

YEARBOOKPALOOZA SCHEDULE 2024

MONDAY, JULY 15

10:30-12:30

New Adviser Bootcamp · Katy Hoffstatter & Anna Hasson

New advisers must pre-register and pay for this optional class. Lunch is included. Sample topics include Yearbook 101, Kit of Supplies, Resources, eDesign, What To Do the Beginning of the Year, Curriculum and How to Palooza.

12:30-2:00

Staff Group Photos · Christy Transier

Have your staff group pic taken in front of our fun, colorful backdrop.

11:00-2:00

Registration · Varsity Yearbook Reps

Register for the workshop and get all your goodies!

1:45

Music & Minute To Win It · Michelle Frakes & Katy Hoffstatter

2:00-2:50

Opening & Keynote: Let's Get It Started · Katy Hoffstatter & Carrie Faust

Description coming...

3:00-3:20

Homeroom

Homeroom is a time for territories to go over important announcements about Yearbookpalooza as well as information from your local representatives. You don't want to miss it!

RED // Michael Pate

GREEN // Morgan Miltner & Anna Hasson

PINK // Michelle Frakes & Katy Hoffstatter

BLUE // Teenie Reddeck & Jean Henry

PURPLE // Jen Ortman

YELLOW // Vicky Aguirre, Jose Otero & Ashley Cuervo

TIE DYE // Out Of State and west of Tallahassee attendees

3:30-4:00

Theme · Carrie Faust

Description coming...

I Dream A Theme · Katy Hoffstatter

From brainstorming wild ideas to weaving together visuals and verbals, this class is all about creating a yearbook theme that truly speaks to your school's vibe. Let's make your yearbook unforgettable with themes that capture the essence of the year in a way that's fun, meaningful, and totally you!

Theme In A Jar Contest · Jamie Reynolds

Students will learn how to elaborate on a verbal/visual theme. Then, students pick a single word from a jar and develop a theme using provided criteria.

Advisers/EICs: Lifelines For Deadlines · Laura Ortiz

For beginning or returning advisers, editors, and staff, one of the biggest challenges is meeting deadlines. In this session, you will walk away with advice and ideas on how to plan for the year, meet deadlines, and increase participation on pages. This is geared to people who want practical and easy tips and tricks from a fellow adviser.

Photography Track · Christy Transier

The Photography Track is a comprehensive class designed to take you from novice to expert. It is offered during the duration of the workshop (you stay in that class the entire time). This class is no charge, and you do not have to register ahead. We will begin with the fundamentals: understanding your camera settings, mastering exposure, and capturing crisp images. As you progress, we will delve into the intricacies of composition and lighting techniques. The class will consist of a combination of instruction followed by going out and taking pictures of the workshop. You must have a digital camera for this class. Bring any lens, flash, or other accessories that work with your camera. It is best if you also have a laptop. It is optional if you would like to bring any editing software on your laptop.

Master Class · Makena Busch & Carrie Faust

An optional Master Class is being offered during the duration of the workshop (you stay in that class the entire time). You must register and pay for this class, and it is for staffs that compete on the state and national level (FSPA, CSPA, NSPA). The class is limited to the adviser(s) and up to four students. Staffs will have a combination of lessons, time to work, consultations with the teachers, and each staff will present their ideas on Wednesday for feedback.

MONDAY CONTINUED

4:10-4:40

Ladder Planning · Shelley Hunsucker

Can't start a story without a plan! This class will help you organize your ladder and give tips and tricks for completing your ladder before you start.

Types Of Coverage · Katy Hoffstatter

Dive into the three different coverage styles for your yearbook and figure out which is right for your book. This class is ideal for advisers and editors.

How To Get More Students In Your Book · Sarah Titak

Learn the tricks and tips that can be used to increase coverage without increasing pages.

Advisers: Building A Program From The Ground Up · Jason Moody

This class includes discussions about building your program, not only from scratch but how the lessons of building a new program from scratch might translate into "plussing" your current program or a program that you are inheriting.

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ROADIE Roundtable: How Do You Like My Theme? · ROADIES

Led by ROADIEs, come share your theme ideas to get feedback from your peers.

