

Award Outline

The Standards of Excellence award is a tool to encourage the use of the best practices of PTA management. If your PTA has not participated in awards, the Standards of Excellence is a great place to start. Participating in the Standards of Excellence award could be used as a reporting tool to your PTA members.

Award Instructions & Information

- The [online application form](#) is for local PTAs/PTSAs and community PTAs/PTSAs.
- PTAs/PTSAs must be in good standing with WSPTA to participate in the WSPTA Awards of Excellence.
- Examples should have dates whenever possible.
- Make sure all tax ID numbers and bank account numbers are blacked out on all submission information.
- Label top of ALL pages with specifics (for example, September 2020 board of directors' 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 (for example, September 2020 membership meeting minutes).
- All entries will be submitted online. Please use the Dropbox link provided to you by WSPTA after you complete the [online form](#) to submit your supporting documents.
- 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.H1.Volunteers*)
- 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 standards of excellence 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, 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.)

Standards of Excellence –PTA Judging Form 2020-21

Section 1: Our PTA is child-focused and responsive to its membership. (Total Points Available = 48)

A. Annual goals have been established by our PTA and approved by our board of directors and/or membership. (Total points available = 4)

1. Upload: Copy of goals – 2 points	
2. Upload: Minutes from membership or board of director meeting showing approval of goals –2 points	

Total Points Awarded:

B. Programs, events, and committees were designed to address our goals. Please provide examples addressing different goals. If examples address the same goal, credit will not be given for both. (Total points available = 6)

1. Upload: Program/event/committee example #1 <u>and</u> list which goal it addresses from section A1 – 2 points	
2. Upload: Program/event/committee example #2 <u>and</u> list which goal it addresses from section A1 – 2 points	
3. Upload: Program/event/committee example #3 <u>and</u> list which goal it addresses from section A1 – 2 points	

Total Points Awarded:

C. Regular (i.e. once a month) communication was provided to members concerning **PTA** issues and activities. How does your PTA communicate? (Total points available = 4)

Credit will not be given for multiple examples of the same method of communication or from the same month.

1. Upload: Method of communication example #1 – 2 points	
2. Upload: Method of communication example #2 – 2 points	

Total Points Awarded:

D. Our PTA determined our members’ needs. Member needs can include families, staff, students, and PTA committee chairs/leaders. (Total points available = 6) ***Examples should include different methods and different target groups.***

1. Upload: Method of determining members’ needs example #1 – 2 points	
2. Upload: Method of determining members’ needs example #2 – 2 points	
3. Upload: After determining members’ needs, our PTA used the information to improve or change our programs and activities. Include example or narrative – 2 points	

Total Points Awarded:

- E. Our membership campaign is ongoing and welcomes all who wish to join and participate. Examples must be different – credit will not be given to the same basic example with a different date on it. (Total points available = 8)

1. Online join in <i>memberplanet</i> is set up and being utilized. – 2 points	
2. Upload: Dated Fall 2020-21 (approx. Aug-Oct) membership campaign example – 2 points	
3. Upload: Dated Winter 2020-21 (approx. Nov-Dec) membership campaign example – 2 points	
4. Upload: Dated Spring 2020-21 (approx. Jan-Feb) membership campaign example – 2 points	

Total Points Awarded:

- F. Our PTA is child-focused and advocates for children. Examples can include ways your PTA informs your members about or takes action to address the needs of children in your local community, district, region, state, or nation. (Total points available = 6)

Credit will not be given for multiple examples of the same method of advocacy.

1. Upload: Example of members advocating for or addressing the needs of children example #1 – 2 points	
2. Upload: Example of members advocating for or addressing the needs of children example #2 – 2 points	
3. Upload: Example of members advocating for or addressing the needs of children example #3 – 2 points	

Total Points Awarded:

- G. Meetings are held to address the needs of the membership and to conduct the business of the association. Mark examples with notification method and month publicized (for example, Website–September 2020). (Total points available = 4)

1. Upload: Membership notification of complete list of membership meeting dates – 2 points	
2. Upload: Membership notification of complete list of board of directors’ meeting dates – 2 points	

Total Points Awarded:

- H. Our volunteers are recognized by name. Examples should be dated if possible. (Total points available = 4)

Credit will not be given for multiple examples of a single method of recognition.

