

PLANNING STRATEGIC DEADLINES LIKE A PRO

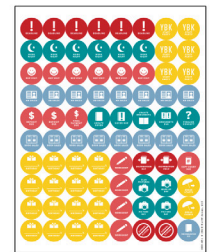
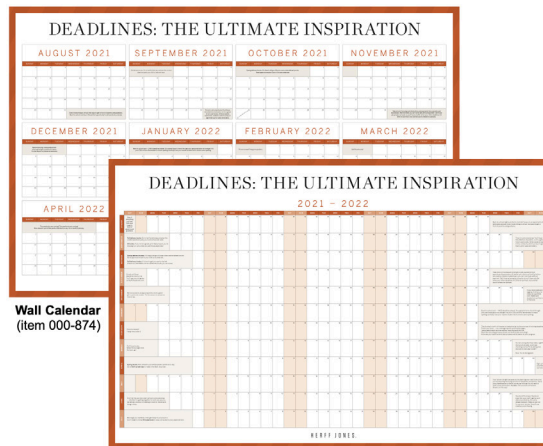
PRO TIPS TO STRATEGIZE & MAXIMIZE IN eDESIGN

Taking the time at the start of the year to create a strategic plan for creating, reviewing, revising and submitting pages will not only reduce your stress, it will also boost the quality of your book and the fun you have all along the way. Create a routine for getting work done, and spread it out evenly through the year and among your staff. Importantly, build into your schedule WIGGLE ROOM to give you peace of mind when your plan goes awry.

FIRST, MAP OUT THE YEAR.

It's important to plan out your entire year from the get-go. Map out each week so you can maximize productivity and minimize worry. Look in your kit for calendars and stickers (shown below) to help you.

- **CREATE MINI-DEADLINES** – Break up the year into mini deadlines that give ample time for editing before the pages are due. For example if you have four plant deadlines, give yourself five or six mini deadlines to break up the work into smaller chunks to complete through the year.
- **SET EARLY DUE DATES** –Set page-completion deadlines that are well ahead of your plant deadlines so that you have plenty of time to solve problems, edit the pages, and polish up the pages. By working ahead of schedule you significantly minimize stress and maximize quality.
- **START AT YOUR FINAL AND PLAN BACKWARD** Plan from the “bottom up.” Start at your final deadline and work your way backward to January. Then plan a deadline to fit nicely between Thanksgiving and winter break, and then plan a few prior to Thanksgiving.
- **CREATE A ROUTINE** – People can really benefit from a routine. Just as people benefit from having a good morning routine to get ready for the day, it's good to have a production routine for creating pages. Below is an example of one school's plan for first semester. This shows how you can plot it out on a calendar. (In the example below, the holidays are in gray, and the mini-deadlines are in yellow.)



Wall Calendar Stickers (item 000-451)