4:50-5:20

How To Build Ad Sales · Raylynn Thompson

Students and their advisers will learn techniques that work on building ad sales for their yearbook program.

Zero Zeroes · Katy Hoffstatter

In this class, we'll dive into strategies for including as many students as possible in your yearbook, including cool mods and inclusionary devices. From highlighting various interests to showcasing diverse perspectives, let's make sure every student finds their place (and face) in your yearbook!

The "Senior Package" Effect · Jason Moody

In this class, you will find creative ways to include the cost of the yearbook into packages and other ways to bring your book sales up. Hear about how Jason included the yearbook as part of the Senior Package that his school created and boosted sales to well over 50% of students with book in hand.

Advisers/EICs: Square One · Shelley Hunsucker

Design made easy. Learn how to utilize Varsity's Square One to improve your design and consistency throughout your book.

Photography Track · Christy Transier

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MONDAY CONTINUED

5:30-6:00

Photography · Makena Busch

Description coming...

Beyond The Binding: Exploring Innovative Yearbook Cover Techniques · Katy Hoffstatter

See, touch and feel all of the fun and exciting things you can do with your yearbook cover! This class is for staffs who are looking to add a little pizzazz to their publication.

Caption Writing Tips & Tricks · Jen Ortman

Tips and tricks will be provided for writing compelling captions in your book while adhering to journalistic standards. Get some tools to take back to your school and put in your caption writing toolbox!

Advisers/EICs: Communication Is Key - Establishing Communicatin · Aspen Battaglia

This class will provide a basis on how to establish good and stable communication between advisers and editors, and the effectiveness of said communication and how it can help make Yearbooking a breeze!

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ROADIE Roundtable: 30 Mod Ideas in 30 Minutes · ROADIES

Led by ROADIEs, everyone gets to contribute ideas for mods. Come ready to take notes!

6:00-8:00

Dinner, Hotel Check-In & Free Time

8:00-10:30

"In My Yearbook Era" Party · Michelle Frakes & Katy Hoffstatter

Get ready to shake it off at Palooza's "In My Yearbook Era" party. Watch the iconic Eras Tour, sing along, and channel your inner Swiftie with Era-inspired attire. We will make friendship bracelets and memories as strong as Taylor's lyrics. If you aren't into T. Swift, grab some friends for a *fearless* photo scavenger hunt, snapping candid moments with your squad.

11:00

Curfew

All students must be in their own rooms. Advisers and chaperones are responsible for checking on all students.

YEARBOOKPALOOZA SCHEDULE 2024

TUESDAY, JULY 16

- 7:30-8:30** **Light Breakfast**
- 8:15** **Music & Minute To Win It** · Michelle Frakes & Katy Hoffstatter
- 8:30-9:10** **Keynote: Yes We Can-Va** · Katy Hoffstatter
Explore the vast potential of Canva for crafting next-level yearbook designs. From photo editing to graphic incorporation, you'll learn to unleash your creativity and produce professional-quality spreads with ease, thanks to eDesign's partnership with Canva.
- 9:20-9:40** **Homeroom**
Homeroom is a time for territories to go over important announcements about Yearbookpalooza as well as information from your local representatives. You don't want to miss it!
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YELLOW // Vicky Aguirre, Jose Otero & Ashley Cuervo
TIE DYE // Out Of State and west of Tallahassee attendees
- 9:50-10:20** **Square 1: Mod Based Design (part 1 of 2, instruction)** · Katy Hoffstatter
Take your yearbook from a scrapbook to an "OH SNAP" book with Square 1. This introductory class will go over the basics of mod based design.
Always On Trend · Morgan Miltner
Get inspired by the newest in design trends from yearbooks across the country. Take a look at what's trending for 2025 and how to make your book stand out through photo, type and layout design concepts that break the mold (and win awards).
eDesign: Tour & myhyearbook · Michelle Frakes
Making a yearbook has never been easier. eDesign is easy to use, even for beginners. With everything from templates and graphics, photo and file management, easy portrait flow capabilities with Canva and Google Drive integrated, you have everything you need...and we will help you make sense of it all!
EICs: Better By Design · Hannah Chen
Planning the year ahead is key to having a successful yearbook. We'll take a look at different aspects of the process of having a strong team; from the first day to the final deadline.
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TUESDAY CONTINUED

10:30-11:00

Square 1: Mod Based Design (part 2 of 2, hands-on) · Katy Hoffstatter

Take your yearbook from a scrapbook to an "OH SNAP" book with Square 1. This introductory class will go over the basics of mod based design.

