

[CLICK HERE](#), you will see this a lot in our newsletter. We want the newsletter to be a quick read for everyone, but there are those topics you may want more information, so we want to help. Some links will take you to expanded written content and others are videos. Enjoy, and come back often to use the resources.



DON'T LEAVE STAFF RECRUITING TO CHANCE

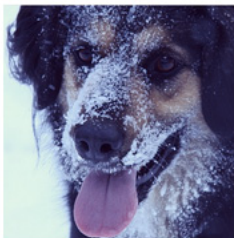
One of the best ways to learn how to build a successful yearbook program is to talk to those who have been doing it for years. Mike Simons, MJE from Corning-Painted Post HS has started a new Podcast Series just for yearbook advisers. The first episode is on recruiting, with Debra Klevens, CJE from Parkway West HS in Ballwin MO. The first half is on recruiting and the second is on book sales. [CLICK HERE](#) to listen to episode one. Contact us to get any of the resources Debra mentions. Two more episodes are already posted, follow @YearbookWhys on Twitter to get all the info.

TIPS

- Visit English, Photography and Art classes to talk about being a part of the yearbook staff.
- Host an open house in your staff room to talk to interested students.
- Get references from English, Art and Photo teachers for students who may be a good fit for yearbook.
- Mail letters home to "handpicked" prospects inviting them to apply. Most students will be honored and will respond. We can supply you with a sample letter.
- Talk to your counselors about the kind of kid that could benefit from a class or club like Yearbook. Remember Yearbook is a place in your school where a student could really excel just by being themselves.
- Distribute formal applications. We can supply you with samples.
- Request our true potentials packet for expanded recruiting information.
- Make Yearbook a big deal! Hold formal interview sessions.
- Select students who represent all grade levels, ethnic groups and special interest groups in your school.
- Select students with a variety of skills and interests: writers, artists, photographers, editors, organizers, business managers and computer specialists.
- Describe in detail what is expected of each candidate including their ability to attend summer camp.
- Conduct after-school training sessions. Teach layout, design and photo selection. Explain the principles of good copy. Give assignments and expect them to be turned in on time. This will help eliminate those candidates who may think that yearbook is a breeze. We can help with these training sessions and even bring food!
- After you've selected your staff, hold weekly meetings to plan your sales drive, your theme and content ideas. You'll be off and running when you begin working on the book.

ADDED RESOURCES

For more articles on "Creating a Staff Recruitment Plan & Building a Team" [CLICK HERE](#)



February Photo Challenge

CELL PHONE PHOTOGRAPHY

Encourage your staff to post photos with the hashtag #yearbookphotochallenge. Each month brings a new challenge, check out the photo page on www.studenttraditions.com for past challenges, you can always post, and you may win prizes!

Want to learn more about iPhone Photography? Check out this 30 minute video - if you are interested in the course for you or your students, let us know and we can help you with the registration. [CLICK HERE](#) to watch the video

We hope you enjoyed the new format for our Newsletter. A new year, a new format. All older newsletters are posted on www.studenttraditions.com



Happy to help.

We would love to give you more information. Please reach out at 630-346-4256 or << Test Email Address >>

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Let's Get Started