1. Upload: Volunteer appreciation example #1 – 2 points	
2. Upload: Volunteer appreciation example #2 – 2 points	

Total Points Awarded:

- I. Our PTA regularly offers the following awards (Golden Acorn, Honorary Life Membership, Outstanding Advocate, Outstanding Educator, and Outstanding Student Advocate awards may receive credit). (Total points available = 6). **Upload Standing Rules showing awards offered in fiscal year 2020-2021.**

1. Zero awards offered = 0 points / 1-2 awards offered = 2 points / 3 or more awards offered = 4 points (Points will only be awarded for the highest attained maximum of 4 points)	
2. Upload: Newsletter/other media/flyer/minutes showing award recognition from current or previous year – 2 points	

Total Points Awarded:

TOTAL SECTION 1 POINTS:	Total Points Available = 48	Total Points Awarded	<input type="text"/>
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Section 2: Our PTA practices fiscal & fiduciary responsibility. (Total Points Available = 36)

A. Our PTA's budget was approved by the membership. (Total points available = 4)

1. Upload: Copy of 2020-21 budget – 2 points	
2. Upload: Copy of Spring 2019 membership meeting minutes showing approval of budget by membership before the start of the new fiscal year – 2 points	

Total Points Awarded:

B. A year-end financial review was conducted of last year's books and records. (Total points available = 4)

1. Upload: Copy of last year's (fiscal 2019-20) year-end financial review – 2 points	
2. Upload: Copy of membership meeting minutes showing year-end financial review results were discussed with membership – 2 points	

Total Points Awarded:

C. Monthly financial reports were made to the board of directors and/or membership. (Total points available = 8)

1. Upload: Current fiscal year monthly financial reports (July – January) – 1 point each up to maximum of 7 points	
2. Upload: 2019-20 year-end financial report (this is different than the June 2020 monthly report) – 1 point	

Total Points Awarded:

D. Our PTA's standing rules were updated and approved by the membership. (Total points available = 4)

1. Upload: Copy of 2020-21 standing rules – 2 points	
2. Upload: Copy of membership meeting minutes showing approval of these standing rules – 2 points	

Total Points Awarded:

E. The nominating committee was elected by the membership in accordance with *WSPTA Uniform Bylaws*. Date range for documentation is March 1, 2020 – March 15, 2021 (Total points available = 2)

1. Upload: Copy of membership meeting minutes showing election of nominating committee – 2 points	
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Total Points Awarded:

F. Our PTA's officers are elected by the membership in accordance with *WSPTA Uniform Bylaws*. (Total points available = 4)

1. Upload: Copy of signed and dated nominating committee report – 2 points	
2. Upload: Copy of membership meeting minutes showing election of officers – 2 points	

Total Points Awarded:

G. Our PTA purchased insurance. (Total points available = 2)

1. Upload: Copy of current fiscal year insurance certificate – 2 points	
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Total Points Awarded:

H. Our PTA meets the following requirements from the IRS, state of Washington, and WSPTA. (Total points available = 8)

1. Upload: Copy of fiscal year 2019-20 tax filing (or acceptance letter) (990, 990EZ, or 990N form) – 2 points	
2. Upload: Copy of fiscal year 2019-20 charitable solicitations renewal (or acceptance letter) or year-end financials showing last year’s total income from all sources was less than \$50,000 (with total income highlighted) if no charitable solicitations were required – 2 points	
3. Upload: Copy of annual corporate renewal. Include current fiscal year if your incorporation date is between July 1 – February 28. Include previous fiscal year if your incorporation date is between March 1 – June 30 – 2 points	
4. Upload: Completed Standards of Affiliation (SOA) checklist – 2 points	

Total Points Awarded:

TOTAL SECTION 2 POINTS:	Total Points Available = 36	Total Points Awarded	<input type="text"/>
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Section 3: Our PTA leaders are knowledgeable, involved and well trained.
(Total Points Available = 35)

A. Having trained and informed officers is part of being a successful PTA. Please **complete and upload** the Training Tracking Spreadsheet (found on the WSPTA website) to indicate who attended training, what they attended, and when. Certification from region director (letter or email) will also be accepted. (Total points available = 23)

THIS CHART SHOWS THE MAXIMUM POINTS FOR TRAINING ATTENDANCE: 1 point = 1 person attending a training (attendance is subject to verification by WSPTA prior to awards).

