ADVISER TIMELINE CHECKLIST

May 2025

General

☐ Make sure the items from our April checklist are complete.
☐ Activate your Yearbook 360 account for next school year at walsworthyearbooks.com. Returning advisers will keep their usernames and passwords, and new advisers will receive an email with their username and password.
☐ Notify your customer service representative of your summer contact information.
☐ Continue your social media presence, using Walsworth's Social Media Calendar for inspiration.

Sales

☐ Once you activate next year's Yearbook 360 account, set up your online sales for yearbooks and ads.
☐ If your book has shipped, host a distribution and signing party.
  o Editable PDFs to help you promote the distribution and/or signing event are located here.
  o Sell remaining books at your distribution party and offer early bird discounts on next year's books and ads. Never price this year's or past books lower than before—teach your community that yearbooks gain value over time, not the longer they wait. Provide sales training for staff members selling business ads.

Training & Organization

☐ Finalize any travel plans for summer workshops. See all training events on our events page.
☐ Connect with nearby advisers and offer to swap books when they arrive so you can learn from each other.
☐ Register for Adviser Academy, which takes place virtually June 25-26.
☐ Start thinking about next year with our training video on Yearbook Design Trends for 2026.

Creation

☐ Make coverage assignments for summer content. For inspiration, check out our coverage starters.
☐ Start brainstorming theme ideas, design trends and color schemes for next year's yearbook with your editors and students attending summer workshops.

Photography

☐ Plan how your photographers and students will capture summer events for use in chronological books.
☐ Make sure next year's seniors, their parents and local photographers have senior portrait information.

Walsworth yearbooks