

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:

- The PTA must be in compliance with the requirements of the 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 15, 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.
- Label top of ALL examples with specifics, if possible, all submissions should be labeled/explain how they were communicated. (for example, a picture of a sign/flyer on display is better than a PDF of the sign)
- If submitting an example that is included in an email, newsletter, minutes, budget screen shot etc., it must be **highlighted** for the judges.
- Partial credit may be awarded if deemed appropriate by the judging committee.
- Decisions of the program committee and WSPTA program director are final.

Prepare to Submit – Form Questions

Name/logo branding: Judges can tell it is clear the uploaded communication examples are from your local PTA/community PTA/council and not the school or district (PTA/council name (logo) and PTA number are prominent) **Examples that do NOT include PTA, PTA logo, PTA name or title will NOT be given points.**

Upload examples of the various methods of communication used by your local PTA, or council, credit will not be given for multiple examples of the same communication method (e.g., **do not include two surveys or two e-mails, etc.**).

Our PTA uses a variety of communication methods to reach our members.

The first 6 uploaded examples must include the following examples.

See judging rubric for points system.

- **PTA Programs/events/fundraisers** and focusing on the health/safety/welfare/education of children and youth. Examples:
- **News shared from other levels of PTA.** (i.e. council/region/WSPTA/National PTA).
- **Advocacy/Legislation:** Communication was shared with members regarding local, state and national advocacy/legislative information.
- **Membership Campaign/Goals/Benefits:** Communication was provided to members to keep them informed of ongoing membership campaign and membership goals, benefits of PTA membership, etc.
- **Membership Meetings:** Communication was shared with membership regarding membership meeting dates and meeting overview/outcomes.
- **Bi-Lingual:** Communication was provided to members that included bi-lingual text, link/button to translate or references where to download translated articles or flyers.

Outstanding Communication Strategy Judging Rubric

Section 1 – Outstanding Communication Strategy (Local PTA/ council uses a variety of communication methods to reach our members.) (Total points available = 34)


Reminders:

Name/logo branding: Judges can tell it is clear the uploaded communication examples are from your local PTA/community PTA/council and not the school or district (PTA/council name (logo) and PTA number are prominent) **Examples that do NOT include PTA, PTA logo, PTA name or title will NOT be given points.**

Uploaded examples of the various methods of communication used by your local PTA, community PTA, or council. **Credit will not be given points for multiple examples of the same communication method (examples do not include two surveys or two e-mails, etc.)**

All examples uploaded should be tagged, highlighted and or include narrative to explain.

1. Communication example showing/promoting PTA **Programs/events/fundraisers -2 point.**
2. Communication example shows **News shared from other levels of PTA -2 points.**
3. Communication example showing/promoting **Advocacy/Legislation -2 points.**
4. Communication example showing **Membership Campaign/Goals/Benefits -2 points.**
5. Communication example showing/promoting **Membership Meetings -2 points.**
6. Communication example showing **Bi-Lingual** option **-2 points.**
7. Any other communication example **-2 points.**
8. Any other communication example **-2 points.**
9. Any other communication example **-2 points.**
10. Any other communication example **-2 points.**
11. Any other communication example **-2 points.**
12. Any other communication example **-2 points.**
13. Any other communication example **-2 point.**
14. Any other communication example **-2 points.**
15. Any other communication example **-2 points.**



Appearance

Overall, all examples uploaded are tagged, highlighted and or include narrative to explain. (4 points)

Final Outstanding Communication Strategy Points 34

Maximum total points

Gold level (90%) 30

Silver level (80%) 27

Bronze level (70%) 24