



YEARBOOK STAFF

AFTER-BOOK ACTIVITIES

THE BOOK IS DONE — WHAT DO WE DO NOW?

When your final deadline is behind you, there's still work to be done. Keeping staffers busy with work that continues their learning, benefits the yearbook program and has tangible results will make maintaining a productive atmosphere easy.

This collection of ideas might inspire some new projects for your staff.

"The Scavenger Hunt" is a fun way to bring new staffers into the fold as you start to look for graphic devices and treatments for the next year's book. Through the years, we've used it at lots of my schools, so we created forms that mean there's no prep work for the advisers. There's an evaluation sheet, pages for students to fill out and magazine examples at the back. There's also a high school and junior high version.* If schools go to camp, they can take these packets to camp for ideas.

Mary Titus, Herff Jones representative, AZ

When the yearbook is finished in the spring, there are two assignments I work with... depending on the class, the year, my mood...etc. One is a MEGazine and the other is a YOURbook. The MEGazine has magazine-type articles on specified subjects: a hobby/interest of mine, my friends, my family, a sport or extra-curricular activity - about eight different topics - with cover, story, graphics and photos. The YOURbook is similar, but just involves this particular year for those who are not seniors and all four years if he/she is a senior.

Patti Williams, yearbook adviser

*John F. Kennedy Memorial High School,
Seattle, WA*

We write Thank-You notes to our business advertisers. We create stationery with the cover art used in some way. The whole class gets involved in the design of the stationery. Class members then decide on the wording of the note. After the notes are copied and folded, one class member signs the note with his/her position on the staff, and then we mail them out. That gives everyone some practice with Thank-you notes and addressing envelopes (which I used to take for granted, but today it is no longer a given that students know how to address an envelope.

Adviser

*South Florence High School,
Florence, SC*

I had the students who are in the next year's class do all of the preliminary planning for the book: theme, ladder, font selection, colour selection, story ideas and propose designs for the cover, endsheets and divider pages. They also create story ideas. Those who will not be in yearbook the following year and were NOT editors do a design project. They each design one mugshot page layout, one clubs or sports layout and a student life layout. Those who



were editors but will NOT be in yearbook the following year assist the students who are working on the design project.

*Roger Wiebe, former yearbook adviser
Eric Hamber Secondary School, Vancouver, BC*

After the book is done, the staff has time to create their own Yearbook Yearbook. It's full of pictures from camps, deadlines, conventions and various events as well as "Most Likely . . ." awards for every staff member. The students can write actual yearbook-type stories and compile all of the private jokes and silly activities that they weren't able to put in the school-wide yearbook. It's also fun if they give the Yearbook Yearbook a theme that is related to the school's book theme. The adviser should still see the draft before taking it to a local print shop to check for appropriateness as well as seeing that every staff member has been included.

Michele Paolini, Herff Jones representative, CA

When I advised at another school, the staff created a Senior Magazine after they finished the yearbook. It told where everyone was going to college, and included "What I Learned" columns from various students throughout the school, superlatives and feature stories on a variety of senior-related topics. We sold out of our 600 copies one year because parents wanted them too. Now I advise a summer delivery book and the staff is working up until the end of the school year, so the Intro class does the Senior Magazine.

*Paul Restivo, yearbook adviser
Olathe Northwest High School, Olathe, KS*

"Because of digital photography, we have so many great photos," says Brian Cole, adviser at George Walton Academy in Monroe, GA. "The calendar actually lets us extend our coverage."

The project, now in its third year, comes after the book is completed and it's one way the yearbook staff remains productive after the book goes to press. "The parents really like it," reports Cole. "The calendar makes organizing the year so much easier. If we didn't do it, the school would miss it."

The calendar at Windemere Ranch Middle School in San Ramon, CA keeps students busy, extends coverage, pleases parents and more. It's also a fundraiser for the yearbook program. "We sell the calendars at registration," explains adviser Mimi Quan. "It doesn't require any extra work for us to sell it since it is on the registration form that is sent home to parents. We work with our principal and the leadership teacher to set dates for the following year so that we can include these dates in the calendar; that way it is a valuable tool throughout the year. The money we make is pretty good considering the few hours that we put into creating it and the fact that it doesn't cost us any time or money to sell it."

