

MIDYEAR CHECKUP



We thought that this time of the year (even though it is busy for everyone) might be a good time to get a checkup of sorts on your current yearbook progress. Just a quick checkoff list to make sure that everything that should be done by now has been done. It shouldn't take long to do.

Both Spring and Fall Delivery Schools

- ☑ **First and foremost, are you making time to get organized.** Then try to set up a time each day when you stop (even for 15 minutes) and organize yearbook. If you aren't doing this, start to do this EVERY day!
- ☑ **Finalize your ladder.** We mean ALL done! No blank pages. Nothing listed as “candid” or “photo collage” but a purpose for every spread. If this isn't done now, do it before the first of the year. Every page!
- ☑ **Make sure that all organization photos have been taken.** Maybe a few of the spring and winter teams are still up in the air, but all clubs and other large groups (band, orchestra, etc.) should be done.
- ☑ **Book sales should be just about over.** A concerted book sales drive should have sold more than 90% of your student body a yearbook by now. If it hasn't, please let me know how I can help you do that. Also, see page 3 for a way to sell any other yearbooks you have ordered but still have not sold.
- ☑ **By the time you read this, you should have received four YourBook newsletters from us, including this one.** Make sure that you have at least perused each one. Even better, make sure that you have posted each poster and that you have distributed all pertinent articles to the right people.
- ☑ **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 before your Winter Break begins, 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 or click Submit on your YTO website.
- ☑ **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.

Spring Delivery Schools

- ☑ **All pre-holiday deadlines have been met.** If you had a deadline before your Winter Break, is it finished? Have all pages been submitted? If not, please make that a high priority to do before you leave for break.
- ☑ **Your cover and endsheets should be done.** And if you have seen your artwork, make sure that all proofs for both cover and endsheets have been approved.
- ☑ **Start preparing your personalization on Yearbook Avenue.** If you are not using JDS, then your personalization must be submitted early in the new year. Just go to Yearbook Avenue and click on Help>ItPays, and there is a wealth of info on how to submit your personalization.
- ☑ **If you use YearTech with InDesign, get started on your index now.** Then you can use the Coverage Report feature so that you know who isn't in your book as many times as they should be. Appoint one person to be “in charge” of the index. Run everything that is about the index through them. Get them going today.

Fall Delivery Schools

- ☑ **Make decisions on your cover and endsheets.** If this isn't done, let's get it done soon.
- ☑ **Make sure you have your underclass portrait photos.** That includes the retakes. If you don't have these yet, I would call your photographer tomorrow.