

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 the [Social Media Calendar](#) for inspiration.
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Sales

- Consider Valentine's Day specials or fundraisers. How can you promote the yearbook while celebrating?
 - 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.
 - Follow up with advertisers so every local business can pay for an ad.
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Training & Organization

- Start recruiting! 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.
 - Flow your portraits if you haven't done so already and plan out your modular packaging. Assign those features and mods now so students always have something to do.
 - If your senior and business ads have not been proofed yet, start this process now.
 - All fall spreads should be in proofing or approved. Ensure your fall coverage is wrapped up.
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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?
- Schedule your student feature photos early. The sooner you get those done, the less you'll have to rely on the student body to answer their emails or get back to you in a timely fashion.