



# 02.14.24

YBK ALL DAY

## HAPPY VALENTINE'S DAY!

It makes us happy to send this email on Feb. 14 and share so much love with you! We hope you spend today feeling loved for all you do as an adviser, teacher, therapist, friend and so much more. Here are 14 things that we love all day, every day — and you're top of the list!

- 1. Yearbooks.** Duh! [Share this video](#) with your staff to remember why your role is so important to your school.
- 2. Advisers.** We couldn't do it without you! We mean it.
- 3. Journalism students.** We always say yearbook students are the best students, but our hearts go out to all storytellers.
- 4. Yearbook reps.** They're the best in the field, and we're so grateful for them!
- 5. eDesign.** Because yearbooking is easier than ever with it! Plus, the new features to come are so exciting. [Check out Collage Wizard coming this spring.](#)
- 6. Our Kansas City plant.** The team that touches each page of your yearbook. So much love as they create the highest-quality yearbooks for your school. *And if you love our plant as much as we do, here's a friendly reminder to meet your deadlines and get those pages submitted!*
- 7. Distribution Day.** Also known as the best day ever. [These resources](#) can help make delivery and distribution easier (and more fun) than ever.
- 8. Book sales sellouts.** What an accomplishment! If you need an extra sales push, [here are some ideas.](#)
- 9. Portfolio.** So much inspo. So many ideas. Portfolio 29 is in the works, but [check out last year's gallery.](#)
- 10. Student photography.** We love showing off great photos. Remind staffers to share their best photos [here.](#)
- 11. Sales Assist.** Book (and senior ad!) sales made easy because we do the hard work for you. If you haven't used [Sales Assist](#), we recommend keeping it on your radar for next year.
- 12. Staff merch.** Because matching swag is always fun. If you need a staff t-shirt for Distribution Day, [check out the fun stuff here.](#)
- 13. Recruiting new yearbookers.** Add to your YBK family! If you need applications, forms and so much more, [these resources](#) are ready for you.
- 14. Scholastic Journalism Week.** Join us Feb. 19-23 alongside the Journalism Education Association to celebrate all students and advisers who have created exceptional journalism. [Be sure to follow along social as we engage and celebrate.](#)

Need to rewind? All previous [Adviser Assistance emails](#) are available on their own page.



Herff Jones Yearbook recycles 2,000+ tons of paper and 200+ tons of aluminum plates every year.

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