

# ADVISER TIMELINE CHECKLIST

August 2024

## General

- Meet with your Walsworth Yearbooks Sales Rep to talk about priorities and set plans for the year.
  - Activate Yearbook 360 and add staff logins.
  - Hold staff meeting with ice breakers or team-building exercises.
  - Begin posting on your social media channels. Use Walsworth's [Social Media Calendar](#) to help.
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## Sales

- Finalize your budget — determine yearbook and ad prices and set sales goals.
  - Set up online sales in Yearbook 360 for yearbooks and ads and turn on your school store to begin selling.
  - Have a yearbook table at back-to-school registration. Add the yearbook to the fee sheet if possible.
  - Sign up for [PEP](#), our free Parent Email Program.
  - Make sure the front office has your sales information if a parent calls asking.
  - Add a "Buy a Yearbook" web banner to the school website.
  - Assign a [Student Marketing Manager](#) and review the [Pick 6 Marketing Menu](#).
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## Training & Organization

- Meet with editor(s) and rep to finalize staff roles and discuss expectations for the year.
  - Create lesson plans and train your staff using the [Yearbook Suite](#) curriculum.
  - Visit our Training Resources page to explore eBooks, webinars, blogs and more.
  - Spend time learning the software, either Yearbook 360 – Online Design or InDesign.
  - Plan to attend fall workshops like Elite Weekend and area workshops.
  - Find ideas and inspiration with the [2025 Trends](#) and [The Thoughtful Theme for 2025](#) training videos.
  - InDesign Users: Install our Enhancements found in Support Download in Yearbook 360.
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## Creation

- Finalize design choices (fonts, colors, layouts, theme).
  - Begin ladder to organize coverage; decide on chronological, traditional or umbrella coverage.
  - Start crowdsourcing material for summer coverage if included in your yearbook.
  - Brainstorm and plan new coverage topics.
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## Photography

- Schedule school pictures and communicate plan to students and parents.
- Set up and promote [Yearbook Snap](#) to crowdsource photos from your school and community.
- Talk to athletic coaches to get schedules for practices and games.