

ADVISER TIMELINE CHECKLIST

March 2025

General

- Make sure the items from your February checklist are complete.
 - Finalize travel plans for [CSPA](#) and/or [JEA/NSPA](#) convention in April if you plan to attend.
 - Plan work nights for your staff so you can make your final deadline. Music and snacks are a must!
 - Continue your social media presence using Walsworth's [Social Media Calendar](#) for inspiration.
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Sales

- Identify and begin training next year's marketing manager and have them work under this year's marketing manager for the rest of the year. Check out our resources [here](#) to help!
 - Finalize ad billing and records of book sales.
 - Send out thank you notes to advertisers.
 - Begin planning your distribution party, where many last-minute sales will happen, and share the date with faculty.
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Training & Organization

- Our [President's Collection Video Series](#) includes 34 video highlights - one for each book. Choose your favorite books to find out what makes them a national award winner and get inspired for next year.
 - Check out [That Yearbook Podcast](#) featuring Mike Taylor, CJE, Jim Jordan and Sabrina Schmitz, CJE.
 - Create a plan for any field trips, conventions or workshops, including summer workshops and virtual [Adviser Academy](#) on June 25-26 with additional tech training Aug 4. We have a Professional Development letter available if you need help requesting financial approval from your administration.
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Creation

- Use our [Yearbook Spread Checklist](#) to make sure your spreads are ready for submission.
 - Finalize the index by checking names, grades and coverage report.
 - Complete your colophon if not already done. Read [A Step-by-Step Guide to Writing a Yearbook Colophon](#) blog with a [video](#) and great colophon examples here.
 - Start an idea board of inspiration for your 2026 yearbook.
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Photography

- Have your students to enter our annual [Photo Contest](#) for a chance to win one of 10 \$250 Visa gift cards. It's a great participation assignment for grading. Our Photo Contest runs through March 28!
- Since weather can cancel sports practices/games, try to capture as many spring sporting events as possible early to make sure you have adequate photos.
- Reach out to your school photography company to schedule fall portrait days.
- Watch our training video, [Cropping and Photojournalism Ethics with Jim McCrossen](#).