What's A 15/20? · Michael Malcom-Bjorklund

Do you know what a 15/20 is? How about a showstopper? No matter the name, it's all about the special interest spreads and engaging your audience. In this session, we're going to break away from the norm and show you how to take your book to the next level.

eDesign: Library Overview · Michelle Frakes

Your eDesign Library holds everything from pictures and templates to artwork and ads with a lot more in between. Get the step-by-step of how to navigate your way through this super-charged vault.

Advisers/EICs: Work The Plan · Teenie Reddeck

Don't let the plan work you. We will discuss tips to creating a deadline plan that keeps you ahead. From ladder to calendar, it all matters!

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ROADIE Roundtable: How To Handle "I Don't Want To Be In The Yearbook" · ROADIES

Tired of hearing "I don't want you to take my picture."? Led by ROADIES, discuss ways to get students to want to be in the yearbook.

11:10-11:40

Beyond Basic Design · Katy Hoffstatter

Wondering what is trending in the world of yearbook design? Get inspiration from both award-winning publications and professional graphic design.

Write Yearbook Copy People Will Actually Read · Kara Mullins

Gone are the days of formulaic yearbook copy about the homecoming game. We'll discuss how to find fresh angles, impactful leads, deeper coverage and effective use of sources to your readers real perspective instead of just words.

eDesign: Book Design Tools · Vicky Aguirre

In the session, I will demonstrate and explain each available book design tool. Consider this a detailed tour of all the tools and menu options while you are designing your spread. You will learn things you never knew you could do in eDesign.

Advisers: Everything Staff - Recruit, Manage, Retain · Leisha Cowart

Everyone knows a great yearbook doesn't happen without a great staff, but how do you make that happen? This session will delve into best practices for recruiting, managing and retaining great yearbookers. We will also look at a great end-of-year activity for evaluating your program so you can soar to new heights!

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TUESDAY CONTINUED

11:50-12:20

Headlines · Patrick Sicher

Description coming...

Yes/No. Huh? · Michael Malcom-Bjorklund

So, you've been assigned your first story and tasked with interviewing someone you've never met. How do you do it? How do you stay away from the yes-no trap? In this session, we look at ways you, too, can become an expert interviewer and get that story everyone's talking about.

eDesign: Catalog & Using The Library In Book Design · Michelle Frakes

Take a deep dive into all that the eDesign Catalog holds and see how the Library is put to use when designing your book.

TBD

Description coming...

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ROADIE Roundtable: Sell More Books & Ads · ROADIES

Led by ROADIES, brainstorm ways to sell more books and ads.

12:30-1:50

Lunch

Adviser Appreciation Lunch

Staffers on their own

1:50

Music & Minute To Win It · Michelle Frakes & Katy Hoffstatter

2:00-2:30

Keynote: TBD · TBD

Description coming...

2:40-3:10

Netflix Is Not A Theme · Patrick Sicher

Description coming...

Level Up Your Ad Game · Erin Oteiza

Power up your ad sales by provided incentives for each staffer. More ads = more FUN!

eDesign: How To Canva · Katy Hoffstatter

You've gotten a taste of what all is possible when you harness the power of Canva in eDesign, but now dive a little deeper and go step by step. This is your time to ask all the questions and get all the demos!

Advisers/EICs: Managing A Large Yearbook Staff · Hollie Dutcher

If you're looking for creative, innovative ways to organize your yearbook program, then this session is for you!

Discover new ways to organize your staff, manage multiple classes of yearbook, and ensure there is a place for everyone in yearbook.

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TUESDAY CONTINUED

3:20-3:50

Covering You Like A Blanket · Michael Malcom-Bjorklund

So, you're a school of 2,000 and you've got a book size of 232 pages. How do you escape the woes of zeroes and ones? In this session, we will search for unique and creative ways to maximize your coverage without the stress.

