

experience IS THE BEST TEACHER

> gradingexperience

**examine
their work
grade
with confidence
& accountability**

**What a yearbook
adviser wants
and needs is
an evaluative
program that...**

- establishes for students an easy-to-understand, consistent criteria and a fail process for evaluating quality material.
- allows for an individualized approach to a set of ongoing, diverse tasks essential to completing a double-page spread.
- tracks the planning and production processes leading to successful, on-time performance.
- motivates and rewards both individual planning and team production.
- provides for you a user-friendly, simple, and easy-to-maintain system.

Evaluating yearbook performance often takes the same fast track as many New Year's resolutions. It starts with a noble game plan, but somehow little things like deadlines, proofs, professional growth opportunities, and other daily happenings push the formal evaluation process to the side.

The system outlined here is designed to work with both an individual or team approach to yearbook planning and production. It has been conceived in such a way that you can personalize details to meet the individualized needs of your staff.

Without focused and detailed plans, the hands-on production aspect of the yearbook will at best be hit or miss. Therefore, 50% of the grade is based on effective, efficient planning of activity that will lead to a product that exceeds expectations. The remaining 50% reflects the quality of work and the timely completion based on predetermined guidelines.

You can assign either letter grades, numerical grades, or a combination of the two depending on your personal preference or school policy. In addition to the suggested planning and production final evaluative forms, it is important that you establish a specific set of expectations for reporting and writing, photography, design, and production so staff members have a clear knowledge of what you want as the end result.

If your staff takes a team or "buddy" approach to planning and producing the yearbook, team members could be encouraged to submit their individual weekly planners together. This prompts team members to communicate with one another and to divide the work up more fairly.

Each Friday, staff members submit a planner with notations of the current weeks progress and a preview of next week's daily objectives. This gives you a couple of days to evaluate the plans outlined by individual members of each team to determine:

- if objectives are realized and can be accomplished,
- if work loads have been equality distributed, and
- if the meeting of staff deadlines will result.

Return the evaluated plans on Monday and remind staff members to use them as their week's daily work plans and to document their progress. Discuss any concerns you or your staff members might have regarding the plans. You will want to collect these forms on Friday for your records and reference in addition to the new planning forms for next week.

Depending on the number of weeks in your deadline production cycle, the number of points for planning will fluctuate. For example, if plans for each day of the week are worth 20 points, then each week is worth a maximum of 100 points.

On a three week cycle, staff members could achieve 300 points for planning, 100 points maximum each of the three weeks. Then you could assign 300 points for your production evaluation to achieve a 50/50 balance. The production form gives you no allotted points for each area so you can weight individual task areas according to your philosophy and staff needs.



IDEASFROMJOHNCUTSINGER

➤ **daily**performance

> Plan	> Progress	> Points
<ul style="list-style-type: none"> • Meet with your team & outline tasks you personally need to complete each day next week to help you finish your spread & meet the staff deadline. • Consult your deadline editor &/or adviser to determine what weekly “checkpoints” you need to guarantee quality results noting those checkpoints on the days they occur. 	<ul style="list-style-type: none"> • Keep a day-by-day record of what you accomplish toward completing our spread & making your deadline. • Since a part of your evaluation is based on quality production performance, be as specific as possible when communicating your accomplishments. 	<ul style="list-style-type: none"> • For each day of the week that you create realistic, achievable action plans, you will earn up to 20 points. • 100 points for daily work is possible each week.
> Monday . . .	> Monday . . .	___ points & reaction:
> Tuesday . . .	> Tuesday . . .	___ points & reaction:
> Wednesday . . .	> Wednesday . . .	___ points & reaction:
> Thursday . . .	> Thursday . . .	___ points & reaction:
> Friday . . .	> Friday . . .	___ points & reaction:
Staff member > _____ Spread assignment > _____ For the week of > _____ Team partner(s) > _____ _____ > Notes:	What went really well this week > What didn't go so swell this week >	___ Yippee! > I'm ahead of the game ___ Way cool! > I'm right on track ___ Yikes! > I need to play catch up _____ Total points

projectperformance

> staffmembers

Completing your work on time & to quality standards guarantees the best yearbook possible. This evaluation is based on your production performance and its quality.

