

NEW ADVISER CHECKLIST



ESSENTIALS

- Follow HJYearbook on Facebook, Instagram and Twitter. And, add herffjones.com as an approved sender for your email.
- Watch for our Adviser Assistance email. It's packed with practical, timely links so you don't have to learn everything on day one.
- Help your staff choose a theme and a cover that goes with it. Check out the Theme and Voice tab at LearnYBK.com.

Check out these life-savers:

- Quick Start Guides (herff.ly/quickstart)
- Surviving the first week (herff.ly/first-week)



NEXT LEVEL

- Put students to work covering the events of the year.
 - Chart those out on your ladder (it's in your yellow kit box).
 - Put Task Manager to use assigning events. (herff.ly/task-manager)
- Schedule a meeting with your rep, if you haven't already. This first meeting could be lengthy, so be prepared to have time set aside. Cover the following:
 - Yearbook Kit contents
 - Budget
 - Sales Assist
 - Task Manager
 - Online Ad Creation
 - eDesign tutorial videos
 - eBusiness tutorial videos
 - HJ curriculum
 - Team-building opportunities



EXPERT

- Schedule a chat with your school office/support staff. They can be your best source to uncover your source for the following:
 - School photographer and photo day process
 - Student name/parent email lists for eBusiness/book sales
 - Book sales success: What has worked in the past? What hasn't worked?
 - Notes from previous years
- Schedule a chat with your principal(s)
 - What is his/her vision for the yearbook?
 - What did they like about the book?
 - What might they change?
- Assign spreads and staffers to each deadline. Create a calendar and make sure everyone, including parents, know what's up.

