

When I was hired at my current school, I was tasked with rebuilding the yearbook program. I was a professional journalist in my previous career and had done this at other schools, but it had been with Jostens. When I found out that this new school was working with another company warning bells immediately went off. Unfortunately, my suspicions were pretty much immediately confirmed. Instead of using a system that embraced the ease and intuitive nature of Layout Pro I was forced to use one that failed at the simplest of tasks such as adjusting a photo box correctly. Instead of the easy to understand and navigate Yearbook Avenue for both sales and staff management I had to stumble my way through a site that was less than friendly and rather cumbersome system. And instead of being able to take advantage of the wonderful curriculum and support resources Jostens provide I was forced to either create, research, or purchase resources to supplement the scant materials that I had with the other publisher. Ultimately, though, this all paled in comparison in the failure of that company to deliver in customer service and support. From day one Jason Baranowski worked to earn the business of our school and has been working hard for it ever since. He is quick to answer texts, phone calls, and emails. He provides direct and succinct answers to questions and any concerns that may appear. He is always willing to lend a helping hand where there may be one needed. He volunteers to go out of his way to create avenues of support. And, ultimately, he understands that there are specific priorities that each advisor has to meet and answer to and does what he can to make sure those priorities are met. There are multiple providers for yearbooks, when you look at only one aspect, like a price sheet, you fail to understand the embedded quality of support that Jostens, and specifically Jason, brings to the equation. I have been tasked with rebuilding three different yearbook programs in my career, each time I have brought the programs to Jostens or worked with the company, each time they have grown into self-sufficient programs that pay for themselves. That, I whole heartily believe, is because of the products Jostens provides for support and the people working for them, such as Jason, that help ensure the books happen. I can only underscore this testimony by offering the fact that even though the school has never done this before, it agreed to a three-year contract extension with Jostens, with Jason as our representative, because of the vast difference in quality all the way around. There is no doubt in my mind that any program that bring Jason into their team will not only grow both in quality and in efficiency but also financial sustainability.



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