

Adviser To Do List **AUGUST**

General

- Review your Planning Kit. Enter the contact information for your yearbook sales representative, customer service representative and others on pages 40-42 of this Adviser Timeline so the information is handy.
- Activate your Members Only area. Returning advisers will maintain their usernames and passwords, and new advisers will receive new usernames and passwords. Please fill out your school and contact information, and Online Sales information.
- Meet with your yearbook sales representative. See pages 2-3 for information on the meeting agenda and setting expectations for the year.
- Review the New Adviser Primer at walsworthyearbooks.com for details on a great start to the year, even if you are not a new adviser.
- Before school starts, plan a get-together with your editors to formalize goals and plans for the coming year. Have some fun, too.
- When school starts, get all of the pertinent school information for the year: alphabetized lists of all students by grade, as well as faculty and staff; event schedules; staff members' class schedules and contact information.
- Prepare or update the staff manual. See information on the staff manual at walsworthyearbooks.com.
- Have class expectations and grading in place, and place in the staff manual.

Training

- Plan to attend a fall workshop if your yearbook sales representative 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.
- 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 walsworthyearbooks.com/yearbooksuite.
- 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 the *Yearbook Suite* tab in Support Download in Members Only. You can order the *Yearbook Suite* at walsworthyearbooks.com/yearbooksuite.
- Prepare to sell yearbooks at registration. Remember receipt books and change for cash payments. See the *My Marketing Plan* workbook at walsworthyearbooks.com/marketing, under the Marketing to Parents link, for more information.
- Make sure your website banner is up on the school's website.
- 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.

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

- 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.

Creating

- If you and your staff did not create a cover at a summer workshop, make plans to attend a fall workshop and create it there or ask your sales rep to schedule a Virtual Cover session so you can get it done.
- Finalize your theme, cover, endsheets and division pages. See the *Yearbook Blueprint* in the Planning Kit. Also see the *Yearbook Suite* unit *Finding Your Theme* in Support Download in Members Only or order at walsworthyearbooks.com/yearbooksuite.
- Put your deadlines on your ladder and deadline planner, available on pages 34-39. Put up the wall ladder from the Planning Kit so all students can see it. If you use Online Design 2016,s you can use the ladder located there.

Photography

- Schedule portrait day and retake day with the school photographer if you did not do so in the spring.
- Have staff begin shooting sports practices.
- Begin to plan how to keep your digital images organized.

Technology

- Think about using Yearbook 3D to make your cover and book interactive, and watch the students get excited.
- Use our Yearbook Snap app to get more photos from your students and parents.
- Online Design 2016 users: Log in to Online Design 2016 to become familiar with its features. Go to yearbookhelp.com to get answers to questions you may have.
- InDesign users: Install the Walsworth Enhancements, located on the Tech DVD mailed to you. The Tech DVD also includes the Using InDesign manual, Photoshop Manual and the Network Users Manual. You can also find these materials in Support Download on your Members Only home page.

Adviser To Do List **SEPTEMBER**

General

- Finalize staff jobs, from reporting and page design to stuffing envelopes. 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 walsworthyearbooks.com/yearbooksuite.
- Have a plan for celebrating birthdays, deadlines, holidays, or other great moments during the year. Designate one person or rotate the duties.
- Please remember that you have a deposit due Oct. 1.

Training

- Assess staff capabilities and plan training. See the Technology Learning Center in Members Only for live and recorded training sessions and the new *Yearbook Suite* curriculum in Support Download at Members Only or order at walsworthyearbooks.com/yearbooksuite.
- Go to walsworthyearbooks.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, found at walsworthyearbooks.com/marketing under Marketing to Parents.
- Review Customized Marketing materials in Marketing Help at walsworthyearbooks.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 so you can mark parent emails off your list!
- Send letters or emails to senior parents about personal ads. See the Customized Marketing items in Marketing Help online.
- 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.
- Promote Yearbook Snap, our Community Upload mobile app, to get photos from parents and students.

Technology

- Think about using Yearbook 3D to make your cover and book interactive, and watch the students get excited. Go to walsworthyearbooks.com/360.

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

Creating

- Finalize production deadlines and create a yearlong production schedule.
- Fill out the ladder with detailed coverage for each spread. Determine submission dates for each spread to ensure meeting deadlines. If you have a flat submission requirement, be sure you have identified those correctly for that deadline. Ladders are located on pages 36-39, in the Kit (a wall ladder) and within Online Design 2016 for schools that use that program.
- 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.
- 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. Go to yearbookhelp.com for information on creating master pages.
- Start creating page templates, or look through those that Walsworth offers. The Total Design templates, created from award-winning yearbooks, can be found in the Online Design 2016 Template Catalog, or for InDesign users, on the Tech DVD along with the Designer Series layouts.
- Begin producing fall sports, clubs, student life, academics and ad pages.
- 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 it at walsworthyearbooks.com.

