Summer/Fall Delivery

ADVISER TIMELINE CHECKLIST

December 2024

General

- ☐ Make sure the items from your November checklist are complete.
- ☐ Even though deadlines and finals are on your mind, take time to celebrate the holidays with a staff party. Everyone needs a little fun to keep them motivated.
- ☐ Continue your social media presence, using Walsworth's [Social Media Calendar](#) for inspiration.

Sales

- ☐ Review your budget and sales. Are you on track to meet your goal?
- ☐ Follow up with advertisers to ensure every community business had the opportunity to pay for an ad.
- ☐ Consider partnering with marketing classes or clubs like DECA to promote the yearbook for spring semester. Talk to teachers or club sponsors now.

Training & Organization

- ☐ Start recruiting next year's staff! Visit our [Recruit Your Staff](#) page for resources, talk to current non-seniors on staff about the positions they want next year and start advertising positions on social media for new staff members.
- ☐ 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.](#)"

Creation

- ☐ Assess your student coverage so far. Do your spreads reflect the diversity of your student body?
- ☐ As you capture the year, document the yearbook staff's efforts at events and work nights.
- ☐ Make a plan for who to interview and how to get photos for holiday spreads.
- ☐ Check out our [Coverage Starters](#) for new ideas within your yearbook.

Photography

- ☐ Talk to club sponsors to plan your club and organization group photos.
- ☐ Evaluate your photography coverage. Do you need more academics photos before the winter break? Have you been capturing clubs and organization events? Many classes and clubs may have special holiday themed events that make for great photography opportunities.
- ☐ Utilize our mobile app, [Staff Snap](#), to upload a batch directly to Yearbook 360.
- ☐ Photos become more challenging as it gets dark earlier. Have a plan for photographing evening events.