Notes from your letters... Here’s what YOU want to know:
1. How to create a more consistent and impactful theme 
2. How to expand coverage to get more people in the book 
3. How to do a better job marketing the book 
4. How to create staff unity 
5. How to create better infographics for alternative storytelling 
6. How to motivate staff to meet deadlines (without getting an attitude!) 
7. How to select and crop better photographs 

EVENING goals:
-Work on revising your personality profile rough draft 
-Plan or take environmental portrait 
-Write and design headline package for personality profile 
-Look for headline packages with primary and secondary headlines; post at least one example to the Padlet with a comment 
-Brainstorm your own book’s theme; look for ideas for expanded coverage by looking at other books, searching the web, or talking to others. Select 3-5 for your notes/portfolio 

WEDNESDAY morning:
-Meet in Franklin Hall commons to hear Tom French @ 8:30 
-Write a headline package 
-Get your environmental portrait 
-Input and place the personality profile 
-Start portfolio work!!