

## Award Outline

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

## Award Instructions & Information

- The [online application form](#) is for local PTAs/PTSAs and community PTAs/PTSAs.
- PTAs 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, [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.**

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

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

Please use this judging form page as a guide.

## Outstanding Website – Local & Community PTA Judging Form 2020-21

Section 1: Home page (Total Points Available = 21)	
1. Name of the 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. 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, Twitter, Pinterest, other) – 3 points	

<b>TOTAL SECTION 1 POINTS:</b>	<b>Total Points Available = 21</b>	<b>Total Points Awarded</b>
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Section 2: Content (Total Points Available = 81)	
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**A. Home page message:** (Total points available = 9)

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	
4. Look of website is current, modern, and up to date - 3 points	
<b>Total Points Awarded:</b>	

**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 National PTA – 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	
<b>Total Points Awarded:</b>	

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

1. The website has council/region information – 2 points	
2. The website has WSPTA information – 2 points	
3. The website has National PTA information – 2 points	
<b>Total Points Awarded:</b>	

**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 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	
<b>Total Points Awarded:</b>	

**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 to online join thru <i>memberplanet</i> – 2 points	
5. The website lists the benefits of PTA membership (i.e. local, state, and national membership benefits/perks/discounts) – 2 points	
<b>Total Points Awarded:</b>	

**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	
<b>Total Points Awarded:</b>	

**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	
<b>Total Points Awarded:</b>	

**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	
<b>Total Points Awarded:</b>	

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

1. Volunteers and committee chairs are recognized <b>by name</b> 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 (e.g. downloadable form, link, email address, etc.) – 2 points	
<b>Total Points Awarded:</b>	

**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/National PTA (e.g. OSPI, library, parks & rec, Girl Scouts/Boy Scouts, etc.) – 2 points	
<b>Total Points Awarded:</b>	

<b>TOTAL SECTION 2 POINTS:</b>	<b>Total Points Available = 81</b>	<b>Total Points Awarded</b>	
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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)	
<b>Total Points Awarded:</b>	

<b>TOTAL SECTION 3 POINTS:</b>	<b>Total Points Available = 18</b>	<b>Total Points Awarded</b>	
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**Website - PTA Total Points Earned**

Section 1: (Maximum points available = 21) \_\_\_\_\_

Section 2: (Maximum points available = 81) \_\_\_\_\_

Section 3: (Maximum points available = 18) \_\_\_\_\_

**Total Points: (Maximum points available = 120) \_\_\_\_\_**

**Gold Level (90%) = 108+    Silver Level (80%) 96-107    Bronze Level (70%) 84-95**