10 steps to yearbook SUCCESS

(How to Keep Warm Bodies and Happy People in the Yearbook Office)

Presented by Laura Widmer
Associate Director
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Recruitment

- High school students and classes
- State and national journalism association
- ACT information
- Personal letter
- Phone/Text-a-thon
Recruitment

• On-campus prospects:
  • Freshmen orientation/seminar
  • Organizations
  • Departments- Art, English, Mass Communications
  • Business cards
  • Brochures
Retention

- Money
- Office environment
- Equipment
- Experience
- Alumni and employer testimonials
- Networking with alums
Retention

- Work load
- Staff manual
- Organization
- Training
- Rewards
- Fun
Resources

- Campus
- Alumni
- Professionals
- Web
- Idea files
- Printing company
Reorganization

- Staff
- Office
- Deadlines/workflow
- What readers think/imagine
- Marketing/promotion
- Content
- Rewards and recognition
Organization

- Staff organization
  - Section editors
  - Skill set editors
- Chain of command
- Job descriptions
Leadership Styles

• Develop your style:
  • Visionary
  • Coach
  • Affiliative
  • Democratic
  • Pace setting
  • Commanding
10 Powers

• Appreciation
• Encouragement
• Critical Thinking
• Optimism
• Resilience
• Laughter
• Coach
• Affiliative
• Democratic
• Commanding
10 Powers

- Collaboration
- Apology
- Choice
- Inspiration
- Make memories
One-Minute Manager

- Setting goals
- One-minute praises
- One-minute reprimands
Leadership

- Set an example
- Set an agenda
- Set deadlines (and stick to them)
- Communicate
Training

• Retreats
• Staff meeting moments
• State and national conventions
• Workshops
• Coaching
The Money Game

- Contracts
  - Staff
  - Yearbook printer
  - Portrait studio
  - Advertising firm
- Budget
- Advertising
- Payroll
Coverage

- Student life
- Sports
- Academics
- People
- Organizations
- Special section
There’s are stories everywhere.

- Number stories
- Five-year plan
- Heroes in hand me downs
- Textbook costs
- Senses
- Old womb mates
- From either side of the desk
- Student entrepreneurs
- Day in the life
- Living on coupons
- Cars/transportation
- Calendar coverage
- Brain drain classes
- Cafeteria/coffee shop facts
- Distance stories
- Campus after dark
- Multiple perspectives
- Campus personalities
- Lost and found
- Cost of tuition
- Backpacks
- Alternative story telling
- Television shows
- Localized story telling
- Entertainment options
- Journaled stories/roommate story
- Campus traditions
- Cost of being a major ($ and time)
Idea Files

- Content
  - Design
  - Color
  - Writing/story ideas
  - Photography

- Organization
  - Wall
  - Notebook
  - Computer file
Idea Files

- Academics
- People
- Organizations
- Special section
Marketing

- Have a marketing director
- Remember marketing is everyone’s job
- Monthly marketing activity

- Be visible
  - T-shirts
  - Posters, chalking, newspaper ads, fliers
  - Organizational fair
  - Orientation

- People
- Organizations
- Special section
Marketing

- Events
- Street teams
- Radio station mentality—remotes, give aways
- Giant yearbook guy
- Portraits/organizational pictures
- Photo booth
- Special section
Marketing

- Focus groups
- Surveys
- Elasticity study
- Questionnaire bookmark at distribution
- Social media
Contact me

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