



**MONDAY, JULY 19 – THURSDAY, JULY 22**

A VIRTUAL WORKSHOP

10:00 AM - 3:00 PM

**\$400/PER SCHOOL**

**INCLUDE AS MANY STUDENTS AS YOU'D LIKE**

REGISTER YOUR SCHOOL BY JUNE 11

SEND A SCHOOL CHECK BY JUNE 25

PROVIDE PARTICIPANT NAMES/EMAILS BY JULY 9

**CLICK [HERE](#) TO REGISTER YOUR SCHOOL**

**NEED MORE INFORMATION? GO TO [WWW.NOVAYEARBOOKS.COM/EVENTS](http://WWW.NOVAYEARBOOKS.COM/EVENTS)  
OR CONTACT YOUR YEARBOOK REPRESENTATIVE**

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## A VIRTUAL WORKSHOP FOR VIRGINIA

# HOW WILL IT WORK?



### WHY SHOULD WE ATTEND?

The focus of this workshop is brainstorming and developing a verbal theme and its visual components. Each school will have its own Zoom breakout room where the students and adviser will work together on the theme, opening copy, the ladder and design elements. Two workshop faculty members will consult with each school group each day.

In the weeks following the workshop, your local HJ representative will schedule a virtual cover artist appointment with your school.

### WHO SHOULD ATTEND?

Student participants can include editors, returning and beginning staff members. This workshop is an opportunity to build a team while developing the yearbook theme. A photo-specific track will be available for those staffers who love to take photos.

We strongly encourage advisers to attend sessions with their students. Advisers who fully participate in school work time will be able to guide their students and monitor their progress. Adviser engagement fosters student engagement.

### WHAT WILL WE DO?

**10:00** Announcements, friendly competition and raffle prizes will be followed by a big-group lecture with Q&A

#### **11:00 BREAK**

**11:15** Small-group instruction in one of three tracks: Theme, Yearbook 101 and Photography

#### **12:15 BREAK**

**12:30** Every school will spend two hours in a school-specific Zoom breakout room brainstorming and developing a theme. Adviser and editors will coordinate the brainstorming and delegate tasks. A pair of workshop faculty will consult with each school group for 30 minutes during this two-hour block.

#### **2:30 BREAK**

**2:40** Back to the big group session to recap the day and suggest next steps in the process.

#### **3:00 FINISHED FOR THE DAY**

### THE BIG GROUP SESSIONS

Every day, a nationally-recognized adviser will share yearbook wisdom with us.

#### **MONDAY**

Visual and Verbal Themes

#### **TUESDAY**

Coverage: How Do We Find and Tell All the Stories?

#### **WEDNESDAY**

Design WOW

#### **THURSDAY**

Promote Yourselves

### THE THREE TRACKS

At 11:15 each day, you'll focus on one of the three tracks:

#### **THEME**

Returning staffers and editors will discuss how to organize the yearbook, how to create theme-specific coverage and how to tell more stories.

#### **YEARBOOK 101**

Beginning staffers will focus on four skills: interviewing, caption writing, photo composition/selection and eDesign basics.

#### **PHOTOGRAPHY**

Students will practice the essential of photography, working in groups based on experience and knowledge.

### WHY DOES IT COST \$400?

The \$400 includes as many participants as you would like to include as opposed to an in-person workshop which would incur a per-person fee. Also, we pay our faculty for their time, talent and expertise. The faculty will create content and activities for this workshop. This workshop will require a conference-type Zoom subscription to accommodate the big group sessions and multiple breakout rooms.

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# PLAN AHEAD



### DEADLINES

#### June 11

Register your school  
Order your t-shirts (optional)

#### June 25

Send a school check as payment  
for registration fee and optional  
t-shirts

#### July 9

Provide participant names and  
emails. Participant emails must  
be personal email addresses  
the students will check over the  
summer.

### REGISTRATION

Register your school for  
Yearbook VA [HERE](#).

Register your student participants  
for the specific track they will  
attend [HERE](#).

### ZOOM

Zoom will be the sole video  
conferencing platform used to host  
this workshop.

### PAYMENT

School check is the only payment  
method accepted. Please mail the  
check to:

Innovative Publications, Inc.  
P.O. Box 230006  
Centreville, VA 20120

W-9 for Innovative Publications  
are available upon request by  
contacting Tracey McNulty at  
[tjmcnulty@herffjones.com](mailto:tjmcnulty@herffjones.com).

### NO REFUNDS

Payment is not due until June 25.  
You may bring as many students  
as you would like, and you may  
change student participants until  
July 9. In the event a student  
cannot attend, please contact  
Tracey McNulty at [tjmcnulty@herffjones.com](mailto:tjmcnulty@herffjones.com) to remove that  
students from your participant list.

### BEFORE THE WORKSHOP, WE SUGGEST THE FOLLOWING

#### Test Zoom

Zoom application works best  
when it is installed on the  
computer. When a school  
registers, we will send a link for  
you to test Zoom. Please plan  
ahead to avoid student technical  
difficulties.

#### Decide where you will meet

This virtual workshop is as  
“virtual” as you want it to be. You  
and your staff can meet in the  
yearbook room at school or at  
someone’s house, provided you  
take the necessary precautions.  
If you and your staff meet in one  
location, make sure everyone has  
ear buds or headphones.

#### Plan your snacks

Not gonna lie, Tracey McNulty  
is pretty bummed. This year,  
she’s gonna miss her Costco  
adventures.

Nevertheless, if you and your  
staff meet in one location, make  
plans to order pizza or to bring  
individual snacks and drinks to  
share. Food fosters staff bonding.

#### Plan your school spirit

The virtual setting will not stop  
the School Spirit Competition.  
You can expect some friendly  
contests, a Kahoot! or two,  
and the School Spirit Dress-Up  
Contest on Wednesday. Then, on  
Thursday, we’ll ask participants  
to wear YBK t-shirts. Zoom  
screenshots, or it didn’t happen.

#### Everyone loves a t-shirt

Need some YBK t-shirts for  
your staff? Click [HERE](#) to order  
Yearbook VA Workshop t-shirts.

#### Collect visual and verbal inspiration

Great yearbook staffs steal ideas  
from print and digital sources. Start  
collecting advertisements because  
they can make great verbal themes,  
and look at every magazine as a  
possible yearbook spread. Some  
schools save all of their inspiration  
to a Google Drive folder; others use  
Pinterest or Trello.

### AND ADVISERS, DON’T FORGET!

Assign returning staffers to the  
2022 eDesign book. Create user  
names and passwords for new  
staffers. If you cannot access  
eDesign 2022, please contact your  
HJ representative.