THE SCHOOL PHOTOGRAPHY GUIDE

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A practical guide for K-12 schools looking for a more organized picture day, a better family experience and a photography partner that reduces the workload on staff.

Great Photos. Stronger Schools. Brighter Futures.

Serving schools throughout Louisiana and the Gulf South since 2001

THE GOAL

Picture Day Shouldn't Create More Work for Your Staff

School photography touches far more than portraits. It affects students, families, teachers, office staff, schedules, IDs, yearbooks, data and customer service. A strong photography program should make those moving parts easier to manage - not add another layer of chaos.

- Arrive prepared with a clear plan for the school day.
- Move students efficiently while protecting instructional time.
- Accurately identify students and deliver usable school data.
- Give families a simple way to view and order photographs.
- Provide a real person to call when a question or problem comes up.

The photography should support the school operation - not become another job for the school office.

PICTURE DAY OPERATIONS

What an Organized Picture Day Looks Like

The best picture days are built before the first student steps in front of the camera. Planning, staffing, student flow and identification all need to work together.

- A pre-picture-day plan based on enrollment, schedule, locations and school priorities.
- Enough trained photographers and support staff for the expected volume.
- Multiple poses without unnecessary bottlenecks.
- PhotoMatch identification capture to connect the right student to the right images.
- On-site student ID printing when immediate IDs are needed.
- Typical proof delivery within 24 hours.
- Clear retake and make-up procedures.

MillerFoto's school workflow is designed for approximately 125-140 students per photographer per hour when the schedule and setup support that pace.

EYOND THE PORTRAIT

Student Identification & School Data

Photography is part of the school's information workflow. Images and data have to be accurate, organized and delivered in formats the school can actually use.

- Student ID cards and on-site ID printing.
- PhotoMatch student identification during photography.
- JCampus and other school information system exports.
- PSPA yearbook exports.
- Roster books and school-use image files.
- All-school and staff composites.
- Staff door plaques and other school-specific deliverables.

The school should receive accurate images and usable data without having to rebuild the photographer's work.

PARENT EXPERIENCE

A Better Experience for Families

Parents should be able to see what they are buying. MillerFoto's View-First approach lets families view their student's photographs before ordering rather than purchasing a package sight unseen.

- Online proofing with multiple poses.
- Fast text/email gallery delivery when contact information is available.
- Mobile-friendly ordering.
- Instant digital delivery for eligible products.
- Print fulfillment shipped directly to families.
- No arbitrary ordering deadline - galleries remain available for years.
- No e-commerce, background, late-order or archive fees simply because a family orders later.
- Local customer service when a family needs help.

A smoother family experience also means fewer photography questions landing on the school office.

ONE PHOTOGRAPHY PARTNER

More Than School Portraits

A school photography relationship works better when the partner understands the entire campus calendar. MillerFoto can support photography needs throughout the school year.

School Portraits	**Student IDs**	**Yearbooks**
Senior Portraits	**School Sports**	**Dances & Events**
Staff / Faculty	**Team & Sponsor Banners**	**Composites**

Yearbooks: Schools can use our web-based software or choose our Hassle-Free option, where MillerFoto handles the design. Typical production is 3-4 weeks for softcover and 6-8 weeks for hardcover after final approval.

Senior portraits: Programs can include efficient school-based sessions, online proofs, digital delivery and rapid print fulfillment.

ACCOUNTABILITY

Local Service Matters

Large photography systems can provide scale. Schools also need accountability. MillerFoto combines volume-photography systems with a regional team that can meet with your staff, understand your campus and respond when something needs attention.

- Serving the Gulf South from the Greater New Orleans area.
- Family-operated company with local decision-making.
- Direct access to the people responsible for your account.
- In-person planning meetings when useful.
- A team experienced in high-volume school, sports and graduation photography.
- A preference for serving fewer schools well rather than treating every campus like a number.

Big-Company Capabilities. Regional Accountability.

A PRACTICAL CHECKLIST

What Every School Should Expect From a Photography Partner

Use this checklist whether you are evaluating MillerFoto or any other photography company.

- A written plan for picture day staffing and student flow.
- Professional personnel appropriate for a school environment.
- A reliable method for identifying every student photographed.
- Clear retake and make-up procedures.
- Defined turnaround expectations for proofs, IDs and school files.
- Mobile-friendly ordering and accessible customer support.
- Transparent pricing, commissions and fees.
- Appropriate insurance, contracts and data-handling procedures.
- Yearbook/SIS exports that match the school's workflow.
- A specific person who owns the problem when something goes wrong.

EXPERIENCE + SYSTEMS

Why Schools Choose MillerFoto

MillerFoto has served schools, students and families since 2001. Our systems are designed around high-volume photography without losing the local accountability schools expect.

- 25+ years of volume photography experience.
- Approximately 60,000 students and athletes photographed in the most recent year.
- View-First proofing and PhotoMatch identification workflow.
- On-site ID printing and school-data exports.
- Yearbook, senior, sports and event capabilities under one regional partner.
- Typical 24-hour proof delivery for school portrait programs.
- Long-term gallery availability and straightforward family ordering.
- Local office and customer service.

Our job is not simply to take good photographs. Our job is to make the entire photography program easier for the school to manage.

NEXT STEP

Let's Review Your School Photography Program

If your school is considering a photography change - or simply wants to compare its current program with another approach - let's talk.

SCHEDULE A COMPLIMENTARY

SCHOOL PHOTOGRAPHY REVIEW

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