# steps to yearbook SUCCESS

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

Presented by Laura Widmer Associate Director Associated Collegiate Press

#### 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

# Coverage

#### 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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