

## Award Outline

The purpose of this award is to promote advocacy at local PTAs/PTSAs, community PTAs/PTSAs, 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.

## Award Instructions & Information

- The [online application form](#) is for local PTAs/PTSAs, community PTAs/PTSAs, and councils.
- PTAs must be in good standing with WSPTA to participate in the WSPTA 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.
- Your supporting files should include items in ORDER requested in the judging criteria and ONLY the number of items requested. Use sections and item numbers as indicated on the judging form.
- Items submitted should use the following format when naming the files that you will upload with your link: Section number followed by the item number and then the name of the file. (Example: 1.7.Budget)
- Award time frame is from March 1, 2020 – March 15, 2021. Unless otherwise noted, program, project or activity/event must be completed within this time frame.
- Partial credit may be awarded if deemed appropriate by the judging committee.
- Decisions of the advocacy award of excellence committee and WSPTA program director are final.
- Award recipients may be asked to provide a display and a one-page handout describing the program for the WSPTA Convention.
- Awards will be presented at the 2021 WSPTA Convention.

### NEW Submission Procedures for 2020-2021

Applications must be submitted via the [online form](#). If online submission is not possible, please contact the WSPTA program director, [ptaprogrid@wastatepta.org](mailto:ptaprogrid@wastatepta.org), for instructions before the application deadline, **March 15, 2021**. Upon receipt of your application, you will receive a link to the awards submission site. You will then have 48 hours to upload your supporting files.

**Application Deadline: March 15, 2021 | Please keep a copy for your records.**

**Please use this section and subsequent judging form pages as a guide.**

*(Note: You should have this information and the supporting documents prior to filling out the [online submission form](#), as you will be unable to stop or go back once you begin the submission process.)*

1. **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.
2. **FOCUS** – CHECK ALL THAT APPLY for the program, project or activity/event:  

<input type="checkbox"/> Levy or bond issues	<input type="checkbox"/> Funding or budget issues	<input type="checkbox"/> Advocacy awareness
<input type="checkbox"/> Voting or voter registration	<input type="checkbox"/> Candidate forums	<input type="checkbox"/> Improving equity or access
<input type="checkbox"/> Advocacy education	<input type="checkbox"/> Curriculum	<input type="checkbox"/> Awareness of community needs
<input type="checkbox"/> Other (please describe) _____		

Describe why the focus areas were selected for the program, project or activity/event.
3. **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.
4. **DURATION** – What is the duration of this program, project or activity/event?
5. **ADVOCACY EFFORTS** – CHECK ALL THAT APPLY and then further describe your local PTA, community PTA, or council advocacy efforts:  

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

Describe the overall and multifaceted advocacy efforts at your local PTA or council.
6. **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?
7. **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).
8. **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?
9. **EVALUATION** - Describe how you evaluated the program, project or activity/event and what specific recommendations were made.
10. **SUMMARY** – What makes this program, project, or activity/event one that another PTA/council might choose to try?

## Advocacy Award of Excellence - Judging Form 2020-21

<b>PTA/PTSA/Council name:</b> <input style="width: 95%;" type="text"/>	<b>PTA/PTSA/Council #:</b> <input style="width: 95%;" type="text"/>
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<b>Check one:</b>	<input type="checkbox"/> <b>Council</b>	<input type="checkbox"/> <b>PTA/PTSA</b>	
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<b>Submitting a:</b>	<input type="checkbox"/> <b>Program</b>	<input type="checkbox"/> <b>Project</b>	<input type="checkbox"/> <b>Activity/Event</b>
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Using the information on the application and any attached documents, please evaluate each program, project, or activity/event.

SECTION 1 (Procedural)	
<b>1. 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)	
<b>2. FOCUS</b> - The focus of the program, project, or activity/event was clearly described. (maximum points: 5)	
<b>3. 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)	
<b>4. DURATION</b> – Duration of this program, project, or activity/event was described. (maximum points: 5)	
<b>5. ADVOCACY EFFORTS</b> – They describe the overall and multifaceted advocacy efforts for this PTA or council. Multiple strategies are used at this PTA or council. (maximum points: 5)	
<b>6. 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)	
<b>7. 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)	
<b>8. 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)	
<b>9. EVALUATION</b> – They describe the program, project, or activity/event evaluation. (maximum points: 5)	
<b>10. 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)	
<b>1.</b> This program, project, or activity/event directly relates to advocacy at the school, local community, council, region, state, or national level. (maximum points: 5)	
<b>2.</b> 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 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/will have 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 possible = 50) \_\_\_\_\_

Section 2: (Maximum points possible = 50) \_\_\_\_\_

**Total Points: (Maximum points possible = 100) \_\_\_\_\_**

**Gold Level (90%) = 90+    Silver Level (80%) 80-89    Bronze Level (70%) 70-79**