

This document is meant as a resource to assist in completing an award of excellence. This is not a submission form, only submissions made through the online portal will be accepted.

Submission deadline: March 13, 2025

The Local PTA and Council Awards of Excellence Program recognizes local PTAs, community PTAs, and councils whose level of effort in specific areas help them make a difference in their community. To participate in the Local PTA and Council Awards of Excellence Program, the PTA or council must meet the following standards:

- Be in compliance with the requirements of the WSPTA Standards of Affiliation (SOA).
- The PTA must be up to date on membership dues payments to WSPTA.
- The PTA must have at least 25 paid members (or an approved waiver) by October 31.
- The PTA or council must have a president identified in the WSPTA membership database.

Prior to beginning the process, submitters are encouraged to review the additional details available on the Awards of Excellence webpage (<https://www.wastatepta.org/events-programs/awards/excellence/>). The award time frame is from March 14, 2024 – March 13, 2025, unless otherwise noted. Do not include old examples. **Submission deadline for all categories: March 13, 2025**

Instructions for submitting examples:

- Examples uploaded must have **dates** whenever possible.
- All examples must be **highlighted** to ensure judges are looking at the correct item.
- Label top of ALL examples with specifics (for example September 2024 board of directors' minutes)
- If submitting an example that is included in an email, newsletter, minutes, budget screen shot etc., it **MUST** be **highlighted** for the judges.
- **Links** will not be accepted as a submission.
- Partial credit may be awarded if deemed appropriate by the judging committee.
- Decisions of the program committee and WSPTA program director are final.

The purpose of this award is to promote advocacy at local PTAs, community PTAs, and councils by recognizing programs, projects, and activities/events that increase awareness of and participation in advocacy issues at the school, local community, council, region, state, and national levels.

Prepare to Submit – Form Questions (Make sure you have everything ready for uploading before starting the process.)

You will be asked to answer/submit information for the following items:

The term “activity” will be used to describe any selection through this form for brevity.)

1. Title of the activity.
2. Total number of PTAs participating (*for council applications only*).
3. Total number of people that attended or participated.
4. Focus (**check all that apply**)
 - a. Levy or bond issues.
 - b. Voting or voter registration
 - c. Advocacy education
 - d. Funding or budget issues
 - e. Candidate forums/community town hall
 - f. Curriculum
 - g. Advocacy awareness
 - h. Improving equity or access
 - i. Awareness of community needs
 - j. Other
5. Enter the name of your PTA’s advocacy/legislative chair. (If applicable)

Advocacy Judging Rubric

Section 1 –Procedural (maximum points: 28)

1. **Description:**
 - a. **Upload** a clear and concise description/narrative of the activity. – **2 points.**
 - b. **Upload** a narrative the includes the origination of the activity and number of people served. – **2 points.**
 - c. **Upload** a timeline for the activity, including the duration. – **2 points.**
2. **Goals:**
 - a. **Upload** a copy of your PTAs advocacy goals. – **2 points.**
 - b. **Upload** a narrative on how this activity fit with your PTA goals. – **2 points.**
3. **Engagement:**
 - a. **Upload** a narrative/example that describes how your PTA included families and the community in planning and implementation of this activity, whom may not already “be at the table” (examples may include meeting minutes, surveys, and committee meeting notes.) – **2 points.**
4. **Materials:**
 - a. **Upload** up to five examples of communication/promotional materials used for this activity. (examples may include social media posts, volunteer recruitment, flyers, banners, t-shirt etc.) -**10 points.**

5. Resources:

- a. **Upload** the budget for this activity, including any grants/donations received. - **2 points**.

6. Outcomes and Analysis:

- a. **Upload** a narrative that includes the outcomes (both positive and negative) of this activity and if your PTA or council would do this activity again. – **2 points**.
- b. **Upload** How your PTA evaluated the activity and what specific recommendations were made. (Examples should include family, PTA feedback and surveys used.) – **2 points**.

Section 2 – Activity Overview (maximum points: = 12)

- 1. This activity directly relates to advocacy at the school, local community, council, region, state, or national level. -**2 points**.
- 2. This activity serves a significant number of students/families/PTAs/underserved population/etc. - **2 points**.
- 3. This activity showed significant involvement by members, parents, students, staff, or the community. – **2 points**.
- 4. This activity is an opportunity to increase advocacy awareness and efforts for this PTA or council. – **2 points**.
- 5. This activity had/will have positive outcomes and/or significant value for the students or membership served by the PTA or council. – **2 points**.
- 6. Examples uploaded are tagged, titled, highlighted and or include narrative to explain. – **2 points**.

Final Advocacy Points and Levels

Maximum total points = 40

Gold level (90%) = 36

Silver level (80%) = 32

Bronze level (70%) = 28