

*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**

**The Outstanding Newsletter recognizes local PTA and council newsletters as they are an important and effective form of communication.**

### Instructions for submitting examples:

- **Non formatted informational emails will NOT be accepted. Only formatted newsletters sent from your PTA.**
- Newsletters uploaded must be in their original format that was sent to members.
- Links to newsletters will **NOT** be accepted for judging.
- 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 newsletter)
- 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- (Make sure you have everything ready for uploading before you start the process)

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

1. PTA newsletter name
2. Number of issues published monthly.
3. How is your newsletter distributed?
4. **Upload four calendar months' worth of newsletter publications. (March 14<sup>th</sup>, 2024 – March 13<sup>th</sup>, 2025)**

## Outstanding Newsletter - PTA Judging Rubric

### Section 1- Masthead and Footer (total points = 16)

1. Name of the newsletter – **2 points**
2. Name of the PTA– **2 points.**
3. PTA number – **2 points.**
4. Month and year of newsletter – **2 points.**
5. Community served (i.e., school, school district, city) – **2 points.**
6. **Branding:** your PTA logo, WSPTA and/or NPTA logo. – **2 points.**
7. PTA website address or link – **2 points.**
8. Integration with social media links (i.e., Facebook, Twitter, Pinterest, other) – **2 points.**

### Section 2-Overall Newsletter Content (total possible = 312)

1. **PTA's vision and mission (Total points available = 6 per month- 24 total points)** are a primary focus: Each submitted month should include the following example criteria. **IMPORTANT: Multiple examples of same criteria in the same month will not be given extra points beyond points listed.**

#### Examples:

- Information about parent interest or parent education – **2 points per month.**
- Information about health/safety/welfare – **2 points per month.**
- Information about education of children/youth – **2 points per month.**

2. **Advocacy/Legislation: (Total points available = 2 per month- 8 total points)** Do the issues provided include articles/submission on topics of advocacy and legislation? Each submitted month should include **at least one** of the following example criteria. **IMPORTANT: Multiple examples of same criteria in the same month will not be given extra points beyond points listed.**

#### Examples:

- Information about Legislative Assembly or Focus Day – **2 points per month.**
- Information about bond or levy. **2 points per month.**
- Information about children, schools, public policy, or community. **2 points per month.**

3. **Membership: (Total points available = 10 per month- 40 total points)** Each submitted month should include the following example criteria. **IMPORTANT: Multiple examples of same criteria in the same month will not be given extra points beyond points listed.**

**Examples:**

- Includes membership goals – **2 points per month.**
- Includes links to join PTA -**2 points per month.**
- Includes WSPTA/NPTA member benefits – **2 points per month.**
- Includes membership “Why Join” articles – **2 points per month.**
- Includes membership updates – **2 points per month.**

4. **Executive committee and/or board of directors: (Total points available = 4 per month- 24 total points)** Each submitted month should include the following example criteria. **IMPORTANT: Multiple examples of same criteria in the same month will not be given extra points beyond points listed.**

**Examples:**

- Includes board members listed by designated position with contact information. **2 points per month.**
- Includes a link to contact executive board. **2 points per month.**

5. **Calendar of events: (Total points available = 6 per month- 24 total points)** Each submitted month should include the following example criteria. **IMPORTANT: Multiple examples of same criteria in the same month will not be given extra points beyond points listed.**

**Examples:**

- Includes a link or list for a calendar of events. **2 points per month.**
- Includes information about council, region, WSPTA and NPTA events. **2 points per month.**
- Includes information about training opportunities. **2 points per month.**

6. **News from other levels of PTA: (Total points available = 12 per month- 48 total points)** Each submitted month should include the following example criteria. **IMPORTANT: Multiple examples of same criteria in the same month will not be given extra points beyond points listed.**

**Examples:**

- Includes National PTA “News from the backpack” Or “Our Children”. Links or information. **2 points per month.**
- Other National PTA example - **2 points per month.**
- Includes links to WSPTA Leadership News. - **2 points per month.**
- Other WSPTA example - **2 points per month.**
- Includes links to region/council news and information - **2 points per month.**

- Other Region/council example - **2 points per month.**

**7. Board and membership meeting reports: (Total points available = 8 total)** Do EACH of four issues submitted have the following example criteria? **IMPORTANT: Multiple examples of same criteria in the same month will not be given extra points beyond points listed.**

