

Award Outline

The Outstanding Website - Council award recognizes council websites, as they are an important and effective form of communication.

Award Instructions & Information

- The [online application form](#) is for councils.
- Councils must be in good standing with WSPTA to participate in the WSPTA Awards of Excellence.
- Websites will be judged on homepage, content, and overall appearance.
- This application **must** include a minimum of two (2) **different** website homepage screenshots. To show the judging committee your website is not static and changes periodically, screenshots must be dated at least two weeks apart.
- If website is password-protected, password must be supplied on application or submission will be disqualified.
- 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: Screenshot date and then the name of the file. (Example: 2020.12.15.Homepage)
- Award time frame is from March 1, 2020 – March 15, 2021 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 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, ptaprogrdir@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.

Have the following information ready to include in the [online form](#):

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

Please use this judging form page as a guide.

Outstanding Website – Council Judging Form 2020-21

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 = 99)	
A. Home page message: (Total points available = 9)	
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	
4. Look of website is current, modern, and up to date - 3 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 – 2 points	
2. The website has WSPTA information – 2 points	
3. The website has National PTA information – 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 legislators – 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 = 14)

1. The website has a current membership section or tab – 2 points	
2. The website has information and/or resources about memberplanet – 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/region and/or WSPTA membership goal – 2 points	
6. The website provides information about why to join PTA – 2 points	
7. 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 summaries available for members to review – 2 points	
Total Points Awarded:	

I. 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 (e.g. OSPI, library, parks & rec, Girl Scouts/Boy Scouts, etc.) – 2 points	
Total Points Awarded:	

J. Reflections: (Total points available = 12)

1. The website has current Reflections tab or section – 2 points	
2. The website has current Reflections resources or a link to WSPTA website – 2 points	
3. The website lists dates for Reflections to be turned in to council – 2 points	
4. The website has current Reflections theme – 2 points	

5. The website provides information about running a successful Reflections program at the local PTA – 2 points	
6. The website has section for student recognition – 2 points	
Total Points Awarded:	

K. Training opportunities: Our council provides training and educational opportunities (WSPTA-approved trainings, workshops, roundtables, and/or outside speakers. (Total points available = 8)

1. The website has a calendar listing training dates and times – 2 points	
2. The website has a training section or tab – 2 points	
3. The website explains training responsibilities as it pertains to the WSPTA Standards of Affiliation – 2 points	
4. The website gives opportunity to request training – 2 points	
Total Points Awarded:	

TOTAL SECTION 2 POINTS:	Total Points Available = 99	Total Points Awarded	
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**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 points)	
2. Is the website text easy to read (fonts are in proper sizes and styles used enhance clarity)? (Total points available = 3 points)	
3. Is the website layout clean and clear (not cluttered or too busy)? (Total points available = 3 points)	
4. Is the website easy to navigate (sections and tabs are clearly labeled and intuitive)? (Total points available - 3 points)	
5. Is there adequate spacing between elements (not too densely packed)? (Total points available = 3 points)	
6. Does the website have interactive elements (tabs, links, “pop-ups”, etc.)? (Total points available = 3 points)	
Total Points Awarded:	

TOTAL SECTION 3 POINTS:	Total Points Available = 18	Total Points Awarded	
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Website - Council Total Points Earned

Section 1: (Maximum points available = 21) _____

Section 2: (Maximum points available = 99) _____

Section 3: (Maximum points available = 18) _____

Total Points: (Maximum points available = 138) _____

Gold Level (90%) = 124+ Silver Level (80%) 110-123 Bronze Level (70%) 97-109