

# ADVISER TIMELINE CHECKLIST

April 2025

## 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 marketing manager for the rest of the year. Have them create a marketing strategy for next year using our [Marketing resources](#).
  - ☐ 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 students to remind them there are a limited number of yearbooks left.
  - ☐ Finalize plans and advertise your distribution party, including with any local vendors participating.
  - ☐ 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 34 highlight videos for our [President's Collection Highlight Video Series](#) are now available! Watch them for 2026 inspiration.
  - ☐ Plan your distribution day celebration with tips from our webinar available on April 4.
  - ☐ 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 2026 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.