

4/2016 Status: The Lincoln PTO has a contract for Balfour Publishing to produce yearbooks for 2016-2017 and 2017-2018. They also publish the Willard and Roosevelt books. They have a local rep, and inside rep for us, and a great technical support staff to help with book production.

August

- Select theme & book title. Discuss options for a Cover Contest.
- select a “feature” to put on classroom pages (teacher trivia, class quotes, etc.)
- list what events and clubs should be included, and divide up the work/responsibilities
- decide if additional volunteers are needed & how they will be recruited (event photographers?)
- advise PTO person who is in charge of Sign Up Genius (SUG) if you need additional volunteer slots
- any changes to Classroom Sign Up Sheets used by teachers at Open House?

September

- Organize Cover Artwork submissions/contest—this info needs to go out in September Friday Folders and published in the PTO Lincoln Log. Cover artwork is usually due to Balfour in December. If a Contest will be done, voting should take place in October. Yearbook staff will create digital cover in November. Cover contest is extra work, so if volunteer staff is lean, you can use a stock cover or whatever you prefer.
 - There are a couple of different ways to organize the contest, but in the past, teachers vote for the top 5, students vote for the winner, and the 4 runners up share the back cover of the book.
 - All cover contest entries should be scanned and uploaded to Balfour. Non-winners are usually included in the “cover gallery” page or pages near the back of the book.
- Special Event Photographers: organize which Yearbook Photographers can cover PTO/School Events. There may have been a few PTO events before now--does anyone have pictures?
- Contact the Room Parent PTO Representative for copies of the Open House Volunteer pages that list the Yearbook Volunteers, unless all slots were filled on SUG.
- By end of September, email the Photo and Collage parent Volunteers to confirm their responsibilities (see task list at the end of Yearbook Team Positions, edit if necessary). Complete a Volunteer Spreadsheet if you want (see google doc example) Recruit more volunteers if needed, or divide collages among yearbook staff. Make sure you know what teachers are not picture takers and recruit parents to take photos for these classrooms.

October

- Make sure you have Yearbook Photographers to cover Halloween Parade as well as other Oct. events—Pancake Breakfast, Math Night, etc. Remind Photo parents to get Halloween pictures for Collage parents.
- Continue Cover Artwork Contest if you’re doing one.
- Start setting up Section/Page Masters in Balfour’s Studio Works program...you can tap Balfour to help with this if you need it.
- Upload Photos to Studio Works as you go...create folders to hold event photos and create folders for each classroom, Club Photos, etc.

November

- Get links for portraits and class group pictures from school portrait photographer. (VanGogh Studio). You can forward the link to Balfour rep & she can upload all photos.
- Decide on the design for the class portrait page. Make a template in Studio Works. Finalize the template before copying it to other pages. Remember to save space to list any “not pictured” students.
- Start work on Portrait Feature (teacher trivia, student quotes, etc).
- Work on Cover design (Cover contest should be completed by this month).
- Email Collage Volunteers the details about creating and submitting collages (see google doc example). Find out if any Volunteers want to use Balfour--many repeat volunteers know how to use Balfour; they will need access to book.

December

- Arrange photographer(s) to get pictures for ALL the holiday concerts. iPhone photos don't cut it for events in the Auditorium. In the past we have asked Mrs Halter to reserve 2 front row seats per concert for Yearbook Photographer.
- Ask Principal to write a piece for the yearbook....advise him of book title and any other themes that may be included. Deadline should be end of January/early February so you can work it into the book's opening pages.
- Finalize Cover design in Studio Works.
- Remind Photo and Collage Parents of responsibilities before Winter Break.

January

- Email Web Store volunteer to list Yearbook on PTO Web Store. Provide the following info:
student orders -- \$20.00/ increase to \$25.00 on March 1st
Maximum Quantity (our order quantity, minus sponsored copies & Estimated Teacher qty.)
 - teacher / staff orders are \$10. Email teachers/staff about how they should submit orders.
- Send reminder email to collage volunteers about deadline to submit collage. Include instructions.
- Organize club photos with photographers or club sponsors, and coordinate timing/schedule of any photos taken during recess with the Principal. See google doc for list of Clubs. It's good to get club photos done before Valentine's Day. Risers are on auditorium stage until that concert.
- Put a request for yearbook pictures in the PTO Lincoln Log, and advertise Yearbook Sales.

- Start creating pages if you haven't already. It's helpful for Collage Volunteers who use Studio Works to see a populated Portrait Page so they can see all students while they create collage.

February

- Assign photographer for the Kindergarten Valentine Concert and Party. Provide name to Mrs. Halter so she can arrange 2 front row seats.
- Collages are due this month. Kindergarten should get until the end of the month so they can include Valentine Concert & Party pictures.
- When collages come in, upload to Balfour and drop on page immediately to make sure there are no errors before confirming back & thanking the Collage Volunteer.
- Get Potrait Pages completed ASAP if they aren't already.. Proof sheets need to be printed and provided to all teachers, ideally after the feature is in there, so they can help proof read the copy. See google doc sample for Portrait Page Proof Request. Give teachers 1-2 weeks to respond...do not ask right before Teacher Conferences. Expect to send reminder emails.
- Follow up to make sure you have all Club Photos uploaded.
- Make sure Lincoln Log Yearbook Sales Blurb reminds parents that price increases on 3/1. Confirm the price increase with Web Store volunteer.

March

- Verify final deadline with Balfour—they normally require 6 weeks to deliver books. Books should arrive at least a week before Ice Cream Social to buffer any unforeseen emergencies.
- Try to finish book, or at least the majority of it by Spring Break.

April

- Early April--publish all pages in Studio Works if they are not already, then *CELEBRATE!!*
- Order pens for the ice-cream social. Be sure to order extra pens to cover the overage books, and fall out (pens that don't work or are missing pieces--quality is usually a problem)

May

- When books arrive, do a quality check immediately--randomly check books in at least 85% of the cartons. If there is a significant problem, contact the Rep. In 2014 we had a glue issue that ruined a lot of the books (we did not do a quality check before the Ice Cream Social--it was bad).
- Cut off yearbook sales on the web store by a date that leaves you time to print book labels before the Ice Cream Social. Web Store volunteer will supply you with a list of orders.
- See separate prep sheet (google doc) for the Ice Cream Social.

