

NSPA RETREAT, MANUAL TOPICS

RETREATS

- Introductions/Overviews
- Needs assessment: problems/successes from last year; what to build upon, what to change
- Expectations
- Goal setting
- Teambuilding
- Leadership styles
- Managing your peers (One-minute manager)
- Communication
- Conflict Resolution
- Time management
- Contracts
- Deadlines/mini-deadlines
- Evaluating the elements of publication
- Coverage/ladder
- Marketing/sales
- Photography
- Coaching concept
- Maestro concept
- Checklists
- Policies
- Organizing your publication room
- Organizing your staff
- Your relationship with your printer/yearbook representative
- Your relationship with your adviser
- Your relationship with your staff
- Your relationship with your administration, publication board, etc.

WORKSHOPS

- Trends in newspaper/yearbook/online
- Themes/Coverage that work(s)
- Design
- Coverage philosophy/ideas
- Interviewing
- Research
- Effective copy writing
- Planning/Maestro concept
- Idea files
- Flow charts/policies
- Law & ethics
- Fiscal responsibility