

August/September

What you should be doing...

NOW!

This is a detailed list of the most critical things you need to get done before September 30th. This list goes far beyond the list of Reminders you will find on the back cover. Check those out as well and try to make sure that you have completed all of them by the time September comes to an end. Here they are in no particular order (except for the first item) because they are all important.

- **First and foremost, take an hour and get organized.** Then try to set up a time each day when you stop (even for 15 minutes) and organize yearbook. **Do this EVERY day!**
- **Open and completely unpack your Yearbook kit.** Put everything some place you will be able to find it when you need it. Be organized from the start.
- **Get your staff organized.** Appoint the leadership and get them leading.
- **Get YearTech installed.** Do this before school starts if you can. While your tech person is there installing YearTech, make sure they install all the fonts you want to start the year with as well. Make sure they read the network admin PDF on the YearTech install CD if they are installing on a network.
- **Finalize your ladder.** We mean ALL done! No blank pages. Nothing listed as “candids” or “photo collage” but a purpose for every spread. Then decide which pages will be going in on which of your deadlines. Make sure and check with me on your color placement and when you will be submitting those color pages. Color is deadline priced.
- **Set up a book distribution event if your book delivers now (in the fall).**
- **Plan a motivational event with your staff.** Do something fun!
- **Decide what business advertising (if any) you will be selling.** Set prices, gather sales materials, divide up prospects and then send them out to SELL!
- **Set your Parent/Personal Ad sales plans.** Prepare a mailer and get it out soon. Plan to do these ads on your second or third deadline.
- **Get a book sales plan.** If you are selling your yearbooks using JDS (Jostens Direct Solutions) make sure everything is set up correctly. If not, order HOME flyers on your Yearbook Avenue website if you need them to sell your yearbooks.
- **Call your school photographer** and ask for a FIRM date that you will receive your underclass portrait CD. It must be turned in to us 3 weeks prior to the page deadline.
- **Attend a fall yearbook workshop.** Call us for one you can attend near your school if you have not signed up for one yet. Take your entire yearbook staff.
- **Make decisions on your cover and endsheets.** Ideally this was done at a summer workshop but if not, it needs to be decided this month. ✕

October

What you should be doing...

NOW!

This is a detailed list of the most critical things you need to get done before October 31st. This list goes far beyond the list of Reminders you will find on the back cover. Check those out as well and try to make sure that you have completed all of them by the time October comes to an end. Here they are in no particular order (except for the first item) because they are all important.

One other thing—we think we scared the fall delivery folks last month by listing all those things that needed to be done NOW. Many of you told us that you had a lot more time and could we give you some things you should be doing. So check out the bottom of the list (as well as the top—you can never be too prepared) for some items just for you!

- **Have you set up a time to get organized?** This was at the top of the list last month and it will be right here all year long. Nothing gets you on the right track like being organized and in control. If you don't feel in control you are not setting aside enough time to organize. **Do this EVERY day!**
- **Sell Yearbooks!** Do it before all the expenses of the holidays hit your buyers. And read the column at right. You have to actually SELL yearbooks. **They don't sell themselves.**
- **Schedule your organization photos early.** Set the date as soon as school starts and set up the organizations schedule and procedure. Be sure to obtain permission from your administrator, particularly if photos are taken during the school day.
- **Organization editors should also meet with faculty sponsors** to ask them for information about events their group has planned during the year. Schedule photographers to attend these events. Some schools give organizations sponsor "throw-away" cameras, ask them to have someone take photos, and have a second set of prints made for the organization's sponsor.
- **Sell business and personal ads** (if you sell them) and design parent and student ads.
- **Set hard deadlines for senior/parent ads and for senior photo submission.** You should not miss deadlines because a few seniors are late. Use their school pic from their junior year if they can't meet the deadline.

Fall yearbookers, you have a couple of more months before these are due.

- **Make final decisions on your cover and endsheets.** Ideally this was done last month but if not, it needs to be decided this month.
- **Order FedEx stamps for your approaching deadlines** if you are not using YearTech Online. They can be ordered from our supply line at 800-972-5628.
- Don't forget to be taking pics. Even though your first deadline is a few months away, it won't be a good thing if you get to December without football pictures. ✕

November

What you should be doing...

NOW!

This is a detailed list of the most critical things you need to get done before November 30th. This list goes far beyond the list of Reminders you will find on the back cover. Check those out as well and try to make sure that you have completed all of them by the time November comes to an end. Here they are in no particular order (except for the first item) because they are all important.

One other thing—we think we scared the fall delivery folks last month by listing all those things that needed to be done NOW. Many of you told us that you had a lot more time and could we give you some things you should be doing. We suggest you take a look back at the October and September issues and make sure that all those things are finished.

