



Name:

01 | Establish Goals and Timelines

Learning what readers want and then personalizing the yearbook to meet or exceed those expectations can be the first step to creating a pleasing yearbook. To gain ideas from those paying for the book, consider conducting a **reader survey**. Ideally, the best time to distribute a questionnaire is during or just after yearbook delivery.

As you plan to conduct a reader survey, establish goals and timelines by answering these questions in the space below:

What do you specifically want to learn from the survey?

When will the survey be distributed?

How will the survey be collected?

Who will tabulate the results?

What is your school policy for student surveys?

02 | Write the Questions

Carefully craft questions to provide the information that your staff wants to learn. Include both **closed-ended** and **open-ended questions**. A sample Yearbook Reader Survey is located in the Module 1 folder on the *1,2,3 Teachers DVD*. List your questions in the space below.

03 | Compose the Survey

Using a word processing or page design program, build your survey document from the list of questions generated in step two. A helpful starting point might be to use the Word file called "Reader Survey" located in the Module 1 folder on the *1,2,3 Teacher's DVD*.