



WSPTA Local PTA and Council Awards of Excellence OUTSTANDING WEBSITE-Local & Community PTA

Application Instructions and Judging Form 2017-18

Award Outline

The Outstanding Website – Local & Community PTA award recognizes PTA websites, as they are an important and effective form of communication.

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.

- Outstanding Website - PTA 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 and community PTAs.
- Applications are to be submitted electronically by emailing the application and any attachments to support@wastatepta.org. If online submission is not possible, please contact the WSPTA Program Director for instructions before the awards deadline.
- Websites will be judged on homepage, content, and overall appearance.
- This application **must** include a minimum of two (2) **different** website homepage screenshots. In order to show the judging committee your website is not static and changes periodically, **screenshots must be dated at least two weeks apart**.
- Failure to include the completed application page and required homepage screenshots will result in disqualification of your submission.
- If website is password protected, password must be supplied on application or submission will be disqualified.
- PTAs must be in good standing with WSPTA in order to participate in the WSPTA Local PTA and Council Awards of Excellence.
- Award time frame is from March 1, 2017 – February 28, 2018 unless otherwise noted. Do not include old examples.
- Partial credit may be awarded if deemed appropriate by the judging committee.
- Decisions of Outstanding Website Committee and WSPTA Program Director are final.
- Awards will be presented at the 2018 WSPTA Convention.

PTA/PTSA Name:	<input type="text"/>	PTA #:	<input type="text"/>
Contact Name:	<input type="text"/>	Daytime Phone:	<input type="text"/>
Contact Email:	<input type="text"/>		
PTA website address:	<input type="text"/>		
Website password (if required):	<input type="text"/>		

E-Mail Application To:	support@wastatepta.org
Award Questions, Contact:	WSPTA Program Director
	✉ PTAprogrid@wastatepta.org
	☎ 253-214-7410

Postmark Deadline: March 1, 2018

Please keep a copy for your records.

PTA/PTSA Name: PTA #:

Outstanding Website - PTA Judging Form 2017-18

Section 1: Home page (Total Points Available = 21)

1. Name of PTA – 3 points	
2. PTA # - 3 points	
3. Community served (i.e. school, school district, city, student population, etc.) – 3 points	
4. School or mailing address is listed on the website – 3 points	
5. Does your PTA stand out (i.e. your PTA logo, PTA name in larger/bolder font, etc.) – 3 points	
6. WSPTA and/or National PTA logo – 3 points	
7. Links to your PTA's social media pages (i.e. Facebook, Pinterest, Twitter, etc.) – 3 points	

Total Points Awarded:

TOTAL SECTION 1 POINTS:

Total Points Available = 21

Total Points Awarded

Section 2: Content (Total Points Available = 78)

A. Home page message: (Total points available = 6)

1. Does the home page message speak to the mission and objectives of your PTA or WSPTA? – 2 points	
2. Is your home page message prominently located? – 2 points	
3. Is your home page message relevant and up to date? – 2 points	

Total Points Awarded:

B. PTA is the primary focus: (Total points available = 14)

1. The website establishes itself as a PTA website and not a school website – 2 points	
2. The website has links to WSPTA and NPTA – 2 points	
3. The website has downloadable PTA forms (at least 2 downloadable forms available) – 2 points	
4. The website lists your PTA's mission (or WSPTA's mission) – 2 points	
5. The website lists your PTA's goals – 2 points	
6. PTA's mission and goals prioritize parent involvement/education, and the health/safety/welfare/education of children and youth. The website has current and up to date articles or links to resources on these subjects – 2 points	
7. The website has notice or summaries of PTA training opportunities (i.e. region conferences, WSPTA Convention, Legislative Assembly, PTA and the Law, approved council trainings if part of a council, etc.) – 2 points	

Total Points Awarded:

C. News from other levels of PTA: (Total points available = 6)

1. The website has council/region information/updates – 2 points	
2. The website has WSPTA information/updates – 2 points	
3. The website has NPTA information/updates – 2 points	

Total Points Awarded:

D. Advocacy/Legislation: (Total points available = 14)

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 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 state representatives and senators – 2 points	
6. The website has information about how to contact your council, region and state advocacy/legislative chairs – 2 points	
7. The website has an update/report from your PTA, council, region or state advocacy/legislative chair - 2 points	

Total Points Awarded:

E. Membership Campaign: (Total points available = 10)

1. The website has a current membership update – 2 points	
2. The website lists your PTA’s membership goal – 2 points	
3. The website provides information about why to join PTA – 2 points	
4. The website has a link or downloadable membership form – 2 points	
5. The website lists the benefits of PTA membership (i.e. local, state, and national membership benefits/perks/discounts) – 2 points	

Total Points Awarded:

F. Contact Information/Feedback: (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 with contact information – 2 points	
3. The website offers an opportunity for people to give feedback or ask questions (i.e. suggestion box, “contact us”, etc. – 2 points	

Total Points Awarded:

G. Calendar of Events: (Total points available = 6)

1. The website has a list or calendar of upcoming PTA events – 2 points	
2. The website includes school, school district, and/or community event dates – 2 points	
3. The list of events or calendar is easy to find – 2 points	

Total Points Awarded:

H. Board & Membership Meetings: (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 minutes or summaries available for members to review – 2 points	

Total Points Awarded:

I. Volunteer Recognition: (Total points available = 6)

1. Volunteers and committee chairs are recognized <u>by name</u> on the website – 2 points	
2. Volunteer opportunities are available on the website – 2 points	
3. There is a way for potential volunteers to contact the appropriate PTA leader (i.e. downloadable form, link, email address, etc.) – 2 points	

Total Points Awarded:

J. Links: (Total points available = 4)

1. The website has a link to the school and/or school district served – 2 points	
2. The website has at least five (5) other educational/parenting/government/kid activities – not including links to council/region/WSPTA/NPTA (i.e. OSPI, library, parks & rec, Girl Scouts/Boy Scouts, etc.) – 2 points	

Total Points Awarded:

TOTAL SECTION 2 POINTS:

Total Points Available = 78

Total Points Awarded

Section 3: Overall appearance (Total Points Available = 18)

Each part of this section will be judged on a scale of 0-3 (0 = Not at all; 1 = Good; 2 = Better; 3 = Best)

1. Is the website interesting and engaging? (Total points available = 3)	
2. Is the website text easy to read (fonts are in proper sizes and styles used enhance clarity)? (Total points available = 3)	
3. Is the website layout clean and clear (not cluttered or too busy)? (Total points available = 3)	
4. Is the website easy to navigate (sections and tabs are clearly labeled and intuitive)? (Total points available = 3)	
5. Is there adequate spacing between elements (not too densely packed)? (Total points available = 3)	
6. Does the website have interactive elements (tabs, links, "pop-ups", etc.)? (Total points available = 3)	

Total Points Awarded:

TOTAL SECTION 3 POINTS:

Total Points Available = 18

Total Points Awarded

Total Points Earned

Section 1: (Maximum points allowed = 21) _____

Section 2: (Maximum points allowed = 78) _____

Section 3: (Maximum points allowed = 18) _____

Total Points: (Maximum points allowed = 117) _____

Gold Level (90%) = 105+ Silver Level (80%) 94-104 Bronze Level (70%) 82-93