

HERFF JONES

ADVISER ASSISTANCE



MAY - JUNE



ESSENTIALS

- Make your final invoice payment and budget for next year. Your final invoice reflects 10 percent of your printing agreement, along with any additions, upgrades, tax and shipping, if applicable.
- Plan for summer coverage. Think about events in the community as well as those related to school.
- Schedule staff social events. Build mentoring relationships between new and incoming staffers early.
- Make final summer workshop plans.
- Organize computer files and archive your final spreads (InDesign). Export a PDF file of your book and send it to your rep.



NEXT-LEVEL

- Develop next year's theme. Brainstorm ways to carry it through the book. Let it sit for a while and see if it still seems relevant and fresh. Consensus isn't always the answer.
- Give staffers an assignment to build portfolios of their work. Hello résumé!
- Continue to remind rising seniors and their parents about portrait requirements and early senior ad deadlines.



EXPERT

- Write thank you notes to all who assisted with the book, including advertisers and sponsors — handwritten is best.
- Send renewal letters to all existing advertisers — and take the time to follow up.

