

# ADVISER TIMELINE CHECKLIST

May 2025

## General

- ☐ Make sure the items from our April checklist are complete.
  - ☐ Notify your customer service representative of your summer contact information.
  - ☐ Continue your social media presence, using Walsworth's [Social Media Calendar](#) for inspiration.
- 

## Sales

- ☐ Cross-reference your sales report with your coverage report to show which students are in the book but have not purchased yet. Reach out to them to remind them there are a limited number of yearbooks left.
  - ☐ Have next year's marketing manager plan a marketing strategy for 2025 using our [Marketing resources](#).
  - ☐ Turn on next year's sales and hand out yearbook and senior tribute flyers at graduation with early bird discounts.
- 

## 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

- ☐ Discuss summer responsibilities with everyone on staff for finishing and/or distributing your yearbook. Responsibilities may differ. Next year's editors may be expected to come in to proof content while graduating seniors might not. Make sure everyone understands their role. This includes discussing where they should work – at home or coming into the classroom over the summer.
  - ☐ 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.
  - ☐ Finalize end-of-year spreads like spring sports, prom and graduation, depending on when they happen.
- 

## Photography

- ☐ Tag new photos with student names for an accurate index.
- ☐ Plan how your photographers and students will capture summer events for use in chronological books. Check out our [summer coverage starter](#) for tips.
- ☐ Make sure next year's seniors, their parents and local photographers have senior portrait information.