



WHYBE

☀️ Although we will provide each school with its own Zoom breakout room to work in, we hope that you will “attend” the retreat as a group, as our activities are centered around the leadership team working together as they plan for next year. So head to your staff room or gather around someone’s dining room table! We’re excited to help you plan for 2021-22. We’ll email you the Zoom link a few days ahead of the retreat.

AGENDA

FRIDAY, JULY 9, 10AM-2:30PM

Learning to Lead

10:00AM LOG IN AND INTRODUCTIONS

10:30

TRUE COLORS

- Self assessment with cards & scoresheet (ahead of time)
- Introduction to True Colors
- **Breakouts:** Brightening process by color
- Share color posters

11:15

EDITOR JOB DESCRIPTIONS

- Balancing jobs/maximizing talent
- **Breakouts:** “Task Lists” distribution

11:45PM

Lunch

12:30

COMMUNICATION

- Lines of communication: approachability, expectations
- Giving feedback
- **Breakouts:** Real life yearbook scenarios

1:15

GOAL SETTING

- Looking back at 2020 & 2021, checklist
- **Breakouts:** “Goal Cards” (poster for your staff room)

2:30

Workshop concludes

- Finish Goals poster to share for tomorrow

SATURDAY, JULY 10, 10AM-2:30PM

Yearbook is a Business

10:00AM LOG IN

- Sharing Goals Posters from yesterday

10:30

COVERAGE

- Whose story are you telling?
- **Breakouts:** required coverage for your school
- Telling this year’s story

11:30

LADDER & DEADLINES

- Workflow and accountability
- **Breakouts:** “Class Plan for Success” worksheet
- What goes in when?

12:30PM

Lunch

1:15

SALES & MARKETING

- Sales and marketing tools provided by HJ
- Branding your book
- Social media campaigns
- **Breakouts:** your marketing calendar to build YBK visibility

2:00

THE PLANT: YOUR YEARBOOK BFF

- Plant Tour
- Understanding the production workflow
- Communicating with the plant

2:30

GROUP PHOTO

See you at camp!

LEADERSHIP RETREAT