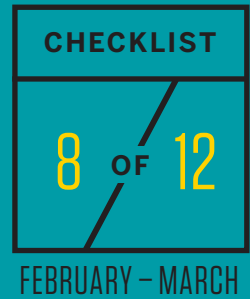


HERFF JONES

ADVISER ASSISTANCE



ESSENTIALS

- Warm and sunny day? All hands on deck to get spring sports covered!
- As you make pages final, assign a staffer to clean up computer files and archive this year's work.
- Run your index (again)! Make sure a responsible staffer has ownership of the index and is tracking finalized pages.
- Get started on spring sports and a seniors-only supplement. These are great training tools for younger staffers, plus they can be used to generate additional revenue.
- Spring-delivery books, know your end date for selling through Yearbook Order Center and publicize it to those last-minute buyers.
- Sell to non-buyers if you still have unsold books. Run eBusiness reports to identify everyone who has not bought a book.
- Do you need help with distribution day? Go to herff.ly/ybk-day.

NEXT-LEVEL

- Interview applicants for next year's staff. If you don't have the best of the best, start recruiting and asking for recommendations.
- Plan fundraisers for spring like photo booths at prom, car washes and yard sales.
- Look at your photography equipment and start your wishlist for next year.

EXPERT

- Continue training your editors and leaders for next year. Make time for your new leaders to shadow their peers, especially if you have seniors graduating.
- Plan around spring conventions. Don't miss those deadlines!

