

# THE YEARBOOK IS DONE! NOW WHAT?

## **SALES & MARKETING**

### ☐ **Make sure all of your books are sold.**

You've worked hard all year to create this amazing book, now it's time to sell out! We make posters, create videos (shown on morning announcements, posted to webpages, sent out via Twitter or Facebook), and even individually call the homes of students who have not yet purchased a book.

## **DISTRIBUTION**

### ☐ **Plan for distribution.**

Make sure you have a solid plan for distributing your books.

- Do you have multiple copies of who has purchased?
- Do you know how you are going to get the message out to parents?
- Do you know how you are going to get the message out to students? Posters? Signs on the yearbook room door to cut down on kids disrupting your class? Video announcements? Twitter?
- Do you know how you are going to get the message out to Faculty?
- Are your nameplates sorted? We put each nameplate in a small envelope that we print with the student's name and a short message – it's easy to do using Mail Merge.
- Do you have clear signage telling people where to go? Will you have an A-C table? A table for kids who want to purchase the day of? Make those posters now.
- Do you know how you are going to get books into the hands of those who don't pick them up? Can you get a list of homerooms or 7<sup>th</sup> periods or whatever so you are prepared to hand deliver the last few?

## **ARCHIVE**

### ☐ **Create jpegs and PDFs.**

You'll want a digital archive (pdfs and jpegs) of your book – for entering some contests, for students to create digital portfolios and for sharing images of your book with staffs from around the country. If your staff works together, you can create these in no time!

### ☐ **Clean up your files.**

Will you save your photo files? Are they easily searchable? Where are you saving them? Work with your tech support to figure out the most workable solution for your staff.

## **ENTER CONTESTS AND SUBMIT YOUR BOOK FOR CRITIQUE**

- ☐ Some staffs say to me that they don't submit their book because they don't think they are good enough. I have two things to say to that:
  - 1) You'll never know unless you try.
  - 2) A critique is one of the best ways to get better. The feedback can be invaluable as you begin work on next year's book – it will give you concrete suggestions of things to work on.

## **PLAN FOR NEXT YEAR**

### ☐ **Contact rising seniors (and their parents) about senior portraits.**

Most staffs have the first round (or two) of senior portraits before school starts in the fall – it's important to let rising seniors now that they should take advantage of these opportunities now! We give a letter to every junior, post it on our website and make it available in our guidance office for new seniors who register over the summer.

### ☐ **Prepare your fall mailings.**

We sell a lot of our book by October 1 – having a mailing ready to go before we leave for the summer makes this possible. We are a pretty transient community so we don't put address labels on the envelopes now, but we create a new order form, copy it, stuff it in envelopes and seal them.

We also create a new senior ad mailer and prepare it for mailing when my editors and business managers come in to work during August.

- **Create design portfolios / Create or update your staff's Pinterest page.**  
When planning next year's book we need a lot of ideas – have students look for great designs and post them on Pinterest or Trello or another digital portfolio site.
- **Evaluate your coverage.**  
What events, sports and clubs did you do a great job of covering this year? Who did you cover? Maybe more importantly, who didn't you cover? Check out directions for "reversing your ladder" on the NoVa Yearbooks webpage: <http://www.novayearbooks.com/465/reverse-your-ladder/>
- **Create a social media plan for next year.**  
Does your staff have an Instagram page? Twitter account? Facebook? Snapchat? Are you actively using it? Do you use it to do anything other than promote book sales? Do you engage your readers? Are you a source for information? Check out Herff Jones "Social Media Guide" for some fantastic suggestions and create a plan for how you can use social media next year. [http://issuu.com/discoveries/docs/hj\\_social\\_media\\_guide](http://issuu.com/discoveries/docs/hj_social_media_guide)
- **Plan a "Minute to Win It" game for the start of each week.**  
It's important to make time for fun and team bonding, but in the midst of deadlines it can be hard to plan these things. Have every staffer research a fun Minute to Win It game and compile a list, complete with rules and materials needed. There are a lot of resources on the web for fun games that take just 60 seconds to play and can be good stress relievers.
- **Figure out "Whose job is it?"**  
Editorial roles and job descriptions often need to change from year to year, as your staff make-up and dynamics change. Now is a good time to reevaluate those job descriptions. My friend Mike Simons explained it this way, "I put them in a room and said, "Don't come out until you can tell me what's mine (Mr. Simons), what's yours (as a group) and what's yours (individually)." Clear expectations, especially when they have been decided by the students themselves, will make next year run more smoothly.
- **Collect "Humans of New York" type stories**  
If you don't already follow Humans of New York, you are missing out - <http://www.humansofnewyork.com/> Start collecting anecdotes like these from the juniors, sophomores freshmen, faculty and staff in your building. Add one a day to your Instagram in the fall. Follow-up on the most interesting for extended profiles in your 2016 book.

