ADVISER ROADMAP

PUBLICATION PRODUCTION IS NOT A LINEAR PROCESS.

These seven steps are intended to be more like a road map that guides you to the finish line than a comprehesive checklist. Many of the steps will overlap, and you'll probably revisit earlier steps later in the year.

Add your own tasks as you go, making notes for next year.

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PREPARE

BUILD STAFF
❑ Offer applications to join
❑ Recruit students from a pre-requisite class
❑ Recs from counselors/English teachers
❑ Have editors speak to younger classes
❑ Visit feeder schools
❑ Decide editors/leadership positions

SHARPEN SKILLS
❑ Attend a workshop or camp
❑ Get additional training in areas you feel need improvement such as new software, equipment, etc.

GET ORGANIZED
❑ Implement systems for photo organization, equipment check out, event sign-up, etc.
❑ Clean out classroom and purge unnecessary items

MEET YOUR REP
❑ Set deadlines
❑ Set budget
❑ Set price of book
❑ Set sales goals
❑ Ask questions
❑ Communication preferences

FIRST WEEK
❑ Create staff manual
❑ Plan teambuilding activities
❑ Make press passes

BONDING
❑ Create "brag board"
❑ Create staff playlist for late work nights
❑ Host monthly birthday parties
❑ Design & order t-shirts
❑ Decide on classroom theme and decorate

STAFF SCHEDULE
❑ Set late work nights
❑ Set staff meeting days
❑ Plan trips for the year

ADVISER ROADMAP

PLAN

SALES
- ❑ Setup online store
- ❑ Ask about sales opportunities at the beginning on the year such as back-to-school event, open house, etc.
- ❑ Set dates for price tiers and mailings sent home

PICTURE DAYS
- ❑ Schedule portrait day and retake day
- ❑ Review senior portrait procedures
- ❑ Confirm marketing efforts with the photography companies
- ❑ Confirm deadlines for portrait delivery
- ❑ Review procedure for using a preferred name

TECHNOLOGY
- ❑ Install latest software/plugin updates
- ❑ Take inventory of all equipment
- ❑ Send out any repairs

THEME
- ❑ Decide on theme
- ❑ Build style guide with fonts, colors, design elements, section names, photo treatments, examples, etc.
- ❑ Book cover design appointment
- ❑ Build layout templates

PHOTOS
- ❑ Fill out annual planning calendar
- ❑ Gather sports schedules
- ❑ Create event sign-up calendar
- ❑ Create equipment check-out system
- ❑ Create photo folders on shared drive

COVERAGE
- ❑ Brainstorm theme-related coverage
- ❑ Decide on showstopper spreads
- ❑ Complete page ladder
- ❑ Assign spreads to deadlines by signature
- ❑ Color code deadlines
- ❑ Assign pages to staff

SOFTWARE
- ❑ Train staff on software
- ❑ Practice creating a spread

TRACKING
- ❑ Build yearbook hub to track coverage
  - ❑ faculty contacts
  - ❑ department leaders
  - ❑ club leaders & meeting times

THEN…
- ❑ Assign a staff member to each group

REFERENCE
- ❑ On shared drive, put:
  - ❑ faculty master schedule for shared drive
  - ❑ student schedules
  - ❑ privacy list

SENIOR TRIBUTES
- ❑ Set deadline
- ❑ Decide on requirements and content limits (# of photos/characters)
- ❑ Create procedure to gather content

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PROMOTE

BEFORE SCHOOL
- ❑ Registration days
- ❑ First day flyers
- ❑ Back to school event
- ❑ Open house
- ❑ Yard signs in front of school
- ❑ Front marquee
- ❑ Stadium ad

DIGITAL
- ❑ eMarketing
- ❑ Social media
- ❑ Email signature
- ❑ School website
- ❑ Teacher websites

PRINT
- ❑ Mailers sent home
- ❑ Flyers above water fountains, in bathrooms, in busy areas, on bulletin boards, etc.
- ❑ Posters
- ❑ Door decorations

