

Award Outline

The Outstanding Website - Council award recognizes council 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!

Award Instructions & Information

Use this application only. Do not alter.

- Please include this Outstanding Website - Council 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 councils.
- 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.
- Councils 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, 2018 – February 28, 2019 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 2019 WSPTA Convention.

Council name:		Council #:	
Contact name:		Daytime phone:	
Contact e-mail:			
Council website address:			
Website password (if required):			

Email application to: support@wastatepta.org

Award questions, contact: WSPTA Program Director

✉ ptaprogrid@wastatepta.org

☎ 253-214-7410

Postmark Deadline: March 1, 2019 – Please keep a copy for your records.

Outstanding Website – Council Judging Form 2018-19

Section 1: Home page (Total Points Available = 21)	
1. Name of the council – 3 points	
2. Council # – 3 points	
3. Community served (i.e. school district, city, etc.) – 3 points	
4. Mailing address is listed on the website – 3 points	
5. Does your council stand out (i.e. your council logo, council name in larger/bolder font, etc.)? 3 points	
6. WSPTA and/or National PTA logo – 3 points	
7. Links to your council’s social media pages (i.e. Facebook, Twitter, Pinterest, other) – 3 points	

TOTAL SECTION 1 POINTS:	Total Points Available = 21	Total Points Awarded	
--------------------------------	------------------------------------	-----------------------------	--

Section 2: Content (Total Points Available = 84)	
---	--

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

1. Does the home page message speak to the mission and objectives of your council? 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 council website and not a school website – 2 points	
2. The website has links to WSPTA and National PTA – 2 points	
3. The website has downloadable PTA forms (at least 2 downloadable forms available) – 2 points	
4. The website lists your council’s mission (or WSPTA’s mission) – 2 points	
5. The website lists your council’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 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, etc.) – 2 points	
Total Points Awarded:	

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

1. The website has PTA region information/updates (information or updates from your region 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, or 15 depending on where your council is located) – 2 points	
2. The website has WSPTA information/updates – 2 points	
3. The website has National PTA 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 representatives and senators – 2 points	
6. The website has information about how to contact your region and state advocacy/legislative chairs – 2 points	

7. The website has an update/report from your council, region or state advocacy/legislative chair – 2 points	
Total Points Awarded:	

E. Membership campaign: (Total points available = 16)

1. The website has a current membership section or tab – 2 points	
2. The website has information and/or resources about PT Avenue – 2 points	
3. The website recognized the council's local PTAs membership awards (e.g. bronze, silver, gold, etc.) – 2 points	
4. The website has a current membership update – 2 points	
5. The website lists your council's membership goal – 2 points	
6. The website lists your region and/or WSPTA membership goal – 2 points	
7. The website provides information about why to join PTA – 2 points	
8. 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 council events, trainings, and meetings – 2 points	
2. The website calendar is prominent and easy to find – 2 points	
3. The website includes school district and/or community event dates – 2 points	
Total Points Awarded:	

H. Board and membership meetings: (Total 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 by name 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 district(s) served – 2 points	
2. The website has at least five (5) other educational/parenting/government/kid activities – not including links to council/region/WSPTA/National PTA (i.e. OSPI, library, parks & rec, Girl Scouts/Boy Scouts, etc.) – 2 points	
Total Points Awarded:	

<u>TOTAL SECTION 2 POINTS:</u>	Total Points Available = 84	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? 3 points	
2. Is the website text easy to read (fonts are in proper sizes and styles used enhance clarity)? 3 points	
3. Is the website layout clean and clear (not cluttered or too busy)? 3 points	
4. Is the website easy to navigate (sections and tabs are clearly labeled and intuitive)? 3 points	
5. Is there adequate spacing between elements (not too densely packed)? 3 points	
6. Does the website have interactive elements (tabs, links, "pop-ups", etc.)? 3 points	
Total Points Awarded:	

<u>TOTAL SECTION 3 POINTS:</u>	Total Points Available = 18	Total Points Awarded	
---------------------------------------	------------------------------------	-----------------------------	--

Website - Council Total Points Earned

Section 1: (Maximum points available = 21) _____

Section 2: (Maximum points available = 84) _____

Section 3: (Maximum points available = 18) _____

Total Points: (Maximum points available = 123) _____

Gold Level (90%) = 111+ Silver Level (80%) 98-110 Bronze Level (70%) 86-97