

# FIRST THINGS YOUR PRIORITIES

## STAYING IN BUDGET

1. I'll work closely with you to help you create a budget that helps you have peace of mind.
2. The best way for me to fully help you plan a healthy budget is to make sure I know of any income and expenses, including in-school sales.
3. Recording in-school sales in eBiz, is a great way to accurately record and manage your income.

## MONITORING BOOK CONTENT

1. It is very important that book content is positive and respectful.
2. Avoid content that will cause administration, parents, or students to be hurt or frustrated.
3. Plan ample time to monitor coverage along the way and to review pages prior to submission.
4. Typical problem areas include senior quotes or any student quotes. Just because a student says it doesn't mean it is appropriate for the yearbook. A direct quote doesn't protect you from liability.
5. Find out if the principal expects prior review before you submit pages and make sure you include that in your production schedule.

## MEETING DEADLINES

1. We will work closely together to create a production schedule that gives flexibility and wiggle room to minimize stress and maximize productivity.
2. If there's a deadline that looks difficult (the date or the number of pages due), let me know, and we'll work out a plan.
3. Creating procedures and routines that help students manage their work in a timely manner is very important. It's worth your time to make this a priority.
4. Your scheduled ship date will need to be delayed if you have accumulated excessive late days, if you miss your final deadlines, or if you hold proofs too long.

## MONITORING STAFF MORALE

1. It is incredibly difficult to create a yearbook without student assistance, unless you are doing it without students all year anyway. :)
2. Keeping staff morale high doesn't mean they get the easy way out and that you do all their work for them. Rather, it means you are creating an environment that is organized, positive, and respectful, where ideas and difficulties are listened to and addressed, where there is a spirit of respect and inclusivity.
3. Having regularly-scheduled and well-organized staff meetings during class is an effective way to be boost staff morale.
4. Take their temp frequently.
5. Plan celebrations, opportunities to bond, and stress-relievers.

## MAKING A BOOK YOUR SCHOOL WILL LOVE

1. The most important people to please are the students, parents, administration, and community.
2. Other schools, other yearbook staffs, and judges are NOT most important. Winning awards is wonderful, but it's more important to win at home first.

## MONITORING COVERAGE

1. Students tend to put their friends and themselves in the book more than anyone else. They also tend to put in the book people like themselves. Furthermore, they tend to interview and photograph the ones who are the easiest to get to — both for social reasons and simplicity.
2. Unfortunately, that doesn't add up to thorough coverage. They need to be pushed out of their comfort zone and prodded to proactively plan for comprehensive coverage. They need to monitor coverage and strategically include those who aren't in it yet or who weren't in it last year (their portrait does NOT count).

**GWEN**

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