- **Have you set up a time to get organized?** We know we are beating this one into the ground but it really works. Nothing gets you on the right track like being organized and in control. If you don't feel in control you are not setting aside enough time to organize. **Do this EVERY day!**
- **Get personal selling yearbooks!** See the column at right and get those last books sold.
- **Do you have your underclass mug shot CD?** Retakes should have been done a month ago. You should have had the CD in your hand by now. If you haven't seen it, get on the phone to your school photographer NOW. And when you get it, find the correct envelope in your kit and send it to us TODAY! Then watch for your photo proofs.
- **Assemble a proof correction team.** Proofs will start coming soon (if they haven't already). Be prepared by having a proof correction team in place. This system of letting a small number of students do the proof corrections can be vital when proofs arrive during a deadline drive. Plan today for what you are going to do when that happens.
- **Send your cover and endsheet proofs back ASAP!** Speaking of proofs. Please never, ever, sit on your cover or endsheet proofs. Send them back (or approve them) now.
- **Complete your color multiples.** If any of your color multiples you sent in October (for those with early deadlines) are not complete, do your best to get those completed.
- **Prepare for winter deadlines.** They are the ones that can hurt you the most. Between proof arrivals and school vacations, those schools who get behind, do it now. Good planning can prevent that from happening.
- **Start preparing your Personalization on Yearbook Avenue.** If you are doing Personalization, this is the time to be getting that school list uploaded. The January deadline for personalization is coming.
- **Start indexing in InDesign.** Schools using the automatic indexer in InDesign should have their school lists up to date so they can begin indexing once first proofs go back. ✕

December

What you should be doing...

NOW!

This is a detailed list of the most critical things you need to get done before you leave for your winter break. This list goes far beyond the list of Reminders you will find on the back cover. Check those out as well and try to make sure that you have completed all of them by the time December comes to an end. Here they are in no particular order (except for the first item) because they are all important.

Attention fall delivery advisers. We suggest you take a look back at the November, October and September issues and make sure that all those things are finished.

- **Have you set up a time to get organized?** We know we are sounding redundant about this, but it works! Nothing gets you on the right track like being organized and in control. If you don't feel in control you are not setting aside enough time to organize. **Do this EVERY day!**
- **Go back to the last three newsletters and make sure you are caught up.** Check out this column in our last three issues and make sure that by the last day of school this year you are at least caught up through November 30.
- **Create some secret Santas.** To boost morale plan a holiday secret Santa program. Start it early in the month and plan a mini-celebration on the last day before break (if your school allows them) when secret Santas are revealed.
- **Wrap up fall sports pages.** Those sports are long over. The pages should be done.
- **Give your staff a final exam on the last day before break.** Make it a fun one about the holidays or a yummy one like who can build and eat the biggest sundae, etc.
- **Strive to finish pages!** We mentioned this in our back page letter but you can never say it enough times. Before you leave for your winter break please send us any pages that are complete. The plant is open during your winter break and we will keep right on working on your yearbook. So on the Monday prior to your winter break beginning, sit down with your staff and see if you can identify any pages that are very close to being done. Then work hard to complete them by Friday so you can mail us a box as you walk out the door.
- **Clean up.** Set aside half your yearbook class period on the last day before break to clean up your yearbook room. Empty your inbox, put all your production materials away and back up all pages onto CDs. This will give you a great head start when you come back.
- **Take nothing home.** Do your best to walk out of the classroom with both empty hands and an empty mind. Finish what you can and go home and have the happiest of holidays with your family. Try not to think about yearbook until next year.
- **Have a wonderful break.** Come back refreshed and relaxed. The hardest work is ahead of us so enjoy the relaxation while you can. ✕

January

What you should be doing...

NOW!

This is a detailed list of the most critical things you need to get done before you leave for your winter break. This list goes far beyond the list of Reminders you will find on the back cover. Check those out as well and try to make sure that you have completed all of them by the time January comes to an end. Here they are in no particular order (except for the first item) because they are all important.

Attention fall delivery advisers. We suggest you take a look back at the December, November, October and September issues and make sure that all those things are finished.

