

TALKING POINTS

Advisers across the country are finding themselves in the position of having to remind administrators and central office personnel about the importance of yearbook. We've put together some talking points for advisers who find themselves in this position. You could even use these to get your staff fired up.

YEARBOOKS ARE STILL IMPORTANT

- **HISTORY BOOKS:** We are living in a time that will never be forgotten. Our journeys will make up the stories told in history books to future generations. Our yearbook will be set aside as an artifact of the times.
- **IN IT TOGETHER:** Students are craving connection now more than ever, and yearbook is the perfect way to provide that. It's easy to get caught up in day-to-day dramas, but it's important to preserve the important events and milestones that will mark every student's journey.
- **SENSE OF BELONGING:** Schools give students a sense of safety and security. They give them that sense of belonging that comes with being part of something bigger than themselves. Yearbooks, and the schools they represent, help provide that sense of belonging they crave.
- **SENIOR PRIVILEGE:** Students have learned that senior and school traditions that have lasted for decades can end without notice. Yearbooks have persisted in the face of seemingly unsurmountable obstacles.
- **CONTINUE THE TRADITION:** Parents who have purchased yearbooks for their other children will expect a yearbook that lives up to the quality and value of previous years' books.
- **STRONG FOUNDATIONS:** The work that our students have put into building this program will continue to support the yearbook this year.
- **REAL LIFE LESSONS:** Yearbook skills — including leadership, business management, marketing, writing, communication — are always valuable. But this year, students will be able to add flexibility, contingency planning and many more skills to the list.

THEIR STORIES MATTER

- **SO MANY STORIES:** Even an inconsequential moment can become a treasured memory when it's captured in a yearbook. We have learned to take nothing for granted and treasure our time together. Every story matters.
- **PHOTOGRAPHERS EVERYWHERE:** The pandemic taught us to ask for and accept help. Yearbooks allow for more sharing and more investment into the events that matter to our students.
- **INCREASING INCLUSION:** With Google Forms (or Microsoft Forms) we will be able to conduct surveys and virtual interviews. We may even be able to do a better job of including every student.
- **TOGETHER WE CAN:** Through the pandemic our reps and support staff were by our side to ensure the book got printed and delivered on time. This year will be no different.

HOW TO
YEARBOOK