

Yearbook Notes from Dee Capella 2009-2011

Company: Lifetouch

To make things easier, it would be nice to have two chairs one that has a child in K-2 and another 3-5 to make identifying the candid photos. Not much to do in the fall, just a reminder to Tim to take photos and pay the invoice in Oct/Nov. Portrait disc should arrive from school portrait chair the first week of December, get the correct address and send to yearbook company after checking to be sure portrait retakes are on the disc! I suggest making a copy of the school portrait disc before mailing it to be used for 5th grade graduation when the K class reaches that grade. This is something that I did, it wasn't done prior.

Contract – Need to sign in the spring to get any special deals. Example Lifetouch gives us a free gold foil of our school name. Decide the number of copies, black and white or full color, child's photo on the front cover option (25 must be sold at this higher cost.....causes more tracking when inputting sales and distributing yearbooks) Round amount up to even amount to cover shipping of yearbooks.

Over the summer – choose and submit the cover for yearbook.

August/September – Decide what pages you want to do. Example: First day of school, Tim's page, Staff pages, Halloween and Monster Mash, Children's Garden, Bounce Day, Snow Days, Portrait pages, candid's for each grade, Band/Chorus/Orchestra, Teacher Groups, Student Council, PTA Executive Board, school play, PARP, etc.)

August/September – Make up a list of photos that you know you might want and send an email to Tim. Example: all photos for the above items; gingerbread men for Kindergarten, children's museum, hat day, twin day, after school enrichments, 100 day of school, DARE, class group photos, see what events are going on in school. Keep in contact with Tim with reminders to take photos, to pick up his camera card and upload the photos onto your computer. Keep a folder with all photos and burn Tim a disc at the end of the year with all the photos.

I found it helpful to create albums on Lifetouch's web site to help sort the photos. Example: 1st grade candid's, Monster Mash, staff, class photos, teacher groups, etc.

October – Get a list of student Enrollment form the office. It will give you the number of students for each classroom. Also ask for a list of staff, so you will have their correct spelling and job position.

On the contract there will be two deadlines: First Deadline is usually in February and the second is in April. For the first deadline, be sure to go into Lifetouch's web site and have the first deadline your portrait pages.

Look for an invoice to come to school in the fall for a large deposit on the yearbook.

Make a list of page numbers and list what will go on each page, then do the pages as you can...after First Day of school, Halloween/Monster Mash and Children's Garden you can design these pages and send a proof to Tim for approval. Same with teacher group, staff, PTA executive board and start to put the teacher names and portrait boxes on each class page.

Once the class portraits are uploaded to the web site, you will get an email notification. It's important to look at each teacher's portrait and mark them to be first and use correct salutation. You can start to place portraits onto each class page, add candid and try to use as many different children as possible. If you can get a candid of each child in the yearbook that would be GREAT!

Once you lay out the page, create a pdf proof and send that page to Tim for approval. Once he sends back his changes, makes changes and then send a new proof to the teacher asking them to proof the names, missing any children and to be sure the candid that you used on the class page are really from that class. Once you make any of those changes, get a final approval from Tim.

Once you are sure the page is finished you can submit that page to Lifetouch....be sure not to submit too early, its extra charges to make any changes. Be sure not to use the same clipart, photos of the same child to many times in the yearbook.

In early January contact your sales representative for sales flyers to be used. You will need to give them the number to print, amount you are charging for the yearbook, dates of sales and who to make the checks payable to: CHES PTA (no cash). These will be mailed to school.

Normally the sale is right after February break for 3 weeks. Be sure to advertise yearbook in February, March, and April (more months if you have yearbooks left to sell). Also on the school sign, PTA web site and school web site.

Deep breath after first deadline...it's much easier after this! Continue finishing the remaining pages as you can, since things will get busy again after the sales flyers are distributed.

In the box with sales flyers, there will also be poster to hang in the school. Distribute sales flyers to all children. Leave a manila folder in the mailboxes with "yearbook sales" and your name. Teachers and office staff will put incoming orders there. It's important to pick up every other day at least.

Need to check each envelope for a check, is it written to the CHES PTA and the correct amount? Enter into the sales tracker and then deposit check into the bank. (Follow the normal process)

We need to sell the contracted amount of yearbooks, if we don't the PTA is still responsible for that costs. Yearbooks are shipped to the school in early June. Tim will let you know when they arrive and let you know when they can be distributed to classrooms.

Look at the yearbook to be sure they are okay, we received the correct quantity. They will send us a few free copies, these will go to Tim (make sure the library gets one) they will also send overrun copies, we can sell these and send them the money or we can tear out the first page and mail just that back in the envelop provided.

Once you have a distribution date, print labels out using your sales tracker with the child's name on it. I used the tables in the library the morning they can be distributed and put the labels on the yearbooks, sort out by classroom and then deliver using one of the library carts.

***remember new contract for the following year needs to be done in May/June.