

# ADVISER TIMELINE CHECKLIST

April 2025

## General

- Make sure the items from our March checklist are complete.
  - Take inventory of your equipment. Does anything need to be fixed or replaced for next year?
  - Continue your social media presence, using Walsworth's [Social Media Calendar](#) for inspiration.
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## Sales

- Cross-reference your sales report with your coverage report to show which students are in the book but have not purchased yet. Reach out to them to remind them there are a limited number of yearbooks left.
  - Train next year's marketing manager and have them work under this year's marketing manager for the rest of the year. Have them create a marketing strategy for next year using our [Marketing resources](#).
  - Make a final push for any personalization packages if you offer namestamps or iTags.
  - Your final copy count is due – check that you are on track with your sales goals.
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## Training & Organization

- All 34 highlight videos for our [President's Collection Highlight Video Series](#) are now available! Watch them for 2026 inspiration.
  - Finalize next year's staff positions.
  - Register for [summer workshops and training events](#) with your staff and send any necessary permission sheets home with students for parent signatures.
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## Creation

- As you capture the year, document the yearbook staff's efforts at events and work nights.
  - Assess your student coverage so far. Do your spreads reflect the diversity of your student body?
  - It's a great time to think about your [index](#). Confirm you have enough pages dedicated and plan additional mod coverage and photos to add to the index. Focus on students not included elsewhere.
  - InDesign users: Check incoming proofs, make corrections and return promptly.
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## Photography

- Prepare a senior ad flyer to include when senior portrait information is sent home since many seniors take their senior portraits over the summer.
- Talk to photographers and students about photographing [summer events](#) for use in chronological books.
- Go through your photos and make sure your photos are tagged with student names.
- Begin focusing on [graduation coverage](#).