

# Some goals for your staff

We didn't want your editors and yearbook staff to feel left out, so to start the new year, here are some of our thoughts on goals they might try for themselves. Please consider running copies of this page for all of them to read. Especially those who will be on the staff in the 2007-2008 school year.

## **Put yearbook third.**

Make yearbook the third most important thing in your life. Family, friends and your beliefs are first, school is second and yearbook should be third.

There is no better training in your school for what the working world is like than being on a good yearbook staff. It is the only full-time business running at your school. It is a class where you can learn a huge variety of skills, including computers, graphics, art, business, sales, marketing, writing, design, photography and so much more.

If you are the editor or want to be the editor of the 2008 yearbook, you HAVE to put yearbook third. That means after sports, other clubs you may belong to, other school activities you participate in, your after school job or just hanging out with your friends. Make it your first job after family and school. A job that will help you to succeed in the future. (You may not know this but many colleges pay their yearbook editorial staff. It can be a great way to pay for part of your college education.)

## **Do your job.**

Be a staffer. Be an editor. Do your job. Do not expect others to do it for you, most notably, your adviser. Once you know your job, do it.

## **Do a successful yearbook.**

Put as many people as possible on your pages. Make sure that the book is not just a book about your best friends. Let us see the faces of all the kids in your school. List their names. Spell them correctly.

## **Meet your deadlines!**

Not just the ones the company sets, but all the deadlines the editor and adviser set for you! Your copy rough draft deadline and your layout deadline and every other deadline. Meet them!

## **Keep up with your other responsibilities.**

Remember that this is a business. It will do no good to produce the product if you don't sell it. That means selling ads and yearbooks. If you do a good job on the book, then selling something you are proud of should be easy.

## **Be proud.**

Speaking of pride, be proud of the work you do. Make it always your best and you will succeed in yearbook and in life! When you go to a yearbook workshop (and you should) show your book with pride. Don't say, "I didn't really work on this book." We bet you that your yearbook will be the best yearbook produced in your school in 2007. And we will win that bet every time (as long as you only have one yearbook this year.)

## **Tell a friend.**

Help your adviser out in the recruiting department for future yearbook staffs by telling your friends how great it is to be on the yearbook staff. Especially your dependable, smart, underclass friends. If you love yearbook, let others know what a great experience it is.

## **Make it that way**

After I wrote the last line of the preceding goal last year, I had a staffer at one of my schools tell me, "Yearbook isn't that great an experience." Well, whose fault is that. Work hard to make yearbook fun and rewarding. You can do it! I know you can. So does your adviser. ▲

