

| Task | Date |
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| EDITOR comes up with concepts for stories, possible covers (discussions with internal colleagues, school, etc.) to help ideate | Whatever time needed prior to kickoff meeting |
| Magazine Kickoff Meeting – Story idea development: EDITOR and the magazine group bring ideas to the meeting to share and discuss. Initial story budget for magazine is created. Backup story/article options should be identified. | Any time prior to 1/9 |
| EDITOR continues to work ideas, refining and solidifying (conversations should be happening with school stakeholders and others as needed) | work time |
| Story budget alignment meeting – EDITOR, Diana, Greg, Jonathan (optional) | By 1/18 |
| EDITOR finalizes story budget | work time |
| EDITOR obtains story budget approval from school stakeholders At this meeting, initial print qty, mailing plan* and remittance envelope should be discussed | By 1/20 |
| EDITOR assigns stories/articles to internal writers and freelancers | 1/20–1/25 |
| EDITOR, designer, Jonathan, Gerald meet for photography and graphics planning plus cover ideas discussion . Note: EDITOR should review Cumulus, indicate photos already available and bring ideas to this meeting | Week of 1/23 |
| DESIGNER works on cover ideas –preliminary as may not know best story yet (collaboration with EDITOR) | 1/23–2/3 |
| Valerie to obtain initial quotes (if not already done) | By 1/31 |
| Writing/photography occurs | 1/25–3/15 |
| EDITOR, designer, Jonathan, Gerald touch base meeting mid-way to ensure alignment on photography, graphics (including magazine cover) | Week of 2/13 |
| EDITOR collects first drafts from writers Note: Writers should ensure if article/story needs to be reviewed/approved by subjects or others, this should be done before submitting to EDITOR | By 3/8 |
| EDITOR reviews first drafts and provides feedback to writers for edits/revisions | 3/8–3/13 |
| All stories, articles, etc. due back to EDITOR from writers | 3/17 |
| EDITOR edits stories, articles, etc. from writers, creates general pagination and provides to designer to begin planning design/layout | 3/20 |
| EDITOR passes stories, articles to Katie E. and Diana (simultaneously) for editing and review by school stakeholders as needed | 3/21–3/23 |

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| EDITOR coordinates all edits and creates final story content (all edited/approved) and shares with DESIGNER | 3/24 |
| All final image/photo files due to DESIGNER | 3/24 |
| DESIGNER works on layout/design | 3/20–4/5 |
| DESIGNER reviews layout/design with Gerald (provides initial hardcopy) | By 4/5 |
| DESIGNER updates layout/design (if needed) and then outputs print proof hardcopy to EDITOR, who reviews and makes any adjustments and provides back to DESIGNER | 4/6 |
| DESIGNER updates layout/design (if needed) and then outputs print proof for internal C&M team Magazine PREVIEW – DESIGNER provides 2 hardcopies for EDITOR to share with Katie E./Diana | 4/7–4/10 |
| Feedback gathered and back to DESIGNER/EDITOR for adjustments (last point to receive images/photos) | 4/12 |
| Adjustments made, DESIGNER to output 2 copies for Magazine REVIEW 1 : EDITOR and Greg/Gerald review first, any adjustments made and then one more updated hardcopy output for EDITOR to share with School Stakeholders | 4/13 4/14–4/18 |
| EDITOR to coordinate feedback from REVIEW 1 from School Stakeholders and create change master. Dependent on feedback/changes, EDITOR to review with Greg/Gerald if necessary and then work with DESIGNER to make updates. EDITOR to confirm FINAL print qty and distribution plan with School Stakeholders and provide to Valerie | 4/18–4/19 |
| DESIGNER makes updates and then outputs copies for Magazine REVIEW 2 – 2 hardcopies: 1 to EDITOR, (route to Katie E., Diana if necessary) and 1 to School Stakeholders | 4/20 |
| EDITOR to coordinate feedback from REVIEW 2 from School Stakeholders , create change master (if needed) and then work with DESIGNER to make updates | 4/21 |
| DESIGNER makes updates and then outputs copies for Magazine REVIEW FINAL – 2 copies: 1 to EDITOR and 1 to School Stakeholders to sign off for print | 4/24 |
| School Stakeholders final approval/print authorization AND must provide final mailing lists (if they are providing any) and counts | 4/25 by noon |
| DESIGNER preps magazine files and sends to printer | 4/25–4/26 |
| Distribution begins | 5/15 |

*consider needs for accreditation organizations, needs for donors who are not on the alumni mailing list, Admissions special projects, Advisory Council, Advancement Development officers, etc. and discuss returns as part of the process