

# ADVISER TIMELINE CHECKLIST

February 2025

## General

- Make sure the items from our January checklist are complete.
  - Schedule work nights for your staff and create a plan for any field trips, conventions or workshops.
  - Continue your social media presence, using Walsworth's [Social Media Calendar](#) for inspiration.
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## Sales

- Start your spring sales drive using holidays like Valentine's Day and St. Patrick's Day as a springboard. Refresh hallway posters, send flyers home to parents and host tables at school events.
  - If you have not signed up for [PEP](#), our free Parent Email Program, do so now to take advantage of our Last Chance emails.
  - Promote the Yearbook Donation program with these [graphics](#) so individuals or businesses can buy a yearbook for a student who might not be able to afford one. Read one school's success [here](#).
  - Push your personal ad/tribute deadlines to encourage parents to purchase before it's too late. Our [social media graphics](#) can be a fun way to help.
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## Training & Organization

- Begin interviewing candidates for next year's staff! Check out our [Recruiting Page](#) for resources.
  - Expand your design fundamentals with Walsworth's Training Video, [Using Grids in InDesign](#).
  - Proof your early stages of the index by checking names, grades and coverage report.
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## Creation

- Brainstorm a few backup showstopper spread ideas to have available.
  - Do a coverage assessment. Are you covering all the activities, events, clubs, academics and more that you want? Are you lagging in certain coverage? Are some students not covered yet? Include them in secondary coverage, interviews and mod packages.
  - Begin looking for 2025 trends to create mods you can incorporate into spreads or save for next year.
  - InDesign users: Check incoming proofs, make corrections and return promptly.
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## Photography

- Utilize an activity calendar to plan photo opportunities at sporting events, plays/musicals and more.
- Consider the diversity of your photos. Try to represent all grades, genders and ethnicities.
- Encourage your students to enter our Photo Contest at [walsworthyearbooks.com/photocontest](http://walsworthyearbooks.com/photocontest) starting Feb. 28 to celebrate their favorite pictures from this year!