



# WSPTA Local PTA and Council Awards of Excellence OUTSTANDING COMMUNICATION STRATEGY

## Application Instructions and Judging Form 2017-18

### Award Outline

The Outstanding Communication Strategy award recognizes local PTA, community PTA, and council use of all forms of communication. Use of multiple forms of communication is important in reaching all of the membership and/or community served.

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!

### Application Instructions

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

- Please include only this Outstanding Communication Strategy application page 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.
- Any and all of the creative ways you communicate with your membership can and should be included. Examples may be screenshots from emails or email blasts, copies of flyers or meeting minutes, pictures of communication methods such as reader boards, bulletin boards, etc.
- PTAs must be in good standing with WSPTA in order to participate in the WSPTA Local PTA and Council Awards of Excellence.
- Submit application and requested pages in one two-pocket portfolio with fasteners or 3-ring binder (no larger than 1.5”).
- Award time frame is from March 1, 2017 – February 28, 2018 unless otherwise noted. Do not include old examples.
- Examples should have dates whenever possible.
- Communication methods will be judged on PTA branding and content, variety and creativity and appearance.
- Separate examples are required for Section 1 and Section 2.
- Include items in ORDER requested and ONLY the number of items requested. Use SECTIONS as indicated on the judging form.
- Mark top of ALL pages with specifics (i.e. September 2017 board of directors meeting minutes).
- Highlight the requested information on each page. Add narratives to pages if clarification is needed.
- If a flyer, newsletter, or e-blast is used as an example, please make sure the page is clearly dated.
- Make sure meeting minutes of more than one page have a header or footer listing the date and type of minutes (e.g. September 2016 membership meeting minutes).
- Partial credit may be awarded if deemed appropriate by the judging committee.
- Decisions of Outstanding Communication Strategy Committee and WSPTA Program Director are final.
- Awards will be presented at the 2018 WSPTA Convention.

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

**Name of PTA or Council:** \_\_\_\_\_ **PTA #:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Daytime Phone:** \_\_\_\_\_

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

**Mailing Information:** Attention: Outstanding Communication Strategy  
1304 South Fawcett Ave., #300, Tacoma, WA 98402  
☎ 253-214-7410 ✉ PTAProgdir@wastatepta.org

## Postmark Deadline: March 1, 2018

Please keep a copy for your records.

## Outstanding Communication Strategy - Judging Form 2017-18

### Section 1: Local PTA/Community PTA/Council Content. (Total Points Available = 46)

A. PTA is the primary focus: Regular communication was provided to members concerning PTA issues and programs from your PTA or council (i.e. mission, vision, goals, programs and activities focusing on parental involvement, and the health/safety/welfare/education of children and youth, etc.). (Total points available = 4) **Credit will not be given for multiple examples of the same communication method.**

1. Attach: Sharing PTA information with your membership example #1– 2 points	
2. Attach: Sharing PTA information with your membership example #2– 2 points	

**Total Points Awarded:**

B. News from other levels of PTA: Regular communication was provided to members sharing information and programs from other levels of PTA (i.e. council/region/WSPTA/NPTA). (Total points available = 4) **Credit will not be given for multiple examples of the same communication method.**

1. Attach: Sharing other levels of PTA information with your membership example #1– 2 points	
2. Attach: Sharing other levels of PTA information with your membership example #2– 2 points	

**Total Points Awarded:**

C. Advocacy/Legislation: Our PTA shares local, state and national advocacy/legislative information with our members (Total points available = 4) **Credit will not be given for multiple examples of the same communication method.**

1. Attach: Sharing advocacy/legislative information with your membership example #1– 2 points	
2. Attach: Sharing advocacy/legislative information with your membership example #2– 2 points	

**Total Points Awarded:**

D. Membership: Regular communication was provided to members to keep them informed of our ongoing membership campaign and membership goals, benefits of PTA membership, etc. (Total points available = 4) **Credit will not be given for multiple examples of the same communication method.**

1. Attach: Sharing PTA membership information with your membership example #1– 2 points	
2. Attach: Sharing PTA membership information with your membership example #2– 2 points	

**Total Points Awarded:**

E. Events and activities: PTA events and activities are advertised to our membership and/or community (Total points available = 4) **Credit will not be given for multiple examples of the same communication method.**

1. Attach: Sharing PTA events and activities with your membership example #1– 2 points	
2. Attach: Sharing PTA events and activities with your membership example #2– 2 points	

**Total Points Awarded:**

F. Board & Membership Meetings: A complete list of board of directors meetings and membership meeting dates are shared with our membership (Total points available = 4) **Credit will not be given for multiple examples of the same communication method.**

1. Attach: Sharing a complete list of board of directors <b>and</b> membership meeting dates with your membership (both are required for full points) example #1– 2 points	
2. Attach: Sharing board of directors <b>or</b> membership meeting summaries or information with your membership example #2– 2 points	

