

STEP ONE

PREPARE FOR DELIVERY

IDENTIFY A ROOM TO STORE/SORT BOOKS

- ▶ Store books in a room that can be locked at all times. We recommend finding a space that has room to unpack and sort your yearbooks.

ALERT THE FRONT OFFICE TO BE READY

- ▶ Make sure you know your most recent/accurate ship date. The books will leave the plant on a day during the week they are scheduled to ship. It's about a two- to three-day cycle. That means your books could arrive anytime between the Wednesday BEFORE your ship date or the Wednesday AFTER your ship date. Note: This is under normal circumstances. All shipping situations are different, and normal doesn't really apply in 2020.
- ▶ Your CSA will email you the day after your books leave the plant. They will identify the number of boxes and overruns. The books will travel from Kansas City to a depot closest to your school. Once it's there, they will load it onto another truck destined for your area.

DECIDE WHO WILL INTERACT WITH THE DRIVER

The person who interacts with the driver will need to do the following:

- ▶ Tell the driver where to put the pallet(s). Unless you request in advance and pay for a special service to deliver the pallet to a specific room inside the building, the driver will place the pallet(s) in one of two areas:
 - inside the room at the loading dock or
 - inside one door
- ▶ Keep in mind the driver doesn't unload the pallet. They're not allowed to unload boxes, according to union rules.
- ▶ Count the boxes to make sure nothing is missing.
- ▶ Check the boxes to make sure nothing is damaged.
- ▶ Sign the packing slip.

WHAT THE DRIVER WILL DO

- ▶ What's included in standard delivery service is for the driver to move the pallet into the building through one door.

THE DRIVER WILL:

- either unload the pallet into the room at the dock
- or wheel the pallet inside the front entrance

WHAT THE DRIVER IS NOT ALLOWED TO DO

Freight line and union regulations stipulate what the driver is not allowed to do:

- The driver is not allowed to take the pallet beyond the initial entry door because it requires more time, which is costly and unpredictable. (*That means you need to have a pallet jack or fork lift available to move the pallet to another location.*)
- The driver is not allowed to lift and move individual boxes off pallets. (*That means you'll need to have a plan for moving the boxes off the pallets when it is time to prep them for distribution.*)

WHITE-GLOVE SERVICE

- ▶ Freight lines charge extra for what they call "white-glove service" where the driver will transport the pallet to a specified location inside the school.
- ▶ However, even with white-glove service, drivers are not allowed to lift and move boxes off the pallet. If something obstructs the pallet from being wheeled to the location, then the driver is not allowed to unload boxes to go beyond the obstruction.

BEFORE THE DRIVER LEAVES

Before the driver leaves, do the following:

- COUNT THE BOXES — Ensure the number received matches the bill of lading. If any boxes are missing, write it on the bill, and have the driver sign it.
- LOOK FOR DAMAGED BOXES — If you receive damaged boxes, write the damage on the bill of lading and have the driver sign it. Then, take a photo of the damaged boxes. You can look for damaged books later. If you find damaged books in those boxes when you open them, take photos of the damage and email them to your rep and CSA.
- SIGN THE BILL OF LADING — Note any problems before signing it. If the driver doesn't offer a copy, take a photo with your phone before they leave. You need to hold onto the bill of lading.

A WORD ABOUT THE DRIVER

- ▶ Please keep in mind that the driver is not a Herff Jones employee. Herff Jones holds the freight lines to specific standards, but the drivers don't always conduct themselves in a manner consistent with our standards. Please let us know if you experience a rude driver or any problems with your delivery, and we will address it with the freight line.

STEP TWO

PREPARE FOR DISTRIBUTION

PUBLICIZE THE DISTRIBUTION EVENT

- ▶ Do this at least one week BEFORE distribution so that you can proactively uncover problems. Make sure you have your latest distribution list handy.

PROCEDURES FOR SELLING EXTRA BOOKS

- ▶ Will you sell at distribution or wait until after?
- ▶ Will you sell on a first-come basis or a lottery?

ORGANIZE THE YEARBOOKS INTO GROUPS

1. EXTRA BOOKS — You received “extra books” to replace flawed or damaged books. Be sure you have enough books to before your start selling these.
2. DAMAGED BOOKS — Put a sticky note on it describing the flaw/damage.
3. CRITIQUES/COMPETITIONS — Set aside what you need and one to mail for *Portfolio*.
4. GIVE-AWAY BOOKS — For school offices, administrators, the library, etc.
5. PURCHASED BOOKS — Carefully sort them for distribution. See notes at right for guidance.
6. BOOKS TO SELL — Mark these boxes as “books to be sold,” and put them in a special place.

