

Award Outline

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

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.
- 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.
- Communication methods will be judged on PTA branding and content, variety, creativity, and appearance.
- Separate examples are required for Section 1 and Section 3.
- Mark the top of ALL pages with specifics (i.e. September 2020 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 2020 membership meeting minutes).
- 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.D1.Membership*)
- Award time frame is from March 1, 2020 – March 15, 2021.
- 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 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, ptaprokdir@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 judging form 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.)

Outstanding Communication Strategy Judging Form 2020-21

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. Upload: Sharing PTA information with your membership example #1 – 2 points	
2. Upload: 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/National PTA). (Total points available = 4) **Credit will not be given for multiple examples of the same communication method.**

1. Upload: Sharing other levels of PTA information with your membership example #1 – 2 points	
2. Upload: 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. Upload: Sharing advocacy/legislative information with your membership example #1 – 2 points	
2. Upload: 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. Upload: Sharing PTA membership information with your membership example #1 – 2 points	
2. Upload: 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. Upload: Sharing PTA events and activities with your membership example #1 – 2 points	
2. Upload: 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. Upload: Sharing a complete list of board of directors and membership meeting dates with your membership (both are required for full points) example #1 – 2 points	
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2. Upload: Sharing board of directors or membership meeting summaries or information with your membership example #2 – 2 points	
Total Points Awarded:	

G. Volunteer Recognition by Name: 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. Upload: Sharing volunteer recognition with your membership (example is shared with the entire membership) example #1 – 2 points	
2. Upload: Sharing volunteer recognition with your membership (example is shared with the entire membership) example #2 – 2 points	
3. Upload: Sharing volunteer recognition with an individual (example board member, committee chair, individual volunteer, etc.) example #3 – 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. Upload: Sharing PTA training opportunities with your membership example #1– 2 points	
2. Upload: Sharing PTA training opportunities with your membership example #2– 2 points	
3. Upload: Example showing results of a training that 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)

1. Judges feel there were a variety of creative examples included in section. Maximum of 10 points (5 points for 1-5 different types of examples, 10 points for 6+ different types of examples)	
Total Points Awarded:	

TOTAL SECTION 1 POINTS:	Total Points Available = 46	Total Points Awarded	
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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	

TOTAL SECTION 2 POINTS:	Total Points Available = 10	Total Points Awarded	
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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. Upload 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 uploaded. 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	
TOTAL SECTION 3 POINTS:	Total Points Available = 30
	Total Points Awarded

**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 SECTION 4 POINTS:	Total Points Available = 10
	Total Points Awarded



Communications Strategy Total Points Earned

Section 1: (Maximum points available = 46) _____

Section 2: (Maximum points available = 10) _____

Section 3: (Maximum points available = 30) _____

Section 4: (Maximum points available = 10) _____

Total Points: (Maximum points available = 96) _____

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