Strategic Plan			Monday	Tuesday	Wed.	Thursday	Friday	Production Cycle	Details
Bond as a YBK Staff Set Goals Generate YBK Hype Plan Theme & Design Cover Plan Ladder Learn YBK Journalism Learn eDesign Create Templates & Guides Create Procedures & Routines					8/11	8/12	8/13	Bond and set goals.	Bond with staff and set goals for your book, productivity, relationships, and experience.
			8/16	8/17	8/18	8/19	8/20	Plan Theme	Learn about theme and brainstorm it. Finalize by Friday and provide Gwen with cover idea
			8/23	8/24	8/25	8/26	8/27	Plan Ladder	Plan your ladder. Finalize and page topics and staff assignments by Friday. Put it into eDesign.
			8/30	8/31	9/1	9/2	9/3	Learn YBK Journalism	Learn about copy, captions, photography and design.
			9/6	9/7	9/8	9/9	9/10	Learn eDesign	Learn how to use eDesign.
			9/13	9/14	9/15	9/16	9/17	Learn eDesign	Learn how to use eDesign. Complete an "All about Me" project
			9/20	9/21	9/22	9/23	9/24	Fall Break	Fall Break
			9/27	9/28	9/29	9/30	10/1	Design Pages	Design your page templates — Title Pages, Opening, Dividers, Folio and Layouts
		10/4	10/5	10/6	10/7	10/8	Create Roles and Rubrics	Set the Standard & Plan Your People - Create Guides & Rubrics. Define Roles & Responsibilities	
Deadline #1	1	Collect	10/11	10/12	10/13	10/14	10/15	Gather Content	Content Due - Photos, Interviews, Polls, Data, Names, etc.
	2	Create	10/18	10/19	10/20	10/21	10/22	Create Final Draft	Final draft due Oct 22
	3	Refine	10/25	10/26	10/27	10/28	10/29	Revise Final Draft	Submit Oct 28. Celebrate Oct. 29
Deadline #2	1	Collect	11/1	11/2	11/3	11/4	11/5	Gather Content	Content Due - Photos, Interviews, Polls, Data, Names, etc.
	2	Create	11/8	11/9	11/10	11/11	11/12	Create Final Draft	Final draft due Nov. 12
	3	Refine	11/15	11/16	11/17	11/18	11/19	Revise Final Draft	Submit Nov. 18. Celebrate Nov. 19.
Relax :-)	Thanksgiving	11/22	11/23	11/24	11/25	11/26	Thanksgiving Break	Thanksgiving Break	
Deadline #3	1	Collect	11/29	11/30	12/1	12/2	12/3	Gather Content	Content Due - Photos, Interviews, Polls, Data, Names, etc.
	2	Create	12/6	12/7	12/8	12/9	12/10	Create Final Draft	Final draft due Dec. 10
	3	Refine	12/13	12/14	12/15	12/16	12/17	Revise Final Draft	Submit Dec. 16. Celebrate Dec. 17.
Regroup, Refresh, Relax :-)	Final Exams		12/20	12/21	12/22	12/23	12/24	Final Exams	Final Exam Week
	Winter Break		12/27	12/28	12/29	12/30	12/31	Winter Break	Winter Break
	Regroup		1/3	1/4	1/5	1/6	1/7	Retart and Regroup	Restart and Regroup - Evaluate any changes to be made

This is just an example. Create a plan that works perfectly for you.

SECOND, ASSIGN A DEADLINE TO EVERY PAGE.

This is an optional method to maximize efficiency and minimize stress. Since all schools are different, you may need to modify it to best suit you.

1. First assign all pages that are date-sensitive.

SPORTS and SCHEDULED EVENTS - Choose the closest deadline after the event or after the sports season ends so you can cover the full event will be fresh on everyone's minds to make it easier to cover.

- Since you are assigning a deadline after the season ends, it is **VERY IMPORTANT** that you make a plan to take photos **DURING** the sports season or the event. The date in eDesign is when the page is due, so planning ahead to take the photos is a must.
- If your spring sports take place during your final deadline, then you'll need to finish those pages during the season.

PORTRAIT PAGES - Select a deadline that's 5 - 6 weeks after retakes.

- Most school photographers need 3 - 4 weeks to give you the PSPI file you'll use to import portraits into eDesign. Ask your school photographer when you can count on having the PSPI file in-hand.
- You'll need about 1-2 weeks to properly edit the portraits.
- If you have senior portraits, collaborate with your school photographer to set a deadline for senior portrait selection so you'll get the portraits when you need them for your page submission deadlines (or for UV lamination deadlines if you apply UV lamination to those pages).
- If you include class pictures on portrait pages, talk to your photographer about when you can count on getting them.

CLUB GROUP PHOTOS - If planned proactively, these pages can be a big help to meeting a deadline.

- If this day is already on the school calendar, choose the deadline that immediately follows club picture day. That way it will be fresh in everyone's minds and easier to solve problems identifying people or groups.
- If you get to set club picture day, you'll gain for yourself more peace of mind and less stress if you schedule club picture day during first semester rather than waiting until your final deadline.

