct interviews for next year's staff.
- You and your staff are stressed. Take a few minutes for a fun activity now and then.

Marketing/Sales

- Bill advertisers and send thank-you notes.
- Post Buy a Yearbook Yard Signs or outdoor banners around the school, in places parents are guaranteed to see them. Use the school's marquee.

Creating/Submitting

- Continue to keep up with school events and happenings.
- Re-examine your ladder to ensure all spreads are properly planned.
- One way to check your coverage is to create a mini-index against a class list and make sure you are offering balanced coverage of the student body.
- Continue to keep up with your deadlines. Print submitted spreads and keep in a binder.
- Keep a photocopy of every spread submitted.

Photography

- Your students are taking amazing photos every day! Make sure they enter their photos into our 2016 Photo Contest for a chance to win a prize for them, and one for your staff. Watch for details.

Adviser To Do List **MARCH**

General

- Columbia Scholastic Press Association national convention: New York City, March 16-18. For more information, visit cspa.columbia.edu.

Marketing/Sales

- Post Photos of the Week outside the yearbook room and encourage students to come by to see if they're in a photo.
- Post lists of students and what pages they are on in the book.
- Check to see when your registration packets go out for next school year and start developing your order form and any additional materials to include.

Training

- If your sales rep offers any spring workshops, plan to attend. These workshops are usually shorter and less detailed than summer workshops, and could be just the pick-me-up you need and an inspiration for the rest of the school year.

Creating/Submitting

- The index is the most-read section of a yearbook. Do your readers a service and create one.
- Continue to keep up with your deadlines. Missing any of these can jeopardize your ship date.
- Begin coverage of spring sports and events.

Adviser To Do List **APRIL**

General

- Remember that you have a deposit due May 1.
- You have deadlines approaching. Make sure you have communicated the following information to your yearbook sales rep before the deadline:
 - o Final number of pages in your book
 - o Final number of copies you will be ordering
 - o Whether you will be ordering *Year In Review* or *ceBuzz* current events supplement to be sewn into your book
- Your namestamp list must be submitted to Walsworth by April 30 via Members Only. Log in, click on the blue Namestamps button and follow the steps to select how your books are sorted, your typeface and foil color, and submit your list.
- Plan an end-of-year awards banquet.
- JEA/NSPA Spring National High School Journalism Convention: Los Angeles, April 14-17. For more information, go to jea.org and studentpress.org/nspa.

Marketing

- Plan one last marketing push to increase sales. Go through your non-buyers list again in Members Only to see who hasn't bought. Send the parents an email or all-call. Tell them only X number of books remain and they don't want to miss out. Use our Guerrilla Marketing templates to reach out to the students, found at walsworthyyearbooks.com/marketing under the Marketing to Students link.
- Select your student marketing manager for next year so that student can begin working on marketing plans. Provide sales training for the manager and the marketing team using the *Yearbook Suite* unit, *Engage Your Audience and Sell More Yearbooks with Strategic Marketing*, in Support Download in Members Only. You can order the *Yearbook Suite* at walsworthyyearbooks.com/yearbooksuite.

Training

- Hold a staff meeting to go over plans for summer workshop, including costs, permission forms and fundraising.
- Register for Adviser Academy, a workshop for advisers of all skill levels in July in Kansas City. Details are available at walsworthyyearbooks.com/adviseracademy.
- If your sales rep offers a spring workshop, plan to attend. A one-day workshop could be just the inspiration your staff needs to finish the book.

Creating/Submitting

- Continue to keep up with your deadlines. Missing any of these can jeopardize your ship date.
- Continue to create your index.

Photography

- Schedule a meeting with your school photographer. Talk about any timing issues you had this year with picture day or getting images from the photographer. Schedule your picture days for next fall.

Adviser To Do List **MAY**

General

- Activate your Members Only. Returning advisers will maintain their usernames and passwords, and new advisers will receive an email with their usernames and passwords. Please fill out your school and contact information, and Online Sales information.
- Give your customer service representative your summer contact information.
- As school ends, start organizing your yearbook room. File printouts. InDesign users will want to make backups of all page files.

Training

- When your staff is selected for next year, have a work session with this year's and next year's staff. Discuss expectations, summer workshop, summer coverage and summer ad sales.
- Decide which summer workshop to attend and turn in registration. Go to Workshop Central at walsworthyearbooks.com for a list of workshops.

Creating/Submitting

- Tell your staff what is expected of them over the summer, such as completing pages.
- Before the school year ends, make sure you know exactly where you are in page submission.
- Prepare your index for submission.
- Make sure summer coverage assignments are in place for next year's staff.

Distribution

- Make plans for distribution.
- Have your staff write and prepare a reader survey to hand out at distribution.
- Create a Distribution Insert using our Customized Marketing to advertise next year's book, while they're excited about getting this year's book, and offer an early bird discount.
- Talk to your yearbook sales rep about using Yearbook Shout video signatures when you distribute your 2016 book. Just imagine students getting to exchange videos along with signing the book.

Adviser To Do List **JUNE/JULY**

General

- If you are using Online Sales, please note these June 14 deadlines for the yearbook you are currently working on:
 - o All online ordering of options will be turned off.
 - o This is the last day to order Year In Review or ceBuzz current events supplement as a tip in.
- Activate your Members Only area for the next school year. Existing advisers will maintain their usernames and passwords, and new advisers will receive an email with their usernames and passwords. Enter your school and contact information, and Online Sales information.
- Have periodic staff meetings to work on next year's book and to build staff relationships.

Training

- Attend a summer workshop to brush up on skills, kick off your marketing and have your staff decide on theme, cover, endsheets and division pages for next year. Go to Workshop Central at walsworthyyearbooks.com to find a workshop.
- We hope you are attending the Adviser Academy, a workshop for advisers of all skill levels, in July in Kansas City. If not, make plans to go next year.

Marketing/Sales

- Talk with your staff about how sales went this past year. Did you sell the number of books you wanted? Ads? What would you like to change for next year? Write those ideas down while they are still fresh.
- Prepare to take yearbook orders during student registration in August or September. Check with the person in charge of registration to get the yearbook listed as a line item on the fee sheet parents fill out at registration.
- Find out the date of the first mailings to parents before school starts and include information on yearbook purchasing and pricing. Talk with administrators about including information with school report cards.
- Launch or continue your ad sales campaign. Set revenue goals.
- Order ad contracts to cover the upcoming summer and fall campaign as well as yearbook receipt books if you need them.

Creating

- If you are working on your final deadline, keep it up.
- Think about last year's book. What worked? What didn't? What do you want to change? You and your editors should make a list and use it to help start your book. Start planning by using the Yearbook Blueprint in the Planning Kit mailed to you before school was out.
- Have staff reporters and photographers continue with summer coverage assignments.

Adviser To Do List **JUNE/JULY** (continued)

Photography

- Schedule portrait day and retake day with the school photographer if you did not do so in the spring.
- Prepare a Senior Ad Flier to hand out when senior portrait information goes home to parents or to hand out as seniors take their portraits over the summer.

Distribution

- Finalize plans for distribution day. If you have extra books, prepare to sell them on distribution day and on registration day. See the Distribution Primer at walsworthyyearbooks.com for information.