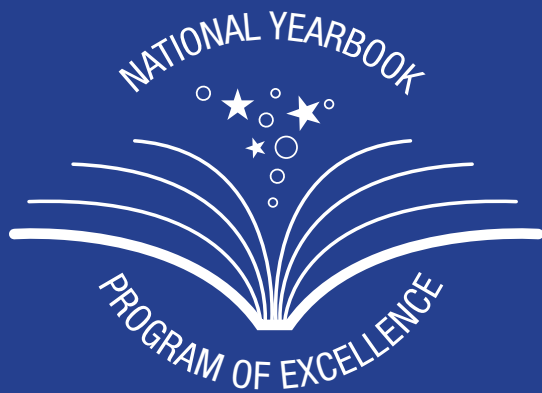




# National Yearbook Program of Excellence



Jostens is proud to recognize the schools who continually strive to create a great yearbook program for their students.

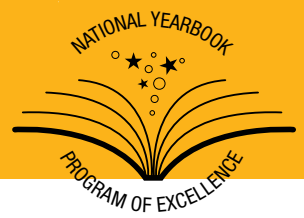
A great yearbook program creates a meaningful book—one that offers a window into the school year by including photos, quotes and memories of everyone who walked the halls of your school. A strong yearbook program also makes sure that every student has the opportunity and information needed to easily get their own copy of the book. A successful yearbook program does all of this with a hassle-free experience.

Jostens understands that a great yearbook program doesn't just happen, and we are dedicated to helping you continually strengthen yours by providing the tools and personal guidance you will need to succeed. When that happens, we will have the honor of recognizing you and your staff as a National Yearbook Program of Excellence.

**Schools that qualify as a Program of Excellence will be recognized with:**

- An award to display in the yearbook area and another to proudly display in school, so that the entire school community will be aware of the achievement.
- A press-release detailing the accomplishments to be used by local media.
- A template that staff members can use to highlight their achievements on résumés and college applications.





# The criteria for the National Yearbook Program of Excellence are broken down into three categories.

We want to help you create an inclusive book, generate school community engagement and manage your program. The National Yearbook Program of Excellence designation is an honor that recognizes yearbook programs for achieving the criteria in each of the three categories listed below:

## ★ A Meaningful Book for All Students

A book that is meaningful to all students is a book that features a vast majority of the students. The yearbook is the story of the year and each student is part of that story. The more a student is included in the yearbook, the more relevant and meaningful it is. The criteria for achieving this category are:

- **At least 50% of your student body is pictured in your yearbook three times or more.**  
You can utilize our Coverage Reports in Yearbook Avenue to easily track how many times each student is pictured in your yearbook.
- **Set your Distribution Event date and location by December 1st.**  
Celebrate your hard work and great book with a distribution event! It gives the students a chance to share stories and signatures that make the yearbook an even more meaningful keepsake. You don't need to have all the details planned out by December 1st – just the date and location. Then use the distribution tools in your Yearbook Kit (and your Jostens yearbook representative) to help you plan the details before the event.

## ★ A Book in Every Student's Hands

You put so much effort, time and care into your school's yearbook. We want to help ensure that as many students as possible get to enjoy the masterpiece you have created. The criteria for achieving this category are:

- **70% of your student body purchases a yearbook OR a 5% increase in the percentage of students buying a book this year compared to last year.**  
The status reports on your Yearbook Avenue home page as well as reports found under the Sell Menu will help you keep track of your progress.
- **Reach home to parents at least three times with ordering information (how, when, where and why to buy).**  
Use one of the Jostens selling programs (Jostens Direct Solutions or Yearbook Home Direct) to automatically qualify. If you like to handle your own sales campaigns, we can help with the selling tools we've provided in your Yearbook Kit and on Yearbook Avenue.

## ★ A Hassle-Free Experience

Meeting your yearbook deadlines is a very important part of the yearbook creation process and results in your yearbooks delivering on time, and exactly as you want them. The criteria for achieving this category are:

- **Have your Cover and Endsheets submitted by November 1st for spring delivery schools and February 15th for Fall Delivery schools.**  
Work with your Jostens yearbook representative and plant consultant to ensure you meet these deadlines—and have cover and endsheet designs you love!
- **Meet all of your scheduled page deadlines.**  
Work with your Jostens yearbook representative and plant consultant to create a fabulous book and ensure you submit your pages by your established deadlines.