AD PAGES - Talk to your yearbook rep about the best date to end your ad sales so you can adjust the number of pages in your book if necessary before the final page count is due. Assign a deadline to your ad pages that provides you ample time to create and edit the ad pages after your ad deadline.

2. Then assign to the final deadline any pages that need to be saved for last.

These pages will differ from school to school, but in addition to spring sports and spring events, schools typically save the index, the colophon and the closing for end.

3. Next, go to Settings > Deadlines. Jot down the subtotals under Staff Deadlines.

Your objective is to distribute your work as evenly as possible throughout the year. Later you'll compare your staff deadlines to your plant deadlines to see if there are places they don't align, but since we're still working on assigning dates to pages, our immediate goal is to identify times of the year that need balance.

Staff Deadlines		
Total Pages Assigned		+ Add
327		
Date	Number of Pages Assigned	
October 22, 2021	14	
November 12, 2021	28	
December 10, 2021	88	
January 21, 2022	112	
February 11, 2022	22	
March 10, 2022	63	

THE LIGHT DEADLINES – List the deadlines that are light so that you'll know which dates can take on more pages.

In this example, Oct. 22, Nov 12 and Feb 11 are very light and need more pages.

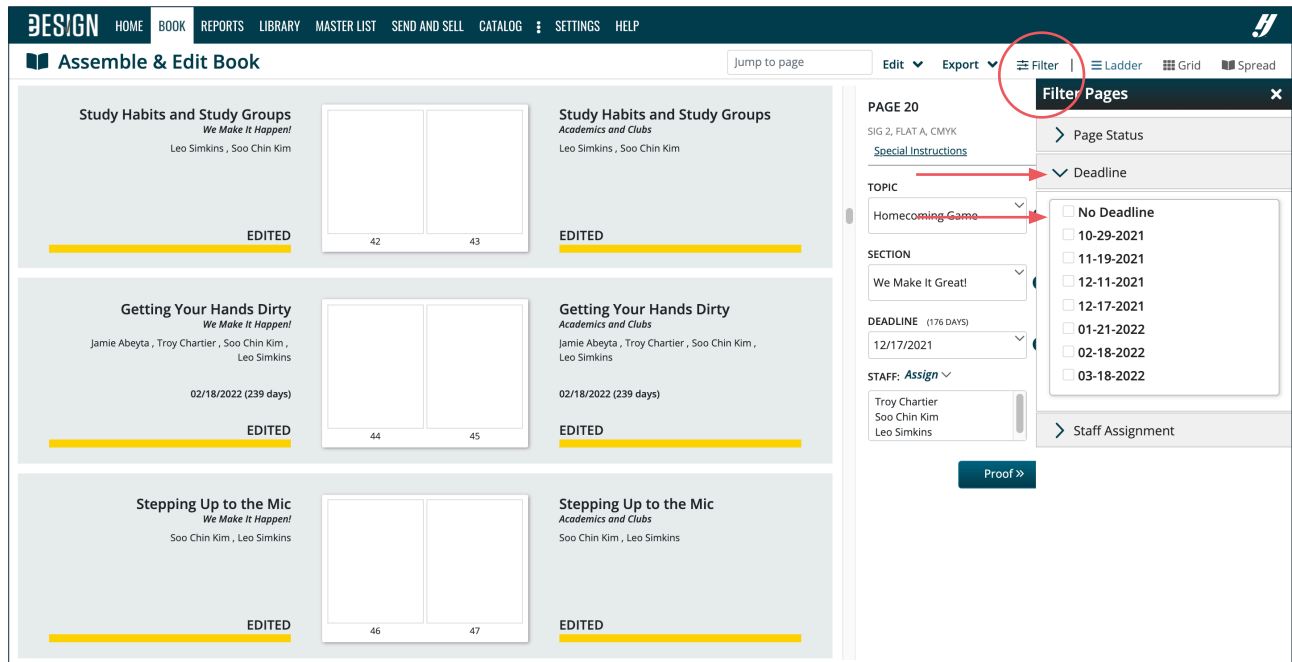
THE HEAVY DEADLINES – Likewise, note any of your staff deadlines that are too heavy so you make changes to more evenly distribute your work through the year.