- **Have you set up a time to get organized?** If you haven't set up this time by now we are beginning to believe you never will. But there is still time. Make it a New Year's Resolution. You can do it. Get organized. You will feel so much better if you do. **Do this EVERY day and your yearbook life will just get better and better!**
- **If your yearbook delivers in the spring then this is your LAST chance to presell any yearbooks.** Check out the 90% or better column on the right side of this page.
- **Back up your files.** Now is a great time to back up all your computer data. If there is anything you have sent to the plant you should archive it at this point. Archiving is different than backing up. When you back up you put computer files where they can be easily accessed if the originals are lost. When you archive, you save to CD or DVD the files you are done with but want to keep for posterity.
- **Fall delivery yearbooks should have their mug shot CDs to the plant by now.** If you do a fall delivery book (or heaven forbid, spring delivery) and you don't have your mug shot CD by now—get it today!
- **Spring delivery books using InDesign or PageMaker should be starting to index.** If you are using PageMaker you will be doing it with Last Name First, if InDesign then with the YearTech indexing button. Either way, as soon as the first set of proofs go back, get started on it.
- **Do something to boost staff morale.** January is an easy month to lose your motivation. The holidays are over and it seems like spring break is a year away. So make sure to do some kind of motivation/team building exercise this month. Have a party, a field trip to a skating rink, a snowball fight (if you have no snow, use wadded up paper)...just go crazy.
- **Check your personalization lists!** If you do a spring book, your personalization is due this month. Make sure they are totally accurate before you click the button to send them.
- **Correct proofs quickly.** When you get them. Correct them. Then send them right back. On the proof envelopes we indicate we would like them back in the mail within three days of their arrival at your school. If you have a proof team and system in place when they arrive, this should be no problem. ✕

February

What you should be doing...

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This is a detailed list of the most critical things you need to get done in February. This list goes far beyond the list of Reminders you will find on the back cover. Check those out as well and try to make sure that you have completed all of them by the time February comes to an end.

Attention fall delivery advisers. We suggest you take a look back at the January, December, November, October and September issues and make sure that all those things are finished.

- **Have you set up a time to get organized?** Did you make this your New Year's Resolution? How are you doing? Get organized! You will feel so much better if you do. One adviser told me she has started getting up 15 minutes early each day so she can organize. She says her sleep, though shorter, is better, as she doesn't worry as much anymore. **Do this EVERY day and your life will just get better and better!**
- **Find out who you missed.** As you work on your index, take note of who is NOT in the book and see if you can get them into the book.
- **Get pages out as soon as possible.** If you can't complete a deadline, send what you have and finish the rest to send later. It hurts you worse if you hold on to pages to get the complete deadline in one shipment. Send what's done as it gets finished!
- **Reward your staff.** With the year being a little more than half over, how about giving some small tokens of appreciation to staffers and people around the school who have been helpful to you thus far this year.
- **Begin to plan your distribution.** Survey your student body to find out how they want to receive the books this spring or this fall. Their ideas can help you plan a successful distribution event.
- **Correct proofs quickly.** This is the time when proofs being held at school more than a week can start affecting your ship date and your service charges!
- **Clean up your ladder**—make sure all incomplete sigs are done NOW!
- **If you haven't started an index don't delay**—if it's not started by the first of February it may be time to consider doing something different with those pages.
- **Make sure you have collected all money for ads** – if not, start making stern phone calls to get all that money in. If they haven't paid, consider pulling the ad on proofs.
- **JDS schools, get those personalization lists finalized** as soon as they come in and get your final copy counts and your add-ons ordered through ME ASAP!
- **Make the atmosphere in the yearbook room as light as you can right now.** The stress and pressure will get to your staff, not to mention you. Have fun—eat junk food and joke about deadlines. You don't want anyone jumping ship at this point. ✕

March

What you should be doing...

NOW!

This is a detailed list of the most critical things you need to get done in March. This list goes far beyond the list of reminders you will find on the back cover. Check those out as well and try to make sure that you have completed all of them by the time you are trying to avoid being fooled on April 1.

Attention fall delivery advisers. We suggest you take a look back at the February, January, December, November, October and September issues and make sure that all those things are finished.

- **Have you set up a time to get organized?** Enough said on this topic. You have either tried it or you never will but I can always hope. **Do this EVERY day and your life will just get better and better. I promise.**
- **Begin planning your spring distribution event.** And we have a super way to help you do that. Just check out the opposite page. Set the date and let me know what it is as soon as you have finished your final deadline.
- **Return all proofs as quickly as possible.** This is especially true if you have finished your final deadline. Make sure to actually get them in the mail within three days.
- **Start recruiting for your 2007 yearbook staff.** This time of the year is PRIME TIME to start recruiting. Do interviews, recommendations...the works! I have materials if you need them. Remember, the best thing you can do to make next year easier and more successful is to recruit well now.
- **Start planning for summer workshops.** Once you have the staff chosen, start making plans for how you are going to get as many of them as possible to a summer workshop.
- **Using InDesign?** Have staff start designing their InDesign layout contest entry. See the centerfold of this newsletter for rules and motivation.
- **Clean up your computers**—dump unused photos. If your book is finished, archive it to CD or DVD and put those some place safe. Like the school vault.
- **Organize for the future**— Get organizational systems in place that you will use for the coming year.
- **Show off**—Show your administration some of your pages so they can see how awesome your book is going to be and how hard you have been working.
- **Make decisions**— Decide how you will produce your book next year and make plans to purchase new software and hardware if you need to.
- **Get ready for Spring Break!** Enjoy yourself and then come back ready to sell more yearbooks, start planning for 2007 and have fun! ✕

APRIL

What you should be doing...

