

TAJE ADVISERS' CHECKLIST



START
HERE

GET A PLANNER

- ☐ Recommended resources: Yearbook or portrait company rep, online
- ☐ Take it everywhere

OFFICE STAFF

- ☐ School portraits – what's the company and who is the rep?
- ☐ Who is in charge of scheduling?
- ☐ Portrait dates
- ☐ How are portraits scheduled?
- ☐ How are portrait packages returned to parents – mail or adviser?
- ☐ Panoramic photos
- ☐ District public relations and other expectations

PORTRAIT COMPANY REP

- ☐ Portrait dates
- ☐ How are portrait days organized?
- ☐ Online platform and yearbook portraits
- ☐ Online and in-person marketing
- ☐ What percentage of portrait package sales does the school get?
- ☐ Camera equipment and training
- ☐ Club and organization photos

BOOKKEEPER

- ☐ Journalism activity account – amount, debt
- ☐ Budget from the district? Get a copy
- ☐ District policy for yearbook and advertising sales (in-person and online)
- ☐ Deposits and handling of money
- ☐ Receipts for sales
- ☐ Who receives a portion of the portrait package sales?

ADMINISTRATION

- ☐ Prior review – yes or no?
- ☐ By whom and how fast?
- ☐ School policies regarding students in the hallways, hall passes and procedures
- ☐ What does this person expect of you?

YEARBOOK REP

- ☐ Spring, summer or fall delivery?
- ☐ Deadlines?
- ☐ Creation software
- ☐ Curriculum available
- ☐ Submission requirements
- ☐ Marketing sales – yearbook/ advertising
- ☐ Training and personal assistance



ADVISERS' CHECKLIST



CURRICULUM

- ☐ Campus department/curriculum specialist
- ☐ Yearbook rep – curriculum available
- ☐ School district
- ☐ TEA website for TEKS
- ☐ Backwards planning for first deadline

SCHOLASTIC JOURNALISM COMMUNITY

- ☐ Find a mentor
- ☐ Texas Association of Journalism Educators resources and support
- ☐ Journalism Education Association curriculum and Scholastic Press Rights Committee
- ☐ Interscholastic League Press Conference
- ☐ Association of Texas Photography Instructors
- ☐ Others – National Scholastic Press Association, Columbia Scholastic Press Association, Quill and Scroll, Student Press Law Center
- ☐ Fall Fiesta, conventions, conferences and contests

RECRUITMENT

- ☐ Meet returning leaders and staff members
- ☐ Schedule issues and questions – counselors
- ☐ Registration days
- ☐ Feeder campuses

AWARDS

- ☐ Letter jackets
- ☐ Honor cords
- ☐ Contests
- ☐ In-class incentive awards

CONTACTS & SOURCES

- ☐ The previous year's yearbook
- ☐ Faculty roster from school secretary
- ☐ Master schedule from school secretary
- ☐ Access to student schedules
- ☐ UIL Coordinator – dates, schedules and expectations
- ☐ Admin/custodian – Access to building after school for weekends and work nights