On the other hand, Jan. 21 is heavy and needs fewer pages. You could assign some of those pages to the lighter dates to give yourself better balance.

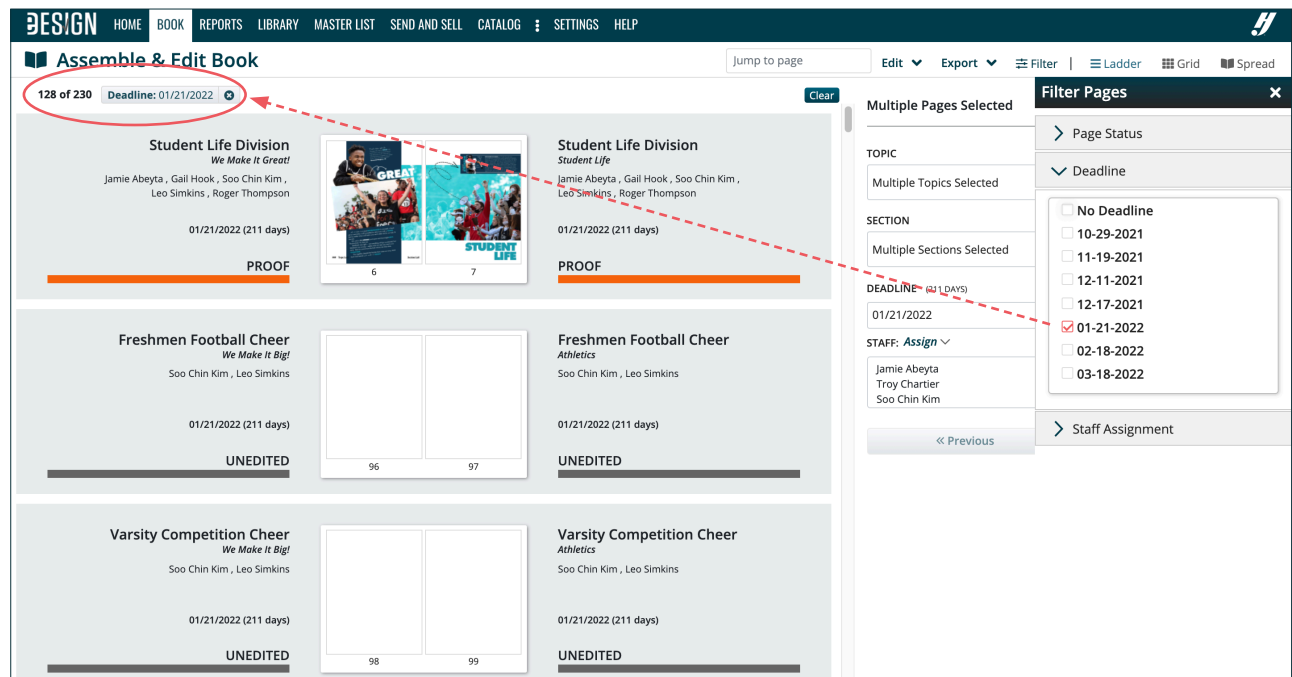
SIDE NOTE – Due to the way school events unfold, there will likely be some dates that will have to be heavier than others. You most likely won't be able to make them exactly even. However, working now to distribute work your work across many months now will ease your stress later.

4. Next go back to the ladder to assign dates to the rest of the pages and move pages from the heavy dates to light ones.