**Total Points Awarded:**

G. Volunteer recognition: Volunteer appreciation (volunteers, committee chair, board of directors, executive committee recognition) is shared with our membership and includes names of specific volunteers being recognized. (Total points available = 6) **Credit will not be given for multiple examples of the same communication method.**

1. Attach: Sharing volunteer recognition with your membership (example is shared with the entire membership) example #1– 2 points	
2. Attach: Sharing volunteer recognition with your membership (example is shared with the entire membership) example #2– 2 points	
3. Attach: Sharing volunteer recognition with an individual (example board member, committee chair, individual volunteer, etc.) example #2– 2 points	

**Total Points Awarded:**

H. Training: Training opportunities (e.g. council trainings, region conferences, PTA and the Law, WSPTA Convention, Leadership Conference, Legislative Assembly, etc.) are shared with our membership and/or committee chairs to encourage participation. Reports are made to our membership of all trainings attended. (Total points available = 6) **Credit will not be given for multiple examples of the same communication method.**

1. Attach: Sharing PTA training opportunities with your membership example #1– 2 points	
2. Attach: Sharing PTA training opportunities with your membership example #2– 2 points	
3. Attach: Example showing results of a training were reported to the membership (i.e. who attended, something that was learned, etc.) – 2 points	

**Total Points Awarded:**

I. Variety of examples: A wide variety of examples were used in this section (the same communication methods were not used as an example in most of A-H – i.e. was an e-blast or website used repeatedly as an example). (Total Points Available = 10)

4. Judges feel there were a variety of creative examples included in Section 1 – 10 points	
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**Total Points Awarded:**

<b>TOTAL SECTION 1 POINTS:</b>	<b>Total Points Available = 46</b>	<b>Total Points Awarded</b> <input style="width: 50px;" type="text"/>
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**Section 2: Appearance and Branding. (Total Points Available = 10)**

A. Judges feel it is clear the communication is from your local PTA/Community PTA/Council and not the school or district (PTA/council name is prominent) – 2 points	
B. Judges feel it is clear the communication is from PTA (i.e. PTA logo(s) are used when applicable – PTA/council logo, WSPTA logo, and/or National PTA logo) – 2 points	
C. Judges feel PTA leader (committee chair, officers, etc.) contact information is included when applicable (name and email and/or phone) – 2 points	
D. Judges feel examples are eye catching when applicable (i.e. nice layout, color scheme, etc.) – 2 points	
E. Judges feel examples use fonts appropriately when applicable (i.e. large enough to read, not too many different fonts used in one example, etc.) – 2 points	

<b>TOTAL SECTION 2 POINTS:</b>	<b>Total Points Available = 10</b>	<b>Total Points Awarded</b> <input style="width: 50px;" type="text"/>
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**Section 3: Our local PTA/community PTA/Council uses a variety of communication methods in an effort to reach our members. (Total Points Available = 30)**

A. Attach examples of the various methods of communication used by your local PTA/community PTA/council (2 points each up to 15 examples for a maximum of 30 points) Please leave lines blank, as judges will write the name of the communication method on each line as they give credit. **Credit will not be given for examples provided in previous sections – section 3 must have examples attached. 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.).**

1.	Example #1 - _____	- 2 points	
2.	Example #2 - _____	- 2 points	
3.	Example #3 - _____	- 2 points	
4.	Example #4 - _____	- 2 points	
5.	Example #5 - _____	- 2 points	
6.	Example #6 - _____	- 2 points	
7.	Example #7 - _____	- 2 points	
8.	Example #8 - _____	- 2 points	
9.	Example #9 - _____	- 2 points	
10.	Example #10 - _____	- 2 points	
11.	Example #11 - _____	- 2 points	
12.	Example #12 - _____	- 2 points	
13.	Example #13 - _____	- 2 points	
14.	Example #14 - _____	- 2 points	
15.	Example #15 - _____	- 2 points	

<b>TOTAL SECTION 3 POINTS:</b>	<b>Total Points Available = 30</b>	<b>Total Points Awarded</b>	
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**Section 4: Subjective scoring (Total Points Available = 10)**

1.	Organization of application packet – subjective up to 5 points	
2.	Presentation of items in application packet – subjective up to 5 points	

**Total Points Awarded:** \_\_\_\_\_

<b>TOTAL SECTION 4 POINTS:</b>	<b>Total Points Available = 10</b>	<b>Total Points Awarded</b>	
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**Total Points Earned**

Section 1: (Maximum points allowed = 46) \_\_\_\_\_

Section 2: (Maximum points allowed = 10) \_\_\_\_\_

Section 3: (Maximum points allowed = 30) \_\_\_\_\_

Section 4: (Maximum points allowed = 10) \_\_\_\_\_

**Total Points: (Maximum points allowed = 96) \_\_\_\_\_**

**Gold Level (90%) = 86+   Silver Level (80%) 77-85   Bronze Level (70%) 67-76**