

BALTIMORE COUNTY PUBLIC SCHOOLS

Extra Duty Activity (EDA)

Name of EDA:	Yearbook
School Level:	Middle and High

Description of Activity: Under the direction of the principal, the yearbook sponsor serves as faculty advisor for the school yearbook staff. The sponsor teaches students about layout, design, journalistic writing, photography, publication software, copyediting, proofreading, business operations, and other aspects of yearbook production and distribution. The sponsor guides students in determining yearbook content and reviews the work of yearbook staff to ensure that it meets journalistic standards. The yearbook sponsor coordinates and oversees all business-related operations including processing orders, depositing money, paying bills, promotion, and sales. The sponsor responds to parent and community inquiries regarding the yearbook including ads, senior and underclass portraits, and sales.

The yearbook sponsor must have knowledge of publication software and familiarity with layout and design. Strong proofreading and editing skills are necessary. Organizational skills are important, and the yearbook sponsor should be able to communicate effectively with students and adults.

Link to the Blueprint for Progress: The yearbook sponsor supports the school system’s mission to provide a quality education to all students. The role of the yearbook sponsor is to teach students the publication skills and knowledge necessary to produce a yearbook that preserves memories for students, staff, and the community. The activity directly supports the *Blueprint’s* Performance Goal 1, Strategies g and j and Performance Goal 6.

Examples of Specific Duties of this EDA Sponsor	Estimated Hours
Preparation and Planning <ul style="list-style-type: none"> • Schedules all photo sessions for seniors, underclassmen, candid, clubs, and sports • Creates a budget, determines price of book and ads, mails out order information, collects payments, organizes orders, deposits funds, and creates a plan for distribution • Responds to all parent inquiries and concerns regarding sales, ads, and portraits 	50 – 60
Meetings <ul style="list-style-type: none"> • Establishes contractual agreements with publishing company and meets with publishing company’s representative to set goals and needs 	10 – 20

Other EDA Duties

100 – 140

- Meets with students before school, after school, and as needed to meet deadlines
- Manages the yearbook technology including software issues, computer maintenance, cameras, scanners, etc.
- Works with students to ensure progress on pages prior to deadlines
 - Assigns pages
 - Checks stories and captions
 - Assists with photo selection and cropping
 - Evaluates layout design and choice of color
 - Creates sidebars and alternative copy
 - Adapts coverage to include unique and unplanned events in school
- Reviews and edits all yearbook content for offensiveness or inappropriateness and accuracy of identity and spelling
- Evaluates diversity of both content and student representation by working with staff to include on their pages a variety of activities that recognize the breadth of student interests
- Develops awareness of sound business practices
 - Meets all budgetary demands
 - Sells ads within the community as well as selling the book itself
 - Trains staff to represent their school and themselves in a professional manner

Estimated Annual Hours that a Teacher Might Spend to Sponsor this EDA:
160 – 220+

Minimum Number of Students Required: N/A

Annual Compensation

Yearbook is a Level II activity.