

ADVISER TIMELINE CHECKLIST

November 2024

General

- Make sure the items from your October checklist are complete.
 - JEA/NSPA Fall National High School Journalism Convention will be Nov. 7-9 in Philadelphia; visit jea.org or studentpress.org/nspa for more information.
 - Continue your social media presence. Use Walsworth's [Social Media Calendar](#) for inspiration. This is a great place to conduct polls and surveys for infographics on your spreads.
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Sales

- Boost your yearbook sales with some great holiday graphics from our [Social Media Resources](#) page.
 - Everyone loves a deal! Promote Cyber Monday yearbook and ad sales using our [editable materials](#).
 - Watch the replay of [A Simple Writing Process](#) training video.
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Training & Organization

- Download our [Get the Most Out of School Store Coupon Codes](#) eBook for great ideas.
 - How can you effectively and ethically use AI this school year? Learn strategies in our latest Yearbook Suite unit, "[Using AI: Ethical Considerations for Yearbook Staffs](#)."
 - Take advantage of our [Class Starters](#), a series of 10-15 minute education training video clips you can use at the start of class.
 - Work on getting grades entered before Thanksgiving break for yearbook assignments. Our [Soooo... How am I Supposed to Grade a Yearbook Class?](#) eBook can help!
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Creation

- With your first deadlines approaching, download this handy [Yearbook Spread Checklist](#) for editors and staffers to review.
 - It's time to work on your cover and endsheets – they will set the tone for the rest of your book. Contact your rep for support with their submission.
 - Be open to additional stories you may not have considered – a few surprises always come up.
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Photography

- Need photos? Continue to promote [Yearbook Snap](#) and request photos from your students and parents for past or upcoming events like Homecoming, Halloween, Thanksgiving and more.
- Watch the training video replay of [Fabulous Photography](#). Yearbook Sales Rep Jill Chittum, MJE, and award-winning adviser Jim McCrossen share tips to help your staff elevate their photos.