

# ADVISER TIMELINE CHECKLIST

January 2025

## General

- Make sure the items from your December checklist are complete.
  - Keep your calendar up to date by confirming dates with the front office, coaches and club sponsors.
  - Stay consistent with your social media presence using Walsworth's [Social Media Calendar](#) for inspiration.
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## Sales

- Review your fall sales and plan your spring sales drive. Refresh hallway posters, send flyers home to parents, host tables at school events and plan your social media advertising to increase your sales.
  - Review your student list in Yearbook 360, specifically non-buyers. Focus on seniors first and work your way down. Brainstorm ways to reach those students through secondary coverage, interviews and mod packages. Pro tip: Tagging students in photos will help you run accurate coverage reports.
  - Proof personalization lists for namestamps and/or iTags to avoid errors, and then submit by Jan. 28.
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## Training & Organization

- Start recruiting next year's staff! View resources on our [Recruiting page](#), like posters and an [application](#), talk to non-seniors on staff about the positions they want next year and advertise unfilled positions.
  - Check out the ["It's Time to Start Recruiting"](#) video series featuring seasoned advisers.
  - Meet with your editorial staff the first week back to school and walk through goal setting for 2025. Establish targets and benchmarks for your goals you can review throughout the second semester.
  - Review your inventory and determine any fundraising needs. How are your lenses? Need extra camera bags? Make a budget for what to buy before the end of the year. Read ["Fill That Cart: 10 Must-Haves for the Yearbook Classroom"](#) to review what you may need for next year.
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## Creation

- Assign winter sports spreads and brainstorm unique coverage strategies.
  - All fall spreads should be in proofing or approved. Ensure your fall coverage is wrapped up this month.
  - Schedule fun work nights for the rest of the year so you can be sure to meet your deadlines and receive your book in time for distribution.
  - InDesign users: Check incoming proofs, make corrections and return promptly.
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## Photography

- Review strategies for covering winter sports and expectations for attending activities and events.
- Have you been capturing clubs and organization events?
- Assess last semester's photography. What areas can you improve upon?