

HERFF JONES

# ADVISER ASSISTANCE



APRIL – MAY

## ESSENTIALS

Spring delivery books, if you do a supplement, it's time to submit.

Make your final invoice payment before you leave for summer. (This invoice does not arrive until after shipping is added.) Also, plan your budget for next year.

When your book is delivered, submit it to *Portfolio*, a showcase of Herff Jones' best books. Find the form at [herff.ly/portfolio-submit](https://herff.ly/portfolio-submit).

Write thank you notes to all who assisted with this year's book — handwritten is best.

## NEXT-LEVEL

Submit your book to NSPA, CSPA and state organizations for evaluations.

Have outgoing editors write job descriptions and letters to next year's editors.

Hold one-on-one interviews with each staff member about the good and bad of the year. Compile ideas for future growth.

Design theme packets as a class project.

Create a tentative ladder.

Notify rising seniors and their parents about required photo deadlines and costs. If possible, insert a flier into their mail or email from the school.

## EXPERT

Plan next year's ad campaign and begin selling. Send renewal letters to all existing advertisers.

Get book and ad sales fliers ready for next year's registration packet or online newsletter. Update your school website for the summer.

Develop an exchange list and share your book (or PDFs of your favorite spreads) with other schools.

Establish a plan for summer coverage.

Schedule summer get-togethers and make contact lists. Start team-building between new and incoming staffers.

Make final workshop arrangements.



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