

08-28: Yearbook Workflow, Budget, Sponsorships

Yearbook Class Meeting & Workflow Report

Yearbook Budget & Financials

- Yearbook production cost: approximately \$10,500.
- Supplement for late events (prom, baseball, track): about \$1,000.
- Total estimated cost: around \$11,500 (not including incidental expenses such as batteries, cards, lenses).
- 175 yearbooks available for sale at \$50 each; potential revenue: \$8,750.
- Even if all books are sold, there is a \$2,000 shortfall.
- Historically, not all books are sold (last year: about 130 sold).
- Sponsorships and business ads are essential to cover the deficit.

Sponsorships & Business Ads

- Business ads are sold to local companies (e.g., J9 Crop Insurance, Farmer's Bank).
- Ad pricing: Full page \$400, Half page \$200, Quarter page \$100, Eighth page \$60.
- Goal: \$3,500–\$4,000 in ad revenue.
- Madison will handle most business ad sales; each student is asked to sell one ad, preferably to a family member or acquaintance.
- Senior baby ads (same pricing as business ads) are sold to parents for personalized messages/photos.
- Typically, 8–10 pages of business ads and 2–3 pages of senior ads are sold, generating \$3,000–\$5,000.
- If students cannot find a family sponsor, Mr. Burkhard will assign a business from the list.
- Ads can be solicited from out-of-state businesses or family connections.
- Free ads may be given to photographers who contribute to sports coverage.

Photo Assignments & Workflow

- Student life photo assignment due Tuesday; must include a caption.
- Weekly themed photo contest (this week: reflections); prize is \$5.
- All photo assignments (student life, reflections, previous weeks) are due next Tuesday.

- Photos for assignments should be related to Highland High School; contest photos can be any subject.
- Students are encouraged to take photos around campus (commons, hallways, events).
- Boot camp assignments must be completed and submitted for grading.
- Photo workflow: Upload all photos to personal folder on Blue Drive, select best images, move to assignment folder (organized by week), retain extras for possible future use.
- Bad photos should be kept until the end of the year, then deleted if not needed.

Technology & Tools

- Adobe Bridge software is being installed for photo management; it makes sorting, captioning, and rating photos easier.
- Bridge is now available on most computers except Mr. Burkhardt's.
- Students are shown how to use Bridge for captioning and rating photos (star system).
- Assignment folders in Bridge should be organized by week and type.
- Audio workflow: Sound person (David) is responsible for organizing, naming, and editing audio files; working and final folders are recommended.
- Audio files and photos should be stored on Blue Drive for accessibility.
- QR codes will be generated for senior songs and audio clips; plain QR codes for regular pages, fancy ones for cover/title pages.
- YouTube channel for audio uploads is pending; Mr. Baker has a deadline of tomorrow to set it up.

Yearbook Content & Design

- Senior pages will include a senior song (school-appropriate), with a QR code linking to YouTube.
- Page templates are flexible; students can adjust layouts as long as they fit the overall design.
- Department pages (e.g., Ag) will have blocks for each teacher; sports pages will highlight seniors.
- Page ladder setup is ongoing; deadlines are December 19th (144 pages), with earlier "fake" deadlines in November for progress checks.
- The book size has been reduced from previous years (was 150 pages, now 144), lowering costs.
- District funding (\$3,500) was discontinued; possibility of requesting reinstatement from the new superintendent.
- Cover audio introduction (first bell, intro) must be ready by the end of September for the graphic artist.

Miscellaneous & Classroom Management

- Students may use phones for photography if they inform Mr. Burkhard.
 - Restroom/water breaks are allowed but should not be abused.
 - Students are encouraged to introduce themselves to new staff (e.g., superintendent).
 - Saving work frequently is advised.
 - Students are shown how to batch rename files for organization.
 - Peer support is available from Madison and Jaylene for assignments and technology.
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Next Arrangements & Action Items

Business Ads & Sponsorships

- ☐ Sell one business ad per student, preferably to family or acquaintances.
- ☐ Madison to handle bulk of business ad sales; coordinate with Dana for sales books.
- ☐ If unable to sell an ad to family, request a business assignment from Mr. Burkhard.
- ☐ Request possible reinstatement of district funding from new superintendent.

Assignments & Deadlines

- ☐ Complete and submit boot camp assignments for grading.
- ☐ Submit student life photo assignment (with caption) by Tuesday.
- ☐ Submit reflections photo contest entry by Tuesday (optional, but encouraged).
- ☐ Upload all photo assignments from previous weeks to Bridge assignment folders by next Tuesday.
- ☐ Prepare for upcoming deadlines: November (progress check), December 19th (final submission, 144 pages).

Technology & Workflow

- ☐ Learn and use Bridge for photo management (captioning, rating, organizing).
- ☐ Set up assignment folders in Bridge, organized by week and type.
- ☐ Ensure all students have Bridge installed and know how to use it.
- ☐ Organize and name audio files precisely; set up working and final folders on Blue Drive.
- ☐ Practice transferring audio files from recorders to Blue Drive and editing as needed.
- ☐ Generate QR codes for senior songs and audio clips; coordinate with Mr. Baker for YouTube channel setup.

Yearbook Content & Design

☐ Prepare cover audio introduction (first bell, intro) for yearbook by end of September.

☐ Finalize page templates and ladder; adjust layouts as needed for department and sports pages.

☐ Finalize jersey orders and registration for band/drumline by end of next week.

Classroom Management & Support

☐ Save work frequently during class.

☐ Assist peers with assignments and technology as needed.

☐ Take photos around campus for assignments and contests.

☐ Coordinate with Madison/Jaylene for help with Bridge and assignments.