Photography

- Use our Five-day lesson plan from Walsworth's Photo Contest to teach new photographers. Find it at walsworthyearbooks.com.
- As you take pictures, keep all digital images organized so they are easy to find when students begin working on pages.
- 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 and Twitter pages for fun activities.
- ACP/CMA National College Media Convention: Austin: Oct. 28-Nov. 1. For more information, go to Associated Collegiate Press or College Media Association.

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, and more.
- Continue sending letters or emails to senior parents about personal ads. See the Customized Marketing items in Marketing Help at walsworthyearbooks.com/marketing.
- Make sure you have yearbook sales tables at events parents attend – parent-teacher conferences, sports events, musicals or plays, and more. For information, see the *My Marketing Plan* workbook at walsworthyearbooks.com/marketing under the Marketing to Parents link.
- Review the Guerrilla Marketing items available on Marketing Help (under both the Marketing to Parents and Marketing to Students links), 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/Submitting

- Continue coverage of fall sports, academics, student life and clubs.
- Prepare to submit the pages for your first deadline.
- Final cover and endsheets are due.

Photography

- Start or continue work on your portrait pages.
- Plan group picture day or night to get photos of all the clubs and organizations.
- If your photographer gives you a CD or DVD of your portrait images, submit it 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 it 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: Nov. 2.
- 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 items at walsworthyearbooks.com/marketing.
- Keep your marketing campaigns on track, and remember to update your social media pages 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.
- Wrap up personal and business ad sales so you can finalize your ads budget and determine how many pages you will need.

Creating

- Continue to keep up with coverage of school events and happenings.
- Complete fall sports coverage and begin winter sports coverage.
- Finalize plans for senior pages as you continue or finish work on your portrait pages.
- Get an updated list of students from the office to have names of new students for coverage purposes.
- Confirm that you are on track to meet your flat submission requirement.

Submitting/Indexing

- As you begin to submit pages, begin creating your index.
- Create a mini-index against a class list to make sure you are offering balanced coverage of the student body.

Adviser To Do List **DECEMBER**

General

- If you are NOT using Online Sales, make sure you have communicated the following information to your Walsworth yearbook sales rep by your deadline:
 - o Final number of pages in your book
 - o Final number of copies you will be ordering
- Review your budget, with your bookkeeper or yearbook sales representative, to make sure you are on track.
- Plan a holiday party or potluck snack day right before the break to release some stress and help with staff team-building.

Marketing/Sales

- Bill advertisers and send thank-you notes.
- 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 January mailing to the parents of these non-buyers.

Creating /Submitting

- Submit as many spreads as possible before the winter holidays. These sections should be ready: fall sports, academics, student life, portrait and ad pages.
- Keep a photocopy of every spread submitted.
- Have group picture day to take photos of all the clubs and organizations.
- Confirm that you are on track to meet your flat submission requirement.
- InDesign users: Check incoming proofs, make corrections and return promptly.

Adviser To Do List **JANUARY**

General

- Please remember you have a deposit due by Feb. 1.
- If you are using Online Sales, make sure you have communicated the following information to your Walsworth yearbook sales rep by your 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 Jan. 31 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.
- 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.
- Begin staff recruitment for next year. Make staff applications 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

- 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. Use our Guerrilla Marketing templates at walsworthyearbooks.com/marketing to reach out to the students. Find them under the Marketing to Students link.
- 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 your deadlines so you do not jeopardize your ship date.
- Re-examine your ladder to ensure all spreads are properly planned.
- Continue to index completed pages.
- Continue coverage of winter sports and events.
- Confirm that you are on track to meet your flat submission requirement.

Adviser To Do List **FEBRUARY**

General

- Conduct interviews for next year's staff. Go to walsworthyearbooks.com for more information.
- You and your staff are stressed. Take a few minutes for a fun activity now and then.

Creating/Submitting

- As you prepare for your final deadline, make sure you know the status of all of your pages. Check the school calendar and other sources one last time to make sure you did not miss any coverage.
- Prepare to submit the index with your last deadline. Go to yearbookhelp.com for indexing information.

Marketing

- 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.

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. To learn more, go to walsworthyearbooks.com/photocontest.

Distribution

- Make plans for distribution day, including the room, tables and chairs, and a place to store the books until your staff gives them out. Consider making it a party this year. See the Distribution Primer online at walsworthyearbooks.com.
- Discuss using Yearbook Shout video signatures for when you distribute your 2016 book. Just imagine students getting to exchange videos along with signing the book.

