

# ADVISER TIMELINE CHECKLIST

March 2025

## General

- Make sure the items from our February checklist are complete.
  - Finalize travel plans for [CSPA](#) and/or [JEA/NSPA](#) convention in April if you plan to attend.
  - Continue your social media presence using Walsworth's [Social Media Calendar](#) for inspiration.
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## Sales

- Identify non-buyers in the yearbook and let them know what pages they are on and how to buy.
  - 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.
  - Make a final push for any personalization packages if you offer namestamps or iTags.
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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

- Spring sport practices and games can be canceled for weather, so cover these events early and often to ensure you have adequate coverage options.
  - Get your winter spreads, divider and tribute/ad pages submitted if not already done.
  - With deadlines approaching, download this handy [Yearbook Spread Checklist](#) for editors and staffers to review before they submit.
  - Mini deadlines are key to deadline success; make sure your staff knows how far they should be on spreads before the spread's final deadline and give yourself time to proof all the work.
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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!
- Double and triple spell check names for clubs photos and your reference section.
- Go through your photos and make sure your photos are tagged with student names.
- Reach out to your school photography company to schedule fall portrait days. Watch our training video, [Cropping and Photojournalism Ethics with Jim McCrossen](#).