- To easily do that, click on the Filter menu, and toggle open the Deadline section.
- First, check the box next to No Deadline to show all the pages you haven't yet assigned a deadline.
- Then close the filter menu by clicking the x in the upper right corner of the Filter menu.
- Then you can click on the pages in the ladder and continue assigning dates to those pages as you did previously.



- You can continue your work by filtering the ladder by different deadline dates. When you do, you'll see in the top left corner the number of pages you've assigned to that date. You can clear a filter by either deselecting the box in the filter menu or by x-ing out the filter in the top left by the page total summary. Continue working to balance your work throughout the year.



THIRD, COMPARE YOUR STRATEGIC DEADLINES TO YOUR PLANT DEADLINES.

NOTE – ADVISERS IN KEY OR A+ PROGRAMS CAN SKIP THIS THIRD STEP

Since you are in the Key program or the A+ Program, you can skip this step because you only have one deadline. However, sticking to the strategic plan you've created is VALUABLE because it distributes your work throughout the year so that you can pace yourself and give yourself plenty of time to create, review, edit and submit pages before your submission deadline.

The next step is to compare your staff deadlines to your plant deadlines to see if your strategic plan will meet your deadlines.

1. Go back to Settings and click on the Deadline tab.
2. Compare the page counts on the plant deadlines to those on your staff deadlines.

Plant Deadlines (all dates are Mondays)		Staff Deadlines	
Ship Date	Total Pages	Total Pages Assigned	
April 30, 2022	400	400	
Date	Total Pages	Date	Number of Pages Assigned
November 08, 2021	70	October 22, 2021	60
November 29, 2021	72	November 12, 2021	74
December 20, 2021	72	December 10, 2021	80
January 31, 2021	72	January 21, 2022	84
February 21, 2022	64	February 11, 2022	66
March 21, 2022	50	March 10, 2022	36

An example – The October 22 deadline has a problem to resolve
The Oct. 22 deadline has 60 pages allotted to it. The Nov. 8 plant deadline has 70 pages due. That means even though you'd be *two weeks ahead of schedule*, you won't have enough pages to meet the Nov. 8 deadline.

3. If there are any plant due dates or page count totals that don't align with the deadlines you've assigned to pages, you have two ways to fix it:

- Go back to Book and modify your deadline assignments on pages until you have more pages assigned to a date than will be needed to meet the deadline. Give yourself wiggle room by assigning more pages to submit than are due.
- Ask your rep or CSA if the plant deadline can be modified to a lower number of pages due. It is important to do this at the beginning of the year so that the production team can plan ahead for the modification. *Also, please keep in mind that your final deadline has a direct correlation to your ship date, so changing the date of your final deadline will necessitate a change in your scheduled ship date.*
- The final deadline's page count looks like it has a problem to resolve, too, but it doesn't. The final staff deadline has 36 pages assigned to it, but the plant deadline has 50 pages due. At first glance, that looks like it will be short, too, just like the Oct. 22 deadline is, but being low on the final deadline is great! That means you're planning to submit more pages than are due all along the way. Due to problems that may arise through the year, you likely won't be able to stay ahead like that all year long, which is precisely why you should plan wiggle room from the start.

GIVE YOURSELF ROOM TO BREATHE AND TIME TO SOLVE PROBLEMS.

What you are striving to create is WIGGLE ROOM to help you reduce stress and to give yourself extra time to solve problems that arise. As you plan your staff due dates and assign dates to pages, you want to create TWO kinds of wiggle room:

1. **Wiggle Room with TIME** – Work ahead of schedule and give yourself plenty of time before the plant deadline to complete pages so your back isn't up against the wall when it comes to plant deadlines. The only deadline that you'll probably be cutting it to the last day is your final deadline, which is normal.
2. **Wiggle Room with PAGES** – Plan to create more pages than are due so when a cancellation takes place or when someone isn't able to complete their pages, you have plenty of pages and can still meet your plant deadlines. That significantly reduces your stress!