Adviser To Do List **MARCH**

General

- If you are using Online Sales, note that all online ordering of options will be turned off March 15. If you want Walsworth to package all options ordered in-school, enter all in-school orders into Sales Central in Members Only by March 15.
- Start organizing your yearbook room. File printouts. Decide what to do with any unused hard-copy photos, such as sell them to raise money to attend summer workshop.
- Columbia Scholastic Press Association national convention: New York City, March 16-18.

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.
- Attend a spring workshop if your sales rep offers one. These workshops are usually shorter and less detailed than summer workshops, and can get you thinking about next year's book.

Creating/Submitting

- Once your final deadline is submitted, plan the spring supplement and mini-index.

Marketing

- Send out a last-chance communication to parents. Tell them only X number of books remain and they don't want to miss out.
- 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.

Distribution

- Begin plans for distribution day.
- Have your staff write and prepare a reader survey to hand out at distribution.

Adviser To Do List **APRIL**

General

- Make sure you know where you are financially with the yearbook about to deliver, and are ready to pay your final invoice upon delivery.
- Have your staff inventory all equipment and determine what needs to be fixed and what supplies need to be replenished. With your approval, have staff members handle these chores.
- 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.

Training

- Hold a staff meeting to go over plans for summer workshop.
- Register for Adviser Academy, a workshop for advisers of all skill levels in July in Kansas City. Go to walsworthyearbooks.com/adviseracademy for more information.
- Begin training next year's staff. Use the *Yearbook Suite* curriculum in Support Download in Members Only or order at walsworthyearbooks.com/yearbooksuite, and schedule technology training sessions through Walsworth's Technology Learning Center in Members Only.

Creating

- Assign a portfolio project to help students understand what they have learned. Find the "Yearbook is finished, now what" article at walsworthyearbooks.com.
- Or, complete a unit on Theme with your current staff and have them present theme packets as the culmination of the unit. To help brainstorm for ideas, see the Theme Gallery and Cover Gallery in the Showcase area of walsworthyearbooks.com. Also see the *Yearbook Suite* unit, Finding Your Theme, in Support Download in Members Only or order at walsworthyearbooks.com/yearbooksuite.
- When you decide on a theme for next year, contact your yearbook sales rep to talk about completing your cover using a Virtual Cover session, or plan to complete it during summer workshop.

Marketing/Sales

- Finalize ad billing and records of book sales.
- Select your marketing manager and team for next year so they can begin making plans for marketing and sales for next year using the *My Marketing Plan* workbook at walsworthyearbooks.com/marketing and the *Engage Your Audience and Sell More Yearbooks with Strategic Marketing* unit of the *Yearbook Suite* located at Support Download.
- Create a Distribution Insert using Customized Marketing to advertise next year's book, while they're excited about getting this year's book, and offer an early bird discount.

Photography

- Schedule a meeting with your school photographer to set your picture days for next fall.
- 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.

Adviser To Do List **MAY**

General

- Activate your Members Only for the next school year at walsworthyearbooks.com. Existing advisers will maintain their usernames and passwords, and new advisers will receive an email with their usernames and passwords.
- Notify your customer service representative of your summer address.
- Join a national or area organization and get a critique for your yearbook.

Training

- Confirm plans to attend summer workshop.
- Register for Adviser Academy, a workshop for advisers of all skill levels in July in Kansas City. For more information, go to walsworthyearbooks.com/adviseracademy.

Marketing/Sales

- Once you have activated your Members Only area for 2017, set up your Online Sales for yearbooks and ads for the next school year.
- Provide sales training for staff members selling business ads.

Creating

- Make summer coverage assignments.

Photography

- Make sure next year's seniors and area photographers have portrait information.

Distribution

- Have your distribution event planned for handing out the yearbook this month or in June.

Adviser To Do List **JUNE/JULY**

General

- Before you leave for the summer, make sure you have paid your final bill.
- Activate your Members Only area. 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.
- Make sure you have enough supplies for the fall semester. Stock up on camera batteries, toner, paper and any Walsworth supplies.

Training

- Attend a summer workshop with your staff 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 walsworthyearbooks.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

- Get a current yearbook budget report from your school's bookkeeper so you can properly set all your pricing and revenue goals.
- 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. See the *My Marketing Plan* workbook under the Marketing to Parents link at walsworthyearbooks.com/marketing.
- 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 to be completed by the end of summer.
- Order ad contracts to cover the upcoming summer and fall campaign as well as yearbook receipt books if you need them. See the Advisers Market catalog and the order form in your Planning Kit.

Creating

- 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. It's also available in Support Download.
- 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.