

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. If you have questions, please contact the WSPTA Award of Excellence committee prior to submitting. aoecommitte@wastatpta.org

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.
- **Please note:** If your PTA is not in compliance with the SOA requirements your entry will be disqualified and not judged.

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