NOW!

This is a detailed list of the most critical things you need to get done in April. This list goes far beyond the list of reminders you will find on the back cover. For spring delivery advisers, most of what you need to be doing is about next year.

For fall delivery advisers: We suggest you take a look back at the March, February, January, December, November, October and September issues and make sure that all of those things are finished.

- **Return all proofs as quickly as possible.** If your book is spring delivery, you have undoubtedly sent in your final deadline. That makes proofs the MOST important item on your agenda. Three days means THREE DAYS! We can't stress that enough.
- **Finalize your spring distribution event.** Call us today if you want us to order one of our hot, new Yearbook Distribution Kits for you.
- **Finalize your 2007 yearbook staff.** By the time you read this you should have a very good idea of who your editor(s) will be. And hopefully you have also chosen (with the editor's assistance) the rest of the staff. Plan some meetings with the new staff and get them involved with yearbook now.
- **Register that new staff for a summer workshop.** Check the last page of this newsletter (the one with our letter on it) to find out where and when our summer workshop will be held, how to get registration materials and then get as many of your yearbook staff signed up to attend as you can. Nothing will make your 2007 go smoothly like getting the whole staff to bond at the summer workshop, plan their book and learn the software they will use to produce the book.
- **Encourage contest entry.** The Jostens/Adobe InDesign Yearbook Design Contest has less than a month to go until the final deadline for entries. Go to www.jostens.com and click to download rules and entry forms.
- **Plan your advertising campaign for 2007.** If you sell business advertising, this is the BEST time to not only plan your ad sales for next year (set new prices, list prospects, etc.) but it may also be the best time to sell those ads. And have the new staff participate as well. Bring them in after school to educate them on selling and find out the depth of their commitment to your program.
- **Start planning for next year.** Once you have your yearbook staff you can plan your theme, your cover, your endsheets and be ready to go super early.
- **Did you set up a time to get organized?** If you never got around to doing this in 2005-2006 then you probably did not have the greatest of years. Set a goal today to do this in the 2006-2007 school year. **Remember—do this EVERY day and your life will just get better and better. I promise. ✕**

May

What you should be doing...

NOW!

This is a detailed list of the most critical things you need to get done in May. This list goes far beyond the list of reminders you will find on the back cover. For spring delivery advisers, most of what you need to be doing is about next year.

For fall delivery advisers: We suggest you take a look back at the April, March, February, January, December, November, October and September issues and make sure that all of those things are finished. Much of what is in this list for May was in it in April.

- **Return all proofs as quickly as possible.** If your book is spring delivery, you have undoubtedly sent in your final deadline. That makes proofs the MOST important item on your agenda. Three days means THREE DAYS! We can't stress that enough.
- **Finalize your spring distribution event.** Call us today if you want us to order one of our hot, new Yearbook Distribution Kits for you. And do something. ANYTHING! But make it fun. Show your school that yearbook matters.
- **Begin training your 2007 yearbook staff.** Hopefully in April you were able to get your entire yearbook staff selected and they have all met at least once. This is a great time to start training them. Try and meet during lunch or after school at least one day each week during May. The focus should be on bonding with each other and finding ideas.
- **Register that new staff for a summer workshop.** Check the last page of this newsletter (the one with our letter on it) to find out where and when our summer workshop will be held, how to get registration materials and then get as many of your yearbook staff members signed up to attend as you can. We have said it before and we firmly believe that nothing will make your 2007 go smoothly like getting the whole staff to bond at the summer workshop, plan their book and learn the software they will use to produce the book.
- **Begin your advertising campaign for 2007.** If you sell business advertising and your 2007 staff is ready to go then this is the time to send them out selling. Make a list of prospective advertisers, arm the new staff with a sales kit (see the Sell It kit in your Yearbook Kit) and send them out now and over the summer. Set an expectation that each staff member will bring back a certain number of signed advertising contracts.
- **Continue planning for next year.** Once you have your yearbook staff you can plan your theme, your cover, your endsheets and be ready to go super early.
- **Did you set up a time to get organized?** If you never got around to doing this in 2005-2006 then you probably did not have the greatest of years. Set a goal today to do this in the 2006-2007 school year. It only takes 10 minutes a day but it is the best 10 minutes you will spend. As Zig Ziglar (famous motivational speaker) says, "If you fail to plan, you plan to fail." **Remember—plan and organize EVERY day and your life will just get better and better. We promise. ✕**