

7

MINUTE
STARTER

PROJECT MANAGEMENT 8.15

Yearbook Monthly Calendar

BEFORE SCHOOL STARTS

- ☑ Attend yearbook workshop with staff if possible to do much of the following:
 - ☑ Choose or design a cover.
 - ☑ Design endsheets if customizing them.
 - ☑ Set up ladder. See Yearbook Kit and [Yearbook Avenue](#)®.
 - ☑ Prepare press passes so administration, teachers and other students know who staffers are when they are out of the classroom on assignment.
 - ☑ Inventory equipment like cameras, memory cards and printer toner cartridges.
 - ☑ [Install YearTech](#) if using Adobe InDesign to create pages.

AUGUST/SEPTEMBER

- ☑ Do lots of [team building activities](#).
- ☑ Set up ladder, if it has not been done.
 - ☑ Decide which pages will be submitted each deadline.
 - ☑ Assign pages to students.
 - ☑ Look at school calendar for events to cover and vacations that interfere with deadlines.
- ☑ Get portrait CD from photographer (usually within 1–2 weeks after retakes).
- ☑ Send portrait CD to Jostens so we can upload it.
- ☑ Conduct [yearbook advertising push](#) and first sales push during registration day if possible or 1st/2nd week of school at latest.
- ☑ [Upload student list](#) including (in separate columns) student first and last name, grade, student ID number, homeroom, address and parent email to Yearbook Avenue.
- ☑ Enter [in-school yearbook sales](#) into Yearbook Avenue.
- ☑ Choose or design a cover if it has not been done.
- ☑ Train staff on journalism basics: caption writing, photography, layout by using [Start Right Units](#) or [7-Minute Starters](#) from the Digital Classroom on Yearbook Avenue.
- ☑ Take LOTS of photos and upload them to [Image Library](#).

OCTOBER

- ☑ Continue team building activities.
- ☑ Create layouts.
- ☑ Critique layouts.
- ☑ Edit portraits.

NOVEMBER

- ☑ Continue team building, including annual traditions.
- ☑ Conduct second yearbook [advertising and sales](#) push BEFORE Thanksgiving.
- ☑ Create and refine layouts.
- ☑ Submit any completed layouts (yes, this can be done before a deadline).

DECEMBER

- ☑ Continue [team building and skills training](#).
- ☑ Discuss book sales/budget with your rep.
- ☑ Submit all complete pages before winter break.

JANUARY

- ☑ Continue team building and skills training.
- ☑ Complete and submit pages.
- ☑ [Recruit staff](#) for next year.

FEBRUARY

- ☑ Complete and submit pages.

MARCH

- ☑ Submit pages. Remember, we guarantee that your book will ship on time if you submit your pages on time.
- ☑ Take photos for Extended Edition (aka Spring Supplement) if you are producing one.

APRIL

- ☑ Begin theme development for next year.
- ☑ Begin training [next year's staff](#).
- ☑ Schedule fall portraits and re-takes with photographer and administration if it is your job.
- ☑ Clean yearbook room.
- ☑ Do a budget planning session with your rep.
- ☑ Plan distribution party.

MAY/JUNE

- ☑ If using YearTech Online, in Image Library, indicate photos that should be transferred into next year's site for use.
- ☑ Save favorite photos from the year for distribution event and/or use on promotional materials next year.
- ☑ Continue [training](#) next year's staff.
- ☑ Spring delivered schools distribute books at a distribution event. Have fun!
- ☑ Take notes on distribution event: What worked well/didn't work well?
- ☑ Most fall delivered books have their final deadline.

Do you have an idea for a 7-Minute Starter? Email us at 7-Minutestarters@jostens.com