WSPTA Approved Training	Maximum Points (1 point per attendee)
WSPTA Convention	4
PTA and the Law	4
WSPTA Leadership Conference	1
WSPTA Legislative Assembly	4
Region conference	4
WSPTA webinar or National PTA e-learning	4
National PTA Convention	2
MAXIMUM TRAINING POINTS AVAILABLE	23

Total Points Awarded:

B. WSPTA Convention for 2021. (Total points available = 2)

1. Our PTA plans to send members to the 2021 WSPTA Convention (Upload budget with line item highlighted) - 2 points	
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Total Points Awarded:

- C. Our PTA shares the information from council/region/WSPTA/National PTA with our membership. At least one example from each of the following must be provided: your region (e.g., region director updates, region advocacy/programs/membership/family and community engagement updates, etc.), WSPTA, and National PTA. Regions are different than councils – your region is the first digit of your PTA#. (Total points available = 8)

1. Upload: PTA region information shared example #1 - 2 points	
2. Upload: PTA WSPTA information shared example #2 – 2 points	
3. Upload: PTA National PTA information shared example #3 – 2 points	
4. Upload: PTA (any level) information shared example #4 – 2 points	

Total Points Awarded:

- D. Our PTA networks with others. (Total points available = 2)

1. Upload: Documentation from council secretary indicating council meetings attended (attendance at 2 or more meetings required) - 2 points	
OR	
2. Upload: Example of working with other PTAs or similar organization (e.g. joint events, roundtables, sharing resources, etc.) (one example required) – 2 points	

Total Points Awarded:

TOTAL SECTION 3 POINTS:	Total Points Available = 35	Total Points Awarded <input type="text"/>
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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 Points Awarded:

TOTAL SECTION 4 POINTS:	Total Points Available = 10	Total Points Awarded <input type="text"/>
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Total Points Earned

Section 1: (Maximum points available = 48) _____

Section 2: (Maximum points available = 36) _____

Section 3: (Maximum points available = 35) _____

Section 4: (Maximum points available = 10) _____

Total Points: (Maximum points available = 129) _____

Gold Level (90%) = 115+ Silver Level (80%) 102-114 Bronze Level (70%) 88-101

Do you want to apply for the Platinum Level of Standards of Excellence?

Your PTA/PTSA **MUST** have achieved **Gold Level** status for Standards of Excellence to be considered for the Platinum Level. The **Platinum Standards of Excellence** recognizes PTAs that have gone significantly beyond the attainment of excellence and have demonstrated exceptional qualities that merit replication by others.

Continue to the next page!

Platinum Standards of Excellence – PTA Judging Form 2020-21

Your PTA/PTSA must have achieved **Gold Level** status for Standards of Excellence to be considered for Platinum Level.

Examples provided must be in addition to what was previously provided in this application.

Section 5: PLATINUM LEVEL REQUIREMENTS (Total Points Available = 112)

- A.** Clearly defined and measurable SMART goals have been established by our PTA. Goals are evaluated throughout the year. (Total points available = 6)

1. Upload: Describe process for developing goals. (Why were these goals chosen?) – 2 points	
2. Goals are measurable and clearly defined. (You can tell if each goal was accomplished.) – 2 points	
3. Upload: Description of goal evaluation. (Describe the process for evaluating progress toward meeting goals and how you will know when they are met. When and how often do you evaluate? Do you share the evaluation with your membership?) – 2 points	

Total Points Awarded:

- B.** Programs, events, and committees were designed to address our goals. Using the programs/events/committees submitted in section 1B, please provide program evaluations. (Total points available = 6)

1. Upload: Program/event/committee evaluation (describe how program/event/committee is/is not meeting goal) example #1 – 2 points	
2. Upload: Program/event/committee evaluation (describe how program/event/committee is/is not meeting goal) example #2 – 2 points	
3. Upload: Program/event/committee evaluation (describe how program/event/committee is/is not meeting goal) example #3 – 2 points	

Total Points Awarded:

- C.** Regular (i.e. once a month) communication was provided to members concerning **PTA** issues and activities. How does your PTA communicate? (Total points available = 6)
These examples are in addition to what was already provided (do not duplicate examples provided in section 1C). Credit will not be given for multiple examples of the same method of communication or from the same month.

