

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 Website (PTA) award recognizes local PTA, community PTA, and council websites, as they are an important and effective form of communication.

Instructions for submitting examples:

- Examples uploaded must have **dates** whenever possible.
- 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 information for the following items:

1. PTA website address/URL.
2. Provide information to access website for review. Including passwords for **ALL** tabs.
3. **Upload a document listing all the section tabs (1st level) and subtabs (2nd level) for your website.**

Outstanding Website - Council Judging Rubric

Section 1: Home page (Total Points Available =20)

1. **Upload two FULL homepage screenshots dated.** Each example must be from different dates at least a month apart to prove to the judges that your website changes and is not static. - **4 points.**

The following items are visible on your PTA website home page:

2. Name of the PTA council – **2 points.**
3. PTA Council number – **2 points.**
4. Community served (i.e. schools, school district, city, student population, etc.) – **2 points.**
5. **Branding:** your PTA logo, WSPTA and/or National PTA logo. (i.e. PTA logo, PTA name in larger/bolder font, etc.) – **2 points.**
6. Integration with social media. Links to your PTA’s social media pages (i.e. Facebook, Twitter, Pinterest, other) – **2 points.**
7. Translation button option-**2 points.**
8. Does the home page message include your PTAs mission and vision? – **2 points.**
9. Is your website home page message prominently located? – **2 points.**

Section 2: Content (total points available =106)

A. PTA is the primary focus: (Total points available = 8)

1. The website establishes itself as a PTA website and not a school website – **2 points.**
2. The website has downloadable PTA forms (at least 2 downloadable forms available) – **2 points.**
3. The website lists your PTA’s goals – **2 points.**
4. The website has notice or summaries of PTA training opportunities (i.e. region conferences, WSPTA Convention, August Leadership Launch, PTA and the Law, approved council trainings if part of a council, etc.) – **2 points.**

B. News from other levels of PTA: (Total points available = 8)

1. The website has regional information – **2 points.**
2. The website has WSPTA information – **2 points.**
3. The website has National PTA information – **2 points.**
4. The website has/shares information about local PTAs events – **2 points.**

C. Advocacy/Legislation Section or Tab: (Total points available = 12)

1. The website has an advocacy/legislative section or tab – **2 points.**
2. The website has at least three advocacy/legislative links – **2 points.**
3. The website has information about the CURRENT WSPTA legislative platform – **2 points.**
4. The website has information about attending or summaries of advocacy events (i.e. Legislative Assembly, Focus Day, etc.) – **2 points.**
5. The website has information about how to contact your representatives and senators – **2 points.**
6. The website has information about how to contact your council, region, and state advocacy/legislative chairs – **2 points.**

D. Outreach/Diversity/Family Engagement Section/Tab: (Total points available = 8)

1. Website includes information about events, committees, or outreach to support your communities/schools' diverse populations. – **2 points.**
2. Website includes articles, flyers, or other resources that promote/provide information in other languages. – **2 points.**
3. Website includes links to WSPTA and or National PTA Diversity, equity, and inclusion (DEI) resources. – **2 points.**
4. Website includes NPTA Standards for Family-School partnerships – **2 points.**

E. PTA Membership Section/Tab: (Total points available = 12)

1. The website has information and/or resources about the current WSPTA online membership enrollment program. – **2 points.**
2. The website recognizes/lists the council's local PTAs' membership awards (e.g. bronze, silver, gold, etc.) – **2 points.**
3. The website lists your council/region and/or WSPTA membership goals – **2 points.**
4. The website provides information about why to join PTA – **2 points.**
5. The website provides membership resources and links for local PTAs. – **2 points.**
6. The website lists the benefits of PTA membership (i.e. local, state, and national membership benefits/perks/discounts) – **2 points.**

F. Contact information/feedback: (Total points available = 6)

1. Executive committee members (elected officers) are designated by position with contact information. – **2 points.**
2. Board of director members are designated by position with contact information – **2 points.**
3. The website offers an opportunity for people to give feedback or ask questions (i.e. survey links, suggestion box, "contact us" etc.) – **2 points.**

G. Calendar of events: (Total points available = 6)

1. The website includes a list or calendar of upcoming PTA events – **2 points.**
2. The website includes school, school district, and/or community event dates – **2 points.**
3. The website includes information about WSPTA/NPTA events and trainings. – **2 points.**

H. PTA board of director and membership meetings: (Total points available = 6)

1. The complete list of membership meeting dates for the year are available and easy to find on the website as a stand-alone document or list – **2 points.**
2. The complete list of board of director meeting dates for the year are available and easy to find on the website as a stand-alone document or list – **2 points.**
3. The website has membership meeting summaries available for members to review. – **2 points.**

I. Volunteering Information and Recognition: (Total points available = 10)

1. Volunteers and committee chairs are listed by name on the website – **2 points.**
2. Volunteer opportunities are available on the website – **2 points.**
3. Website includes a link to school district volunteer application process. – **2 points.**
4. Website includes information about PTA volunteers awards – **2 points.**
5. There is a way for potential volunteers to contact the appropriate PTA leader (e.g. downloadable form, link, email address, etc.) – **2 points.**

J. Links and Videos: (Total points available = 6)

1. The website has a link to the school and/or school district served – **2 points**.
2. The website includes links to or hosts a PTA video – **2 points**.
3. The website has at least five other educational/parenting/government/kid activity links – not including links to council/region/WSPTA/National PTA (e.g. OSPI, library, parks & rec, community events, etc.) – **2 points**.

K. Reflections Information and Resources: (Total points available = 12)

1. The website has current Reflections tab or section – **2 points**.
2. The website has current Reflections resources or a link to WSPTA/NPTA websites – **2 points**.
3. The website lists dates for Reflections to be turned into council – **2 points**.
4. The website has current Reflections theme – **2 points**.
5. The website provides information about running a successful Reflections program at the local PTA – **2 points**.
6. The website has section for student recognition – **2 points**.

L. Training opportunities: (Total points available = 12)

1. The website has a training section or tab – **2 points**.
2. The website has a calendar listing training dates and times – **2 points**.
3. Website includes links to both WSPTA and NPTA online training opportunities. – **2 points**.
4. Website includes a link to the WSPTA Standards of Affiliation form (SOA) – **2 points**.
5. The website explains training responsibilities as it pertains to the WSPTA Standards of Affiliation - **2 points**.
6. The website gives opportunity to request training – **2 points**.

Section 3: Overall appearance (Total points available = 12)

1. Is the website interesting and engaging? – **2 points**.
2. Is the website text easy to read (fonts are in proper sizes and clarity)? – **2 points**.
3. Is the website layout clean and clear (not cluttered or too busy)? – **2 points**.
4. Is the website easy to navigate (sections and tabs are clearly labeled and intuitive)? – **2 points**.
5. Is there adequate spacing between elements (not too densely packed)? – **2 points**.
6. Does the website have interactive elements (tabs, links, “pop-ups”, etc.)? – **2 points**.

Final Outstanding Website (Council) Points and Levels

Website (Maximum points available =138)

Gold Level (90%) = 124+

Silver Level (80%) = 110

Bronze Level (70%) = 97