> Reporting quality

- ___ Headlines, stories & captions included facts & figures gained from background research, poll/survey results, focus groups & one-on-one interviews
- ___ Quotes in headlines, stories & captions contributed details to the story without stating the obvious

> Writing quality

- ___ Headlines were written & designed to capture readers' attention & to add specifics to the content of the spread. Word choice was clever & all style guidelines were followed
- ___ Stories followed the formats of the section & provided the details of the activity, event or issue to keep readers' attention. Information was presented in a lively way & followed style guidelines. A creative, innovative angle gave each story freshness
- ___ Captions answered all logical reader questions & were written according to established style guidelines

> Photo quality

- ___ A variety of photos contributed dramatically different aspects to the story & avoided content repetition
- ___ Verticals, horizontals & squares as well as varied numbers of subjects in each photo prevented visual monotony
- ___ Photos were technically & artistically appealing; placement on spread effectively displayed each photo & kept readers actively involved

> Design & production quality

- ___ Headlines, stories & captions input & checked for correct formatting. All copy spell-checked & proof-read for accuracy of information, name spelling & style
- ___ All photos appropriately cropped. Each photo labeled with the correct photo sticker & coded accurately with 75% print out
- ___ Followed all design guidelines & included all required information on electronic layout
- ___ Page envelopes completed & accurately marked
- ___ All copy references and photo inclusions indexed
- ___ Spread completed on time

Staff member > _____

Assignment > _____

Due date > _____

_____ < Weekly planner points

_____ < Production performance points

_____ < Total points

> Comments on back

> staffphotographers

Photographers have a critical responsibility. A lot of your fellow staff members are counting on you to complete their deadlines. If your work is late or incomplete, several of your fellow staff members could miss their deadlines.

> Planning

- ___ Brainstormed section content with editors & staffers to get a clear picture of coverage
- ___ Double-checked master calendar to ensure all major events were covered in addition to specific story assignments

> On assignment

- ___ Shoots well-planned with obvious attention to before, during & after activity/event photos
- ___ Photos exceeded expectations & provided workable options to meet specific mini-deadlines & final deadline
- ___ Final negatives/prints/scans filed in appropriate locations for future reference & use

> Content quality

- ___ A variety of photographs contributed dramatically different aspects to the story & avoided repetition of content
- ___ A diversity of individuals & groups was represented

> Composition quality

- ___ Action & reaction photos ranged from close-ups of individuals & small groups to crowd shots that captured emotion
- ___ Verticals & horizontals were taken to assist the designs in preventing visual monotony
- ___ Photos incorporated dominance & subordination that contributed to appealing eyeflow
- ___ Photos reflected a variety of artistic techniques including framing, unique angles, leading lines, repetition, patterns & selective focus

> Technical quality

- ___ Photos were in sharp focus
- ___ Tonal contrast in black & white shots ranged from light whites to dark blacks with a full set of tones in between
- ___ Photos in process color took advantage of colorful content to provide eye-catching impact
- ___ Prints lacked flaws such as dust marks, scratches, fingerprints or other distracting elements

> Follow-through

- ___ Worked with staff members to integrate photos into spread
- ___ Assisted with cropping/proportioning/tagging
- ___ Provided essential information & insights for caption writing

Photographer > _____

Assignment > _____

Due date > _____

_____ < Weekly planner points

_____ < Production performance points

_____ < Total points

> Comments on back

> staffleaders

Every staff member's contribution is invaluable. However, an effective, efficient editor provides the staff with a general direction & specific focus to the yearbook experience.

> Leadership direction

- ___ Nurtured a strong self-image & inner-strength among staffers
- ___ Generated an enthusiasm for production tasks through thoughtful, constructive criticism
- ___ Consistently rewarded staff members with verbal & visual displays of appreciation
- ___ Ensured staff members success with detailed, realistic plans communicating the value & importance of each task
- ___ Was fair, honest & tactful in evaluation of staff work balancing positive & negative commentary when giving directions to staff
- ___ Worked well with adviser in maintaining a team environment

> Editorial guidance

- ___ Established & communicated a clear set of expectation for each staff member/team prior to deadline
- ___ Created & maintained a positive work space making sure all materials & resources were available
- ___ Worked closely with adviser & other editors in making decisions related to the deadline & preparing assignment for reporters/writers & photographers
- ___ Brainstormed written & photographic content & design ideas for each spread. Gave direction to content & design that would best tell the story of the year & was appropriate to spread & theme
- ___ Set checkpoints & followed through to track progress & achieve desired content quality during deadline
- ___ Checked daily with staff members during the deadline & assisted with assignments when requested
- ___ Edited copy including stories, headlines & captions verifying information accuracy as well as correct grammar, spelling & style considerations. Double-checked all names for spelling
- ___ Worked with staff to guarantee that storytelling photographs were assigned & produced in a timely manner to meet the spread deadline
- ___ Attended necessary staff work sessions
- ___ Checked all completed pages prior to submitting to the plant & maintained accurate records of page submission to the plant
- ___ Completed necessary pre-planning for upcoming deadlines focusing on photo needs as well as planning any specific needs in anticipation of proofs
- ___ Supervised careful proofing of plant-returned pages & kept accurate records of staff/plant alterations
- ___ Planned a mini-celebration at the successful completion of the deadline

Editor > _____

Assignment > _____

Due date > _____

_____ < Weekly planner points

_____ < Production performance points

_____ < Total points

> Comments on back