

*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](mailto: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:

- 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.
- **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 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.
- Label top of ALL examples with specifics (for example September 2024 newsletter)
- 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.**

**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 NPPTA Reflections. **2 points per month.**
- Includes information about WSPTA Awards of Excellence. **2 points 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**