1. Upload: Method of communication example #1 – 2 points	
2. Upload: Method of communication example #2 – 2 points	
3. Upload: Method of communication example #3 – 2 points	

Total Points Awarded:

- D.** Our PTA determined our members' needs. Member needs can include families, staff, students, and PTA committee chairs/leaders. (Total points available = 6)
These examples are in addition to what was already provided (do not duplicate examples provided in section 1D). Examples should include different methods and different target groups.

1. Upload: Method of determining members' needs example #1 – 2 points	
2. Upload: Method of determining members' needs example #2 – 2 points	
3. Upload: Method of determining members' needs example #3 – 2 points	

Total Points Awarded:

- E. Our PTA is child focused and advocates for children. Examples can include ways your PTA informs your members about or takes action to address the needs of children in your local community, district, region, state, or nation. (Total points available = 4)
These examples are in addition to what was already provided (do not duplicate examples provided in section 1F). Credit will not be given for multiple examples of the same method of advocacy.

1. Upload: Advocating for or addressing the needs of children example #1 – 2 points	
2. Upload: Advocating for or addressing the needs of children example #2 – 2 points	

Total Points Awarded:

- F. Our membership campaign is ongoing, welcomes all who wish to join and participate, and is a priority at our PTA. (Total points available = 18)

WSPTA will fill in membership information for your PTA to calculate any membership increase :			
Current Year Paid Memberships (July 1, 2020– February 28, 2021):	2019 - 20 Paid Memberships (July 1, 2019 – June 30, 2020):	% Increase (if any):	
1. Maintained last year’s membership – 2 points / 1-4% membership gain – 4 points / 5-9% membership gain – 5 points / 10-15% membership gain – 6 points / 16%+ membership gain – 8 points / 100% membership (your PTA must UPLOAD a copy of your 100% Membership application) – 10 points Points will only be awarded for the highest level of membership gain attained (0-10 points available)			
2. Upload: Copy of 100% Staff application – 2 points			
3. Upload: Copy of goals showing a membership-related goal (please highlight membership goal) – 2 points			
4. Upload: Copy of sharing PTA membership benefits with our membership example #1 – 2 points			
5. Upload: Copy of sharing PTA membership benefits with our membership example #2 – 2 points			

Total Points Awarded:

- G. Our volunteers are recognized by name. Examples should be dated if possible. (Total points available = 6)
These examples are in addition to what was already provided (do not duplicate examples provided in section 1H). Credit will not be given for multiple examples of a single method of recognition.

1. Upload: Volunteer appreciation example #1 – 2 points	
2. Upload: Volunteer appreciation example #2 – 2 points	
3. Upload: Volunteer appreciation example #3 – 2 points	

Total Points Awarded:

- H. Family and community engagement. Our PTA reaches out to, and addresses the needs of, our diverse populations, by hosting events, programs, projects that increase family and community engagement. **Examples: welcoming families into the school community, removing barriers, increasing diversity, improving parenting, supporting student services, communicating effectively with diverse populations, increasing volunteering increasing and /or diversifying membership, or collaborating with families, staff, and/or community.** (Total points available = 8)

1. Upload: An article, flyer, or other resource was promoted/provided in another language example #1 – 2 points	
2. Upload: Example or narrative of a program/event/committee/outreach to one of your diverse populations example #1 – 2 points	
3. Upload: Example or narrative of a program/event/committee/outreach to one of your diverse populations example #2 – 2 points	
4. Upload: Example or narrative of a program/event/committee/outreach to one of your diverse populations example #3 – 2 points	

Total Points Awarded:

- I. A mid-year financial review was conducted of our books and records. (Total points available = 4)

1. Upload: Copy of last year’s (fiscal 2019-20) mid-year financial review – 2 points	
2. Upload: Copy of membership meeting minutes showing mid-year financial review results were discussed with membership – 2 points	

Total Points Awarded:

- J. The following requirements from the IRS, state of Washington, and WSPTA were shared with the membership. (Total points available = 6)

