



## **THE YEARBOOK WHYS PODCAST PROJECT LIST**

### **SEASON 2, EPISODE 6 // TOP 10 WAYS TO FINISH THE YEAR // MIKE SIMONS, MJE**

#### **1. Follow up on recruiting efforts.**

Even though you already have run the major staff recruiting campaigns for next year, it's never too late to keep the pipelines filled with talented and dedicated underclassmen to build a strong foundation for years to come. And there's nothing wrong with going after some seniors who might be great additions as first-year staffers next year. Propose and execute a plan to reach out to at least three students about being on staff next year. Your plan should include an explanation of why and how you selected your targets, how you approached them and what you'll do to reach out to them again if they don't respond immediately. Include evidence of your communication with your proposal.

Or, prepare for the big campaign next year by creating a plan (and materials) for an informational meeting, a staff recruiting video and a new staff application. If you'd rather be part of a group, as many as three students could collaborate on the comprehensive recruiting plan for next year, including creation of materials needed for execution.

#### **2. Sell through so that you're "sold out" when the yearbooks arrive on campus.**

Take the worry out of distribution by determining how many more books you need to sell and taking care of that before delivery occurs. Remember to account for contest/critique/exchange books, archival copies and other books you need to pull — and recheck your records to ensure accuracy and then scheme and execute a targeted sale with the intent of selling a specific number of those unsold books. If your school uses Sales Assist, there are more emails going out but a Send and Sell to parents of non-buying students in a specific grade accompanied by some compelling images or a listing of pages on which those students appear can help increase sales. Or, reach out via social media and run a flash sale to achieve those results. Already hit your magic number? What about starting your waiting list now so you can make some students' day as soon as you see whether you got overruns (and how many)?

#### **3. Make staff notebooks a reality.**

Divide up the task of creating the comprehensive how-to guide to help next year's staff. Have each staff leader create a page explaining the lessons they learned the hard way and the aspects they consider most crucial to success. Detail staff policies and create a calendar of important dates. This could be a group project where several people share the workload or an all-staff project where everyone contributes (and, in that case, it would be someone's job to make sure the guidebooks are thorough and no two staffers duplicate efforts). If you already have a solid manual, this project might just involve a few people who work to update/refresh the