

The First 30 Days of Yearbook

- Update your contact information on Yearbook Avenue (YBA) under Plan, then Staff.
- Organize & clean up the YB room & old supplies.
- Sort through the 2010 Editor's Kit.
- Install & explore YearTech 2010 if you use InDesign. It does not load quickly, so allow plenty of time
- Explore the new functions of 2010 YTO if you work online; start with the YBA training video.
- Critique last year's book to determine areas of focus for this year.
- Select the fonts for your copy, captions, and headlines from the fonts poster in the kit.
- Get the staff practicing on layouts using InDesign or YTO. Just practicing for now, actual page layouts can wait till later.
- Take candid photos of all current events and back to school events.
- Schedule Group Photos and make up dates.
- Contact your photographer to get a Yearbook Quality Portrait CD and make sure your images will be in color if you're doing an All-Color book.
- Verify with your bookkeeper that the 2009 invoice has been paid.
- Ask for an Excel file of all enrolled students from the office for possible use with book sales and student coverage.
- Start planning on how you will be able to picture every student in school at least 3 times.
- If not already done, schedule a budget meeting with Scott at school or online to determine your Revenue & Expense plan.
- If not already done, select your Yearbook Business Manager; then e-mail name and e-mail address to Scott. Be sure this person has the Business Manager role on Yearbook Ave.
- Make arrangements to attend one of Scott's single-day workshops in late Sept. - early Oct.
- Setup your JDS book sale offer with Scott, or your own yearbook sales offers on YBA and create order forms.
- Activate yearbook offers for online sales.
- Check out and note your page submission deadlines on Yearbook Avenue.
- Find the book sale thermometer poster and set & post book sale goals (in the room and on Yearbook Avenue). Aim for 5% growth over last year if you sell to less than 75% of your student body.
- Set & post ad sale goals (in the room and on Yearbook Avenue). Aim for 5% growth over last year.
- Complete & post the ladder diagram.
- Begin first book sale campaign (the Back-to-School Phase). Check YBM Connect on Yearbook Ave. for the phase game plan.
- Begin selling ads.
- Get copies of all fall sports, fall music and fall drama schedules.
- Design & finalize section templates, a page layout to use or adjust for all pages in a section. ®
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