PREP PERSONALIZATIONS AND ACCESSORIES

- ▶ NAME PLATES AND ACCESSORIES – Organize them to pass out with the books. Do not put name plates on the books — let the students put them on. Email your rep and CSA if any are missing/mispelled. Herff Jones will mail you new ones.
- ▶ BOOKS WITH NAME STAMPS — Ensure each yearbook gets to the right student. See ideas at right. Email your rep and CSA if any are missing/mispelled.
 - If there is an extra book at the plant, your CSA may be able to put a name stamp on and mail it.
 - If not, you can mail a plain book to name stamp and mail back to you.
 - Another alternative is to cover a misspelled name stamp with a name plate.

SORTING THE PURCHASED YEARBOOKS

▶ OPTION 1: DISTRIBUTE BY CLASS

- Label boxes with teachers’ names and sort the books/accessories into them.
- Prepare distribution sheets, one per class.
- Highlight the sheet to draw attention to personalized books and/or accessories.

▶ OPTION 2: DRIVE-THRU DISTRIBUTION:

- See separate resources for this pandemic-possible method if that’s what makes sense this year.

▶ OPTION 3: DISTRIBUTE AT A FACE-TO-FACE EVENT WITH PERSONALIZED BOOKS:

- Create two pick-up locations: personalized books and generic books.

OR

- Use the same list for personalized books and generic books but HIGHLIGHT the personalized books. Don’t give a generic book to a student who has a personalized book.

OR

- Put sticky notes with the buyer’s name on every book. If you do this, all books will be labeled except those to sell, which helps eliminates errors. This requires more work before distribution, but it is worth it for accuracy and peace of mind.

ALL BOOKS:

- Determine time slots to pace the flow.
- Determine the number of stations and create distribution lists accordingly:
 - By grade (one table per grade)
 - By letter (ex: A–D, E–H, I–L, etc.)
 - A combination of both
- Put a table and chairs at each station, and put all books/accessories needed for each station behind each table.
- If you have name plates, put a desk behind the table. Alphabetize them on it.
- Put two-three people per stations — one or two to run the lines and one to be a “runner.”

STEP THREE

YBK DAY TROUBLESHOOTING

PREPARE FOR DISPUTES RE: LIST OF BUYERS

Station an adult at a table separate from the distribution lines (but not too far away) for answering questions and solving problems.

- 1. TO ANSWER A QUESTION ABOUT A PURCHASE VIA YEARBOOK ORDER CENTER** — After making a purchase, the buyer receives an email with a confirmation number. Keep in mind that sometimes parents accidentally give you a confirmation number from a previous year. You may look up the student's name in eBiz or call the Order Center at 866-287-3096.
- 2. TO ANSWER A QUESTION ABOUT AN IN-SCHOOL PURCHASE** — Have your notes and receipts well-organized. The more organized you are, the more credible your data.
- 3. ACKNOWLEDGE THAT IT'S EASY TO FORGET ABOUT BOOK ORDERS** — A lot of time passes between the time parents order and when the books arrive. Expect lots of questions and make sure you are firm but understanding. It's surprisingly common for a parent to swear they bought a book when they really didn't.

DOCUMENT EACH PERSON WHO GETS A BOOK

- ▶ **DISTRIBUTING BOOKS** — Make a distribution sheet with a column for students to sign. At the top of each sheet, put these words: "By signing below, I attest I have received my items and they are neither damaged nor defective."
 - Determine the most touch-free way to have students acknowledge receipt of their book.
 - Examples: Have them show their student ID and mark them off of the list. Or, have them initial next to their name on a list using their own pen.
- ▶ **SELLING BOOKS** — Keep an accurate record of who buys each book. Record it in eBiz.
- ▶ **LENDING BOOKS** — While you may have some "staff copies" you occasionally lend to faculty members or coaches — and you'd always want to document that if you do — this is probably not a recommended practice right now.

WHEN DISTRIBUTION IS OVER

- 1. STORE UNCLAIMED BOOKS CENTRALLY** — Decide where to store unclaimed books so that office staff can access them if needed.
- 2. DIVIDE REMAINING BOOKS** — Separate the unclaimed books that have been bought from the books left to sell. This will prevent you from accidentally selling a book that has already been purchased.
- 3. KEEP A WAITING LIST** — If you run out of books, keep a waiting list. This will help you decide how many books to order next year or to use any extras that might be at the plant. There is no guarantee the plant will have extras, but sometimes they do.

PREPARE FOR NEGATIVE COMMENTS

- Prepare yourself to have "thick skin" to handle negative comments about your book. Most people do not understand the complexity and difficulty of creating a yearbook. If they knew how very difficult it is to gather content for pages, fewer people would complain.
- When you find mistakes, remind yourself and your students that there is no such thing as a perfect yearbook, and when you spot parts of the book you wish you could improve, remember that even Maya Angelou dreaded submitting a poem because she knew later she'd think of a better word or a better line break or a better title and couldn't change it.