SENIOR TRIBUTES
- ❑ Senior classes
- ❑ Senior night
- ❑ Senior package with yearbook, tribute, cap/gown, prom ticket, etc.
- ❑ At portrait studio

TRACKING
- ❑ Track coverage to ensure purchasers are in the book
- ❑ Send reminders to non-buyers
- ❑ Send sticky notes to students in the book who haven't purchases yet

THANK YOUS
- ❑ Send thank you gift (ex: candy) in late fall and right before final count is due to encourage more sales

SENIORS
- ❑ Call parents of seniors who haven't purchased
- ❑ Call parents of seniors who are on the privacy list to double-check (have them sign as confirmation)

FINAL COUNT
- ❑ Submit final count by deadline
- ❑ Review budget
- ❑ Create waiting list

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PRODUCE

THEME
- ❑ Design cover
- ❑ Design end sheets
- ❑ Design opening and closing
- ❑ Design dividers
- ❑ Write colophon

MEETINGS
- ❑ Hold meetings as needed with
- ❑ Entire staff
- ❑ Editors

SPREADS
- ❑ Gather content
- ❑ Rough drafts (to editor)
- ❑ Final drafts (to adviser)
- ❑ Submit for proof

PORTRAITS
- ❑ Download portrait files from photo company
- ❑ Lay out portrait pages
- ❑ Delete space for secondary coverage
- ❑ Flow portraits

GROUP PHOTOS
- ❑ Schedule group portrait day(s)
- ❑ Request group roster
- ❑ Design group photo pages

SENIOR TRIBUTES
- ❑ Design templates
- ❑ Lay out space for each tribute
- ❑ Design each ad

SPORTS PHOTOS
- ❑ Confirm deadlines with coaches
- ❑ Request team rosters
- ❑ Request scoreboards
- ❑ Design sports group photo pages

SUPPLEMENT
- ❑ Set deadlines
- ❑ Submit
- ❑ Proof

ACCOUNTABILITY
- ❑ Save all interview recordings on shared drive

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ADVISER ROADMAP

PROOF

COVER
- ❑ Carefully review
- ❑ Submit approval or edits

PORTRAITS
- ❑ Hang up pages in common area for students to review
- ❑ Complete any requested changes or corrections

SPREADS
- ❑ Carefully review all proofs and return within 3 days
- ❑ Contact rep with any delays or major changes

SENIOR TRIBUTES
- ❑ Send proofs to parent with firm deadline to make edits

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PRESENT

DISTRIBUTION
- ❑ Inspect and count books delivered
- ❑ Pull copies for classroom, admin, and library
- ❑ Insert disclaimer flyer into each book
- ❑ Print distribution lists
- ❑ Rehearse distribution with staff
- ❑ Request tables/chairs
- ❑ Organize personalized books & accessories
- ❑ Gather supplies for event (pens, highlighters, walkies, etc.)
- ❑ Double check testing and fire drill schedule
- ❑ Create sales kit for extra copies with cash envelope, receipt book, lock box, etc.
- ❑ Have students sign once they receive their book

ANTICIPATE ISSUES
- ❑ Review policies re: refunds, corrections, etc.
- ❑ Create a procedure for how to student can report issues
- ❑ Put an out of office message on your email with details about distribution policies

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PARTY

BREATHE
- ❑ The hard part is over, now it's time to celebrate!

PLAN BANQUET
- ❑ Review budget and secure venue
- ❑ Make invitations
- ❑ Write script
- ❑ Collect award nominations (serious & silly)
- ❑ Create awards
- ❑ Induct Quill & Scroll members
- ❑ Celebrate awards
- ❑ Honor seniors
- ❑ Pass torch to new editors

SEND THANK YOUS
- ❑ Sales Rep
- ❑ Account Exec
- ❑ Administrators
- ❑ Staff Parents
- ❑ School Board
- ❑ Athletic Coaches
- ❑ Fine Arts Directors
- ❑ Department Chairs
- ❑ Local Business Advertisers

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