**Examples:**

**Includes information or links to the meeting agenda, summary, or meeting highlights.**

- Month #1 – **2 points.**
- Month #2 – **2 points.**
- Month #3 – **2 points.**
- Month #4 – **2 points.**

**8. Committee and program updates or reports: (Total points available = 8 per month- 16 total points)** Each submitted month should include the following example criteria. **IMPORTANT: Multiple examples of same criteria in the same month will not be given extra points beyond points listed.**

**Example:**

- Includes information and reports about a program/event/fundraiser. **2 points per month.**
- Includes flyers/advertisement about a program/event/fundraiser. **2 points per month.**

**9. Volunteer listed by name: (Total points available = 8 Total)** Do EACH of the four issues submitted have the following information. **IMPORTANT: Multiple examples of same criteria in the same month will not be given extra points beyond points listed.**

**Examples:**

**Includes volunteer and/or committee chair recognition by name.**

- Month #1 – **2 points**
- Month #2 – **2 points**
- Month #3 – **2 points**
- Month #4 – **2 points.**

**10. Community news: (Total points available = 8 per month- 32 total points)** Each submitted month should include the following example criteria. **IMPORTANT: Multiple examples of same criteria in the same month will not be given extra points beyond points listed.**

**Examples:**

- Includes information or news from/about your school. **2 points per month.**
- Includes information or news from/about your school district. **2 points per month.**
- Includes information or news from/about school district foundation. **2 points per month.**

- Includes information or news from/about your local community. **2 points per month.**

**11. Officer and board of directors' training/education: (Total points available = 6 per month- 24 total points)** Each submitted month should include the following example criteria. **IMPORTANT: Multiple examples of same criteria in the same month will not be given extra points beyond points listed.**

**2. Examples:**

- Includes information about training offered by NPTA or WSPTA. **2 points per month.**
- Includes information about your PTA reporting back about attending training. **2 points per month.**
- Includes information that your PTA has completed the Standards of Affiliation training requirement. **2 points per month.**
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**12. Bi-lingual articles:** Do **EACH** of the four issues submitted have the following information. **(Total points available = 8) IMPORTANT: Multiple examples of same criteria in the same month will not be given extra points beyond points listed.**

**Examples:**

**Includes bi-lingual articles, link/button to translate or references where to download the article translated?**

- Month #1 - **2 points.**
- Month #2 - **2 points.**
- Month #3 – **2 points.**
- Month #4 – **2 points.**

**13. Outreach/Diversity/Family Engagement: (Total points available = 6 per month- 24 total points)** Each submitted month should include the following example criteria. **IMPORTANT: Multiple examples of same criteria in the same month will not be given extra points beyond points listed.**

**Examples:**

- Includes information about events, committees, or outreach to support your communities/schools' diverse populations. – **2 points per month.**
- Includes articles, flyers, or other resources that promote/provide information in other languages. – **2 points per month.**
- Includes links to WSPTA and or National PTA Diversity, equity, and inclusion (DEI) resources. – **2 points per month.**

**14. PTA programs and awards: (Total points available = 8 per month- 32 total points)** Each submitted month should include **at least one** of the following example criteria. **IMPORTANT: Multiple examples of same criteria in the same month will not be given extra points beyond points listed.**

**Examples:**

- Includes information about NPTA Reflections. **2 points per month.**
- Includes information about WSPTA Awards of Excellence. **2points per month.**
- Includes information about WSPTA Essay contest. **2 points per month.**
- Includes information about PTA individual awards (golden acorn, outstanding educator, etc.) **2 points per month.**

**Section 3-Overall appearance and creativity (total points possible 10)**

1. Are the examples easy to read (fonts are in proper sizes, clarity, adequate spacing between elements, appealing color scheme)? **2 points.**
2. Do the examples provided include photos/clipart/kids' activities/other strategies to ensure readership? **2 points.**
3. Do the examples provided have an overall interesting and engaging appearance? **2 points.**
4. Do the examples provided have a logical layout? **2 points.**
5. Are the examples provided well branded? (i.e. good use of PTA logo(s), obvious it is a PTA communication, consistent graphics used, etc.) **2 points.**

**Final Outstanding Newsletter Points and Levels**

**Maximum total points 338**

**Gold level (90%) 304**

**Silver level (80%) 270**

**Bronze level (70%) 237**