



# WSPTA Local PTA and Council Awards of Excellence

## ADVOCACY AWARD OF EXCELLENCE

### Application Instructions and Judging Form 2017-18

#### Award Outline

The purpose of this award is to promote advocacy at local PTAs, community PTAs, and councils by recognizing programs, projects, and activities/events that increase awareness of and participation in advocacy issues at the school, local community, council, region, state, and national level. **What does advocacy mean to your local PTA or council?** It is similar to the PTAs Taking Significant Action Award, but the focus is on advocacy. Recognized programs, projects, and activities/events will positively impact students, families, and staff and may be duplicated and implemented by PTAs and councils around the state.

The purpose of the Local PTA and Council Awards of Excellence program is to celebrate the work PTAs and councils do to make a difference for their communities. Awards and programs also help build awareness of the WSPTA mission and focus. When local PTAs and councils are recognized for the work they are doing, it builds pride in the community and helps people connect with PTA!

#### Award Instructions & Information

**Use this application only. Do not alter.**

- Please include only the Advocacy Award of Excellence application pages with your submission. Subsequent judging form pages are to be used as a guide in creating your submission and do not need to be included.
- This application form is for local PTAs, community PTAs, and councils.
- Applications are to be submitted electronically by emailing the application and any attachments to [support@wastatepta.org](mailto:support@wastatepta.org). If online submission is not possible, please contact the WSPTA Program Director for instructions before the awards deadline.
- PTAs must be in good standing with WSPTA in order to participate in the WSPTA Local PTA and Council Awards of Excellence.
- **CRITERIA:** Your program, project or activity/event must be a PTA program, project or activity/event. The program, project or activity/event should reflect an advocacy practice for creating awareness of legislative or advocacy issues at the school, local community, council, region, state, or national level that affect the education, health, and/or safety of children. This could include, but not be limited to a program, project or activity/event that addresses: levy/bond issues, funding and budget issues, curriculum, awareness of needs in the community, voting and voter registration, candidate forums, advocacy awareness, advocacy training, improving equity or access, etc.
- **ATTACH:** Copy of the submitted program/project/activity/event budget if applicable (please make a note if there are \$0 associated expenses or income).
- Award recipients may be asked to provide a display and/or present their program in a roundtable discussion. Also, a one-page handout describing the program for the WSPTA convention must be provided as well.
- Award time frame is from March 1, 2017 – February 28, 2018 unless otherwise noted.
- Include items in ORDER requested and ONLY the number of items requested. Use SECTIONS as indicated on the judging form.
- Partial credit may be awarded if deemed appropriate by the judging committee.
- Decisions of Advocacy Award of Excellence Committee and WSPTA Program Director are final.
- Awards will be presented at the 2018 WSPTA Convention.

**We are a (check one):** Council  PTA/PTSA

**PTA/PTSA/Council Name:** \_\_\_\_\_ **PTA/Council #:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Contact E-mail:** \_\_\_\_\_

**Daytime Phone:** \_\_\_\_\_

**Program, Project or Activity/Event Title:** \_\_\_\_\_

<b>We are submitting a:</b>	<input type="checkbox"/> Program	<input type="checkbox"/> Project	<input type="checkbox"/> Activity/Event
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**PTA Information (for PTA applications only):**

<b>Total student enrollment:</b>		<b>% Free &amp; Reduced Lunch:</b>	
<b>Grade levels included (list all preschool – 12<sup>th</sup> that apply):</b>			

**Council Information (for council applications only):**

<b>Total number of PTAs in the council:</b>		<b>Number of PTAs participating:</b>	
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**Please attach a separate page(s) answering each of the following (longer answers do not equal better answers):**

- DESCRIPTION** - Describe the program, project or activity/event (be clear and concise). Please include the number served by the program, project or activity/event. If this was an event, how many people attended/participated? Please include a brief plan and calendar for the program, project or activity/event.
- FOCUS** – CHECK ALL THAT APPLY for the program, project or activity/event:
 

Levy or bond issues	Funding or budget issues	Advocacy awareness
Voting or voter registration	Candidate forums	Improving equity or access
Advocacy education	Awareness of community needs	Curriculum
Other (please describe)		

Describe why the focus areas were selected for the program, project or activity/event.
- GOALS** – Describe the goals of the program, project or activity/event and how it fits with your PTA or council goals. Describe the need that was addressed by the program, project or activity/event and how it was determined.
- DURATION** – What is the duration of this program, project or activity/event?
- ADVOCACY EFFORTS** - CHECK ALL THAT APPLY and then further describe your local PTA or council advocacy efforts:
 

Recruit advocacy/legislative chair position (filled)	Recruit advocacy/legislative chair position (not filled)
Regularly attend Legislative Assembly	Regularly attend Focus Day
Regularly attend WSPTA Convention	Share the WSPTA legislative survey with our members
Regular advocacy updates at PTA meetings	Advocacy resources available on our website
Regular advocacy updates in newsletter or e-blast	Offer advocacy education for our members
Regularly attend advocacy classes at council, region, or state trainings	