1. Upload: Copy of membership meeting minutes showing fiscal year 2019-20 tax filing (or acceptance letter) was discussed with membership – 2 points	
2. Upload: Copy of membership meeting minutes showing annual corporate renewal was discussed with membership (Include current fiscal year if possible based on your incorporation date and membership meeting schedule, otherwise include previous fiscal year) – 2 points	
3. Upload: Copy of membership meeting minutes showing completed Standards of Affiliation (SOA) was discussed with membership – 2 points	

Total Points Awarded:

- K. All elected officers for 2020-21 are trained. (Total points available = 2)

1. Upload: List of all elected officer names, positions, and WSPTA-approved training attended - 2 points	
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Total Points Awarded:

- L. Our PTA promotes and/or shares what we learned at WSPTA events and training opportunities with our committee chairs and/or membership. (Total points available = 6)

1. Upload: Example (minutes, newsletter, email blast, website, other) showing 2020 WSPTA Convention was reported to membership (can be in advance of the event to announce/encourage attendance or after the event to report back) - 2 points	
2. Upload: Example (minutes, newsletter, email blast, website, other) showing a 2020-21 region conference was reported to membership (can be in advance of the event to announce/encourage attendance or after the event to report back) - 2 points	
3. Upload: Example (minutes, newsletter, email blast, website, other) showing results of 2020 Legislative Assembly was reported back to membership. - 2 points	

Total Points Awarded:

- M. Transition, as well as board of directors and committee chair training. Please provide examples of the following: **Credit will not be given for multiple examples of the same training.** (Total points available = 8)

1. Upload: Elected officer transition plan, agenda or meeting minutes – 2 points	
2. Upload: Our PTA held a board retreat/meeting/training/event for the incoming board of directors. Please upload the invite, the agenda, or meeting minutes – 2 points	
3. Upload: Committee chair training plan, PowerPoint, handbook or meeting minutes – 2 points	
4. Upload: Board of directors' training plan, PowerPoint, handbook or meeting minutes – 2 points	

Total Points Awarded:

- N. Our PTA has active members that have leadership roles in council, region, state, and/or the school district. (Total points available = 6)

An active member of your PTA is defined as a committee member, committee chair, board of directors, executive committee, etc. For example, the WSPTA President who joins your PTA is not considered an active member.

1. Upload: Documentation verifying active leadership role example #1 – 2 points	
2. Upload: Documentation verifying active leadership role example #2 – 2 points	
3. Upload: Documentation verifying active leadership role example #3 – 2 points	

Total Points Awarded:

- O. Our PTA participated in the 2020-21 Reflections Program. (Total points available = 6)

1. Upload: Copy of Reflections participation form – 2 points	
2. Upload: Copy of announcement of Reflections program – 2 points	
3. Upload: Example of Student Artist Recognition – 2 points	

Total Points Awarded:

- P. Our PTA has developed a Sustainability Initiative. The most effective and largest impact a PTA can have on sustainability is by the board adopting a Sustainability Initiative. (Total points available = 6)

1. Upload: Board meeting minutes in which the board of directors voted to adopt a Sustainability Initiative. – 2 points	
2. Upload: A document copy of the Sustainability Initiative that was adopted. – 2 points	
3. Upload: An example of how the Sustainability Initiative was communicated to the PTA's community. – 2 points	

Total Points Awarded:

Q. Our PTA makes use of WSPTA **and** National PTA programs and resources. This is different than Section 3, Tab D where you simply share the information with your membership. These are programs and resources your PTA uses or participates in. (Total points available = 10) **At least one example from each association (WSPTA and National PTA) is required.**

1. Upload: PTA's use of WSPTA and National PTA program example #1 – 2 points	
2. Upload: PTA's use of WSPTA and National PTA program example #2 – 2 points	
3. Upload: PTA's use of WSPTA and National PTA program example #3 – 2 points	
4. Upload: PTA's use of WSPTA and National PTA program example #4 – 2 points	
5. Upload: PTA's use of WSPTA and National PTA program example #5 – 2 points	

Total Points Awarded:

TOTAL SECTION 5 POINTS:	Total Points Available = 114	Total Points Awarded	
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Total Section 5 Points: (Maximum points available = 114) _____

Units scoring 85% of points (97 or higher) will be awarded the Platinum Level.