Let's Get Those Ideas Flowing! · Teenie Reddeck

Create an atmosphere that promotes more ideas and makes everyone feel a part of the team! More ideas lead to more good ideas and that leads to the BEST ideas. Learn tips to generate ideas, motivate other students to be a part of ideation! Learn what not to do to stifle ideas. All ideas can be explored and expanded into the BEST ideas!

eDesign: What's New · Vicky Aguirre

eDesign is constantly adding new features that make yearbooking so much easier. Learn about the latest and most useful features released within the last few months. You won't want to miss this. These features are definitely WOW improvements.

Advisers/EICs: Let's Talk Logistics · Leisha Cowart

Do you struggle with organizing portrait days, club photos, distribution? This session is for you! We will talk all things logistics and how you can pull those headaches off without a hitch!

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ROADIE Roundtable: TBD · ROADIES

Description coming...

4:00-4:30

Social Media · Makena Busch

Description coming...

Create Your Own Design · Jason Moody

Wanting to step away from using the pre made designs and create your own feel and unique designs with your staff? This class is about how advisers and staffs can create their own book style and design elements and make their book truly unique.

eDesign: Indexing All Year · Teenie Reddeck

Let's talk index... where to begin, the benefits and simplicity of starting early. naming a coverage/index leader, what to do and when to do it. You will see lots of great examples of beautiful indexes.

Advisers: Adviser vs. Editor - How to Let Go of Control · Kara Mullins

Allowing student editors to experiment and solve problems is how they learn and grow. We'll learn why stepping back and coaching editors through problems instead of solving them helps them trust themselves. The more editors learn to rely on themselves instead of you, the better the book will be. The less you interfere, the more they will trust you when you do.

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TUESDAY CONTINUED

4:40-5:10

How To Get More Students In The Book · Sarah Titak

Learn the tricks and tips that can be used to increase coverage without increasing pages.

Writing Words Worth Reading · Katy Hoffstatter

Learn to craft captivating captions, compelling copy, and attention-grabbing headlines. This interactive class will help you learn the art of effective storytelling in your yearbook.

eDesign: Portrait Flow - Don't Leave Anyone Out · Teenie Reddeck

Learn how to flow, how to check for unused portraits, and how to run a missing portraits report. Learn how to flow in quotes, titles and more. You will learn tips on fitting the portraits with ideas to add to the design, and see examples of portrait pages with flair.

Advisers/EICs: Your Year In 30 · Anna Hasson

We will go over the outline, month by month, of what should be happening with your yearbook/program.

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ROADIE Roundtable: TBD · ROADIES

Description coming...

5:20-5:40

Homeroom

Homeroom is a time for territories to go over important announcements about Yearbookpalooza as well as information from your local representatives. You don't want to miss it!

RED // Michael Pate

GREEN // Morgan Miltner & Anna Hasson

PINK // Michelle Frakes & Katy Hoffstatter

BLUE // Teenie Reddeck & Jean Henry

PURPLE // Jen Ortman

YELLOW // Vicky Aguirre, Jose Otero & Ashley Cuervo

TIE DYE // Out Of State and west of Tallahassee attendees

5:40-8:00

Dinner

8:00-10:30

Talent Show & Silent Disco · Michael Pate

Participate in the 30th Annual Yearbookpalooza Talent Show. One entry per school, and you must sign up when you get to the ballroom. Bring your own G-rated music and props. After the talent show, get ready to dance with your headphones during our Silent Disco.

11:00

Curfew

All students must be in their own rooms. Advisers & chaperones are responsible for checking on all students.

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WEDNESDAY, JULY 17

7:30-8:30

Light Breakfast

8:15

Music & Minute To Win It · Michelle Frakes & Katy Hoffstatter

8:30-9:10

Keynote: Photography · Makena Busch
Description coming...

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TIE DYE // Out Of State and west of Tallahassee attendees

9:50-10:20

TBD · Carrie Faust

Description coming...

Running A Hybrid Media Program · Casey Vaughn

Does your high school journalism program cover more than just the yearbook, including broadcast news, digital media, or more? This session is designed to hear from a high school media production adviser who oversees yearbook and TV in the same academic class and brainstorm ideas as a session for collaborative work in hybrid media programs.

TBD · Makena Busch

Description coming...