Please describe the overall and multifaceted advocacy efforts at your local PTA or council.
- MATERIALS** - Include examples of your promotional materials for the program, project or activity/event. What would another PTA or council need to know in order to replicate this program, project or activity/event?
- RESOURCES** - What was the budget for this program, project or activity/event and did you receive any grants? What resources (financial, volunteer requirements, etc.) are required for this program, project or activity/events? Include a copy of the submitted program/project/activity/event budget if applicable (please make a note if there are \$0 associated expenses or income).
- OUTCOMES** – What were the outcomes or impact (both positive and negative) of this program, project or activity/event? Will your PTA/council do this program, project or activity/event again?
- EVALUATION** - Describe how you evaluated the program, project or activity/event and what specific recommendations were made.
- SUMMARY** - What makes this program, project, or activity/event one that another PTA/council might choose to try?

**Email Application To:** [support@wastatepta.org](mailto:support@wastatepta.org)  
**Award Questions, Contact:** WSPTA Program Director  
 ✉ [ptaprogrid@wastatepta.org](mailto:ptaprogrid@wastatepta.org)  
 ☎ 253-214-7410

**Postmark Deadline: March 1, 2018**

**Please keep a copy for your records.**

## Advocacy Award of Excellence - Judging Form 2017-18

<b>PTA/COUNCIL NAME:</b>		<b>PTA/COUNCIL #:</b>	
<b>Check one:</b>	Council	PTA/PTSA	
<b>Submitting a:</b>	Program	Project	Activity/Event

Using the information on the application and any attached documents, please evaluate each program, project, or activity/event.

SECTION 1 (Procedural)	
1. <b>DESCRIPTION</b> - A clear and concise description of the program, project or activity/event was given; number served; brief plan and calendar for the program, project or activity/event. (maximum points 5)	
2. <b>FOCUS</b> - The focus of the program, project or activity/event was clearly described. (maximum points 5)	
3. <b>GOALS</b> – The goals of the program, project or activity/event were described, including how it fits with the PTA or council goals. They described the need that was addressed by the program, project or activity and how it was determined. (maximum points 5)	
4. <b>DURATION</b> – Duration of this program, project or activity/event was described. (maximum points 5)	
5. <b>ADVOCACY EFFORTS</b> – They describe the overall and multifaceted advocacy efforts for this PTA or council. Multiple strategies are used at this local PTA or council. (maximum points 5)	
6. <b>MATERIALS</b> – They include examples of your promotional materials for the program, project or activity/event. They included what another PTA or council would need to know in order to replicate this program, project or activity/event. (maximum points 5)	
7. <b>RESOURCES</b> - The budget for this program, project or activity/event was included, including any grants received. They included information about required resources (financial, volunteer requirements, etc.) (maximum points 5)	
8. <b>OUTCOMES</b> – They described the outcomes (both positive and negative) of this program, project or activity/event and if their PTA or council would do this program, project or activity again. (maximum points 5)	
9. <b>EVALUATION</b> – They describe the program, project or activity/event evaluation. (maximum points 5)	
10. <b>SUMMARY</b> – They included a summary including why this program, project, or activity/event is something that another PTA or council might choose to try. (maximum points 5)	
<b>SECTION 1 TOTAL POINTS</b>	<b>Maximum Points Possible: 50</b>
	<b>Total Points:</b>

SECTION 2 (Subjective)	
1. This program, project or activity/event directly relates to advocacy at the school, local community, council, region, state, or national level. (maximum points 5)	
2. This program, project or activity/event showed originality/creativity or goes beyond the traditional PTA program, project or activity. (maximum points 5)	
3. This program, project or activity/event benefits or serves a significant number of students/families/PTAs/underserved population/etc. (maximum points 5)	
4. This program, project or activity/event showed significant involvement by members, parents, students, staff, or the community. (maximum points 5)	
5. This program, project or activity/event is an opportunity to increase advocacy awareness and efforts for this PTA or council. (maximum points 5)	
6. This program, project or activity/event is <u>sustainable</u> and worth repeating annually or was a <u>high impact</u> one-time program, project or activity/event. (maximum points 5)	
7. The backup materials provided were a good representation of the program, project or activity/event. They were of good quality and quantity and would help another PTA or council replicate this program, project or activity/event. (maximum points 5)	
8. This program, project or activity/event had positive outcomes and/or significant value for the students or membership served by the PTA or council. (maximum points 5)	
9. This program, project or activity/event is easily reproducible for other PTAs or councils. (maximum points 5)	
10. The application for this program, project or activity/event was well organized and well thought out. (maximum points 5)	
<b>SECTION 2 TOTAL POINTS</b>	<b>Maximum Points Possible: 50</b>
	<b>Total Points:</b>

**Total Points Earned**  
 Section 1: (Maximum points allowed = 50) \_\_\_\_\_  
 Section 2: (Maximum points allowed = 50) \_\_\_\_\_  
**Total Points: (Maximum points allowed = 100) \_\_\_\_\_**  
**Gold Level (90%) = 90+    Silver Level (80%) 80-89    Bronze Level (70%) 70-79**