
Board Meeting-Yearbook Notes

Monday, 12.21.2020

What happened?

Covid Impact

- We sold 118 yearbooks in 2020 compared to 126 in 2019
- Business Ad Revenue was **down \$1215**
- No concession** stand sales in Fall 2020

Current State

1. Problematic Financials: For every yearbook we sold, we lost .50cents and that is with \$2,000 in ad revenue. **\$5000 in the red now.**
2. Previous yearbooks depended on Ad sales, concessions, and other forms to make yearbooks break even.

Going Forward

- We are returning our over-run copies (\$697).
 - We are going to sell more yearbook ads than in 2020. Goal: \$2000
 - We will be doing a fundraiser with a goal of \$1000.
 - We are going to reimplement Senior Happy Ads and charge \$20 an ad.
 - We will be increasing yearbook prices for the next school year (2021-2022) from \$50 to \$60. We haven't had a price increase in over a decade.
 - Furthermore, we will explore other yearbook companies to find the most financially feasible partner in our future endeavors.
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