



Hello Knights!

The staff of the Higley Excalibur would like to share with the Kingdom the following information regarding the production of the Higley HS Excalibur:

Yearbook Orders: Since 2018 we have increased the number of yearbooks ordered from 700 to 850. We have collected data, evaluated data, and cautiously increased the number of copies ordered each year. Due to the significant cost of publishing the yearbook it is our goal to not overextend the financial resources of the Excalibur, Higley HS, or Higley Unified School District. We submit this information by December each year, so we do our best to meet demand without overextending our resources. We also work with our publisher to send emails every two weeks letting you know yearbooks are for sale. If you aren't receiving emails, please contact the school to ensure we have the best email for you.

Here are the dates for yearbook sales for the 2021-2022 school year:

- **July 1st to November 1st:** The Excalibur is \$73.00 and can be purchased through the school cash app or www.yearbookordercenter.com using the school code 6796.
- **November 2nd to January 10th:** The Excalibur is \$78.00 and can be purchased through the school cash app or www.yearbookordercenter.com using the school code 6796.
- **January 11th to March 1st:** The Excalibur is \$83.00 and can be purchased through the school cash app or www.yearbookordercenter.com using the school code 6796.

When there are 50 books left to sell, sales become a first come, first serve basis by emailing john.lebsock@husd.org with the goal to return emails within 24 hours (unless during a school break or holiday). If this occurs, an announcement will be made through the school newsletter.

Once all books are sold, we start a wait list in hopes of having overruns, extra books produced beyond what was ordered. This list is a first come first serve basis and we will not know how many, if any, overruns will be available until the book ships in early May. We must meet a minimum run at the cost of thousands of dollars, so it is not possible to order just one copy.

Deadlines: During the production of the Higley Excalibur we have three deadlines. One in early November, one at the end of the 1st Semester, and one at the end of Quarter 3 (usually the first week of March). To meet these deadlines, we prioritize sections of the yearbook. The first deadline will always include Student/Staff pictures. This means that as of the end of October we can't add, edit, or otherwise work with Student/Staff Pictures. We appreciate your understanding and assistance in meeting this first deadline. After the first deadline, the content that is placed in the Excalibur to meet deadlines cannot be edited or revised after being sent to the publisher.



Student/Staff Pictures: The process of collecting, managing, and publishing approximately 2,200 pictures is an undertaking. We have specific deadlines with the publisher, school photographer, and school operations that need to be met. For this reason, Senior pictures have to be completed by a certain date (September 15, 2021), school pictures and make ups occur early in the year, and these images are part of our first deadline in November. To make this student led project as efficient as possible we have in place procedures that help to make this task manageable for all.

Senior Portraits: There is always a free option for Senior Portraits. The deadline for Senior Portraits is September 15, 2021 so we can meet our publishing deadline. For your information, our photographer charges a convenience/overhead fee if you visit the studio then select the Senior Portrait online (pandemic years are the exception), but if you return to the studio with your portrait selection or participate in the school option there is not a fee.

For consistency of image quality, poses, and managing over 475 images we do not use images from any photographer, but the designated school photographer. We encourage you to make Senior Portraits the first adventure in your Senior year by completing the pictures over the Summer. Please go online (www.loucoopey.com) to make an appointment during the Summer, attend the sitting dressed to impress, return to the studio with your portrait selection, and then enjoy the rest of your final high school Summer.

These pictures are for the yearbook only. You and your family can choose to do a separate Senior photo shoot for announcements and other keepsakes at your convenience.

Senior Ads: Seniors Ads are limited and are on a first come, first serve basis. They are available from July 1, 2021 until February 15, 2022 at varying prices based on the size of the ad. When there is only a page of space left for Senior Ads the ads will be available by emailing john.lebsock@husd.org with the goal to return emails within 24 hours (unless during a school break or holiday). If this occurs, an announcement will be made through the school newsletter.

Distribution: Distribution of the Excalibur is not like traditional retail operations where it is available at your convenience. The Excalibur must plan for staffing, balancing student and teacher responsibilities, and potential disruptions to the academic schedule. We will communicate the plan the week prior to distribution via the email provided when the yearbook is ordered (please provide the best contact information) and school announcements. The goal is to distribute the week prior to finals, but due to various reasons this may not always be the case. It is imperative that the schedule is followed, and the staff is treated with respect (in other words, work with us to find a solution to any issue that might arise). Please do not interrupt classes after the distribution schedule has concluded or go to office for your book. We need to have precise inventory and track the books to ensure they go to right party.



The students that take on the quest of creating an edition of the Higley Excalibur should be commended for their commitment and tireless efforts. They spend over a year working on organizing the content of the Excalibur by creating nationally recognized graphics, taking photographs (at sporting events, club events, academic classes, and various photography for features), gathering quotes and other critical information to write the content for features, organizing then running events (such as picture day, photo shoots, club picture day, and the Senior panoramic), and many other tasks to create a yearbook that holistically covers the Kingdom of Higley. Please understand we make our best efforts to ensure student names, images, graphics, and the elements that goes into the Excalibur is done with the utmost respect and care to be inclusive all the Knights of Higley. We appreciate your understanding and respect of this process.

United in Excellence,
The Staff of the Excalibur