



No More New Years Resolutions!

We all know New Years Resolutions are hard to keep, and nobody likes to fail. So lets try something different, choose a New Years **WORD**. Like a yearbook theme, it can be the starting point for the new semester. You can even choose a word for your staff. Here are some ideas of words that can be motivating for the new year.

- Strength
- Commitment
- Honesty
- Teamwork

What word would be a motivator for your staff? Our word for the year is **UNFORGETTABLE**. Lets make this years yearbook **UNFORGETTABLE!**



Even before the frigid cold, the winter blues were setting in. We want to help you motivate your staff, meet your deadlines and win some cool stuff. You set the rules, we will provide the prizes.

Some contest ideas:

- **Teamwork** - that person who helps others finish their spreads with captions, ids and even covering events not assigned to them
- **Copy Master** - the staffer that takes that extra effort to write great copy
- **Fearless Photographer** - the staffer willing to cover anything
- **Deadline Conqueror** - the staffer who nails the deadline - not just finishes it, but puts in the extra effort to be accurate and complete

Your contests can be weekly, monthly or by deadline. You make the rules and we will supply the motivation. Below are some ideas for prizes we can supply. We can also supply food, and Herff gear. Let us know before you start, so we can advertise the prizes with the staff.



Apple Pencil for iPad Pro
It's only a magic wand.



For YERDS nothing is more satisfying then completing a deadline. Too often the staff is not visualizing the big picture and what completing a deadline feels like because the adviser hits the submit button alone, often late at night, after they finish a final proofing. Advertising the deadlines and making a big deal about completing it, might help your staff become more committed. One easy way to do this, is to go old school and hang up your ladder with deadlines on it. Let the staff cross off their pages with colored markers. Have a color for pages submitted early, another for on time and a third for late. You could have a staff contest to help eliminate the late pages - Let us help!



January Photo Challenge **SNOW**

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

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 >>