> *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 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.

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Outstanding Website PTA Award of Excellence (2024-2025)
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Outstanding Website - PTA Judging Rubric

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

1. **Upload two FULL homepage screenshots dated**. Each example must be from different dates, <mark>**1 month apart**</mark> 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 – **2 points**
3. PTA number – **2 points**
4. Community served (i.e., school, 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 homepage message prominently located? – **2 points**.

Section 2: Content (total points available = 82)

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 council/region 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 other PTA's 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**.

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6. The website has information about how to contact your council, region, and state advocacy/legislative chairs – **2 points**.

D. <u>**Outreach/Diversity/Family Engagement Section/Tab:**</u> **(Total points available = 6)**
   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**

E. <u>**PTA Membership Section/Tab**</u>: **(Total points available = 10)**
   1. The website has a current membership goal updates – **2 points**.
   2. The website recognizes/lists membership awards you PTA has earned. (e.g. bronze, silver, gold, etc.) – **2 points**.
   3. The website provides information about why to join PTA – **2 points**.
   4. The website provides online membership enrollment options. – **2 points.**
   5. The website lists the benefits of PTA membership (i.e., local, state, and national membership benefits/perks/discounts) – **2 points.**

F. <u>**Contact information/feedback**</u>: **(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– **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. <u>**Calendar of events**</u>: **(Total points available = 4)**
   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**.

H. <u>**PTA board of director and membership meetings:**</u> **(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. <u>**PTA Events/Programs/Fundraisers**</u>: **(Total points available = 6)**
   1. Website includes information about NPTA Reflections program. **2 points.**
   2. Website includes information about your PTAs fundraising activities. **2 points**.
   3. Website includes information about your PTAs events and programs and is current. **2 points**.

J. <u>**Volunteering Information and Recognition: (Total points available =10)**</u>
   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 volunteer awards. – **2 points.**

5. There is a way for potential volunteers to contact the appropriate PTA committee chair (e.g., downloadable form, link, email address, etc.) – **2 points**.

K. **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 activities – not including links to council/region/WSPTA/National PTA (e.g., OSPI, library, parks & rec, community organizations, etc.) – **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 (Local PTA) Points and Levels.
(Maximum points available =114)
 Gold Level (90%) = 103+
 Silver Level (80%) = 91
 Bronze Level (70%) = 80