## **CELEBRATE!**

- **Host your own YBK Premiere Party**  
When the yearbooks come in, my staff wants to pour over every page and "oooooh" and "ahhh". Sadly, we have to get supplements tipped in and books sorted and ready for distribution so I don't get to give them a lot of time for that. So before the yearbooks arrive what I do now is have a YBK Premiere Party. I make popcorn and we project our book on the big screen. Spread by spread we go through it and cheer for the great pictures and squeal for the designs we got just so and laugh about the crazy number of alliterative headlines we have. Everyone has a "People's Choice" ballot and they use it to vote for their favorites in a bunch of different categories. We use these winning selections to decide which pages and photos we will enter in contests and we honor these winners at our formal banquet, as well.
- **Plan a banquet or end of year celebration.**  
My staff joins with the other media staffs at our school for a pretty formal banquet. We have the event catered, we invite parents, the juniors decorate the cafeteria, we give gifts to our seniors and I say a little something about each one of them, we give out special awards, induct Quill and Scroll members and the EiCs "pass the torch" to the EiCs for next year. It's a really nice event. I know other staffs that have a potluck or pizza or a picnic... as long as you create a tradition where you can celebrate all of the hard work you and your staff have put into documenting the year.

□ **Thank the people who helped you along the way.**

Was there a mom who made a pan of macaroni for every late night dinner? A secretary who answered hundreds of questions on picture day? A finance officer who made sure your bill got paid? A custodian who kept your room clean? A teacher who answered countless questions? A coach who provided scoreboards willingly? A rep who helped you create a great yearbook? Someone at the plant who answered your tech questions? Now is the time to say THANK YOU! Hand written notes and maybe a little token of appreciation would be a really nice gesture. Remember: you are graphic designers and photographers – your thank you notes should be stunning – make them something people want to hang up in their office for the entire year!

□ **Make a mini senior yearbook staffer tribute book:**

Such a cool idea: check out the article describing this by Mary Kay Downes, adviser at Chantilly HS, in Discoveries magazine – it's page 22-23. [http://issuu.com/discoveries/docs/discoveries\\_vol19\\_iss02/1](http://issuu.com/discoveries/docs/discoveries_vol19_iss02/1)

## **LEARN SOMETHING NEW**

□ **Have a "Show and Tell" Day.**

Ask each kid to learn something new – a technique in Photoshop or something cool to try with the camera or whatever – and make them present what they learned to the class. Remind them how fun show and tell was in elementary school – you only brought stuff you were super excited about – so they need to seek out something they really think is neat. Have them create a one page step by step tutorial so you can refer back to it next year, too. Reminder – show and tell presentations are short and sweet – you've got to communicate important info in a short period of time!

□ **Have a photo field day**

Pick a really nice, sunny day and go outside. Have everyone bring a camera (even if it's a camera phone). Bring a beach ball, some bubbles, and a hula hoop and create your own obstacle course. While kids run through it have everyone else practice taking pictures. Eat popsicles when you come back inside ☺).