Advisers/ECs: eDesign Tips · Jen Ortman

Advisers and editors, want to make your lives a little bit easier? Come learn eDesign features that will help organize your staffs, increase productivity, and reduce headaches.

Photography Track · Christy Transier

The Photography Track is a comprehensive class designed to take you from novice to expert. It is offered during the duration of the workshop (you stay in that class the entire time). This class is no charge, and you do not have to register ahead. We will begin with the fundamentals: understanding your camera settings, mastering exposure, and capturing crisp images. As you progress, we will delve into the intricacies of composition and lighting techniques. The class will consist of a combination of instruction followed by going out and taking pictures of the workshop. You must have a digital camera for this class. Bring any lens, flash, or other accessories that work with your camera. It is best if you also have a laptop. It is optional if you would like to bring any editing software on your laptop.

Master Class · Makena Busch & Carrie Faust

An optional Master Class is being offered during the duration of the workshop (you stay in that class the entire time). You must register and pay for this class, and it is for staffs that compete on the state and national level (FSPA, CSPA, NSPA). The class is limited to the adviser(s) and up to four students. Staffs will have a combination of lessons, time to work, consultations with the teachers, and each staff will present their ideas on Wednesday for feedback.

WEDNESDAY CONTINUED

10:30-11:00

AI And The Future Of Yearbooks · Laura Ortiz

Curious about Artificial Intelligence (AI) and want to learn more? How can we leverage AI to help with design, writing, and editing? Attend this session and learn more about the crucial role AI can play in various aspects of yearbook creation. From revolutionizing layouts, suggesting design elements, and by analyzing and creating written content, these technologies can help to meet deadlines and take pages to the next level.

The Devil Is In The Details · Patrick Sicher

For new staffs looking to find their groove or experienced staffs needing a refresh, explore the details that will help elevate books at any level. From photography tips to color selection to the right words to use, sometimes it's the little things that can make a huge difference.

Let's Fix It: How To Master The Madness · Ta'liah Randolph

Whether you're thrilled or a bit nervous, we've got your back! Let's brainstorm, share tips, and learn how to navigate the twists and turns of creating something unforgettable. Join our inspiring session where we'll turn those jitters into a jaw-dropping yearbook.

Advisers/EICs: Finish In A Fortnight - Implementing 2-Week Hybrid DLs · Jamie Reynolds

This year, we switched from a traditional yearbook to a hybrid between chronological and traditional. Our class was structured by groups and teams completed a spread every two weeks. (or 12 pages every two weeks). This course would teach advisors (or editors) how to implement a hybrid layout and I'd include team groupings, how to layout deadlines, what happens in a two week deadline, and I'd provide planning sheets/editor checks.

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ROADIE Roundtable: TBD · ROADIES

Description coming...

11:10-11:40

Finishing A Spread In 30 Minutes Or Less · Victoria Lacomba

From planning, placing photos on the page, working with a team to get interviews, getting quotes on the page... learn tips and tricks to get your spreads completed on a time crunch.

Get That Data · Korina Gonzalez

Struggling to collect data? Learn different ways to collect all your yearbook details, from interviews to club names!

Gotta Get 'Em All · Nicolle Wall

Get 'Em All - in the book! We'll discuss creative and meaningful ways to capture a moment for every student on campus. Every student deserves their chance to be pictured and quoted, and we will discuss multiple ways to add dozens more to your book.

Advisers: Roundtable · Shelley Hunsucker

Advisers: need a place to brainstorm and share best practices with colleagues? This roundtable will give new and experienced advisers a place to prepare for the upcoming year and challenges.

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WEDNESDAY CONTINUED

11:50-12:10

Homeroom

Homeroom is a time for territories to go over important announcements about Yearbookpalooza as well as information from your local representatives. You don't want to miss it!

RED // Michael Pate

GREEN // Morgan Miltner & Anna Hasson

PINK // Michelle Frakes & Katy Hoffstatter

BLUE // Teenie Reddeck & Jean Henry

PURPLE // Jen Ortman

YELLOW // Vicky Aguirre, Jose Otero & Ashley Cuervo

TIE DYE // Out Of State and west of Tallahassee attendees

12:20-1:00

Closing: Awards, Thank Yous and Video · Jean Henry & Morgan Miltner