

ADVISER TIMELINE CHECKLIST

September 2024

General

- ❑ Make sure the items from your August checklist are complete.
 - ❑ Look back on Walsworth's [Yearbook Boot Camp](#) replays for extra help and ideas.
 - ❑ Discuss priorities and plans for the year with your Walsworth Yearbooks Sales Representative.
 - ❑ Continue building your social media presence. Use Walsworth's [Social Media Calendar](#) for inspiration.
-

Sales

- ❑ Discover ways to market your yearbook with the [Creative Ideas for Selling Your Yearbook](#) eBook.
 - ❑ Download the [My Marketing Plan](#) eBook to plan a variety of successful sales tactics, including [PEP](#).
 - ❑ Plan fun activities, contests and sales incentives for National Yearbook Week, which runs Oct. 7-11.
 - ❑ Utilize Walsworth's [Order Forms](#) to reach parents with yearbook and ad sales information.
 - ❑ Using a school calendar of events, schedule student shifts for sales tables hosted at games, plays and other community events to reach parents. Have senior tribute flyers available so parents can also purchase a tribute.
-

Training & Organization

- ❑ Approach similar topics with a new focus using our [Coverage Starters](#).
 - ❑ Visit our [Training Resources](#) page to explore the latest blogs, podcasts and more.
 - ❑ Check out the newest Idea File magazine. Check your mailbox or ask your Walsworth rep for a copy.
 - ❑ Watch the replays of the [New Adviser Webinar Series](#) to build the foundation for your first year.
 - ❑ Plan to attend fall workshops like [Elite Weekend](#), area workshops and national conventions.
-

Creation

- ❑ Work with your staff and Walsworth rep to set your deadlines.
 - ❑ Create a style guide so all staff members know the colors, fonts and formatting rules for spreads.
 - ❑ Start crowdsourcing material for summer coverage if included in your yearbook.
 - ❑ Assign spreads to staff members.
-

Photography

- ❑ Schedule school pictures and communicate plan to students and parents.
- ❑ Look through Walsworth's [Photo Contest Gallery](#) to share examples of great photos for your staff.
- ❑ Ask club sponsors for a schedule of events for the semester, and assign photographers to take pictures at all major school events.