

RECRUITING: TIPS FROM THE PROS

1. Get in front of students early in the class-selection process.

Start your campaign before students are choosing classes for next year, and focus on all of the students you can accept. This may mean a trip to the middle school!

2. Identify what attracts students to yearbook and promote your “Why.”

Talk to your current staffers about what they love about yearbook. Make sure they have a good grasp on the purpose, the “Why” of being storytellers and historians. Have them brainstorm ways to get those ideas across to potential recruits. Consider challenging your current staffers to recruit 3 – 5 potential staffers each. Remind underclassmen that they will be working with these students, so to choose hard workers and team players.

3. Find out what keeps great students from joining yearbook and work to correct misconceptions.

We hear all sorts of tales about how yearbook can damage a GPA or can't stand up to the value of an AP class. You know better! Use the recruiting resources to promote the skills students will gain through yearbook. Call on recent graduates to provide testimonials about how yearbook has helped them succeed.

4. Ask for recommendations and make connections with potential recruits.

Great kids sometime just need a little push to join your staff. Sometimes, it's as simple as being asked. Ask other teachers for recommendations and personally seek out those students. Use the cards in our recruiting guide to reach out to them. Schedule interviews to make it official.

5. Hold information sessions for students and parents.

If there are involvement fairs at your school, make sure you have a table. Even if you have to send your staffers to camp out outside the cafeteria or at a basketball game, invite curious students and parents to find out more.

6. Ask influencers within your school to help out.

Every school has popular teachers and staff. Ask them to promote yearbook to their students, both in their classes and one-on-one. If there are misconceptions they can work to dispel, ask them to speak to those.

7. Find ways to flex the schedule.

If students' schedules are keeping them out of yearbook class, consider talking to your front office about moving the class time around. If that doesn't work, consider a yearbook club to supplement your class with interested students. It's a challenge, but enlist your editors to help run the show — and tell them to add club president to their college applications.

8. Recruit a rainbow of personality types.

If you've had a string of “type A” go-getters in yearbook, it may be hard to imagine a quiet, shy kid doing well within that crew. But, if you promote inclusivity and talk about all of the personality types that make up workplaces, you may just find a stronger yearbook staff overall. Consider using the True Colors personality test to help get the conversation started.

9. Remember to have fun – and promote it.

You're probably already eating cupcakes three times a week and having Taco Tuesday worknights. Don't forget to post pics on social media to promote the unique culture of yearbook.