

*This document is meant as a resource to assist in completing an award of excellence. This is not a submission form, only submissions made through the online portal will be accepted.*

## Submission deadline: February 28, 2023

The Local PTA and Council Awards of Excellence Program recognizes local PTAs, community PTAs, and councils whose level of effort in specific areas help them make a difference in their community. To participate in the Local PTA and Council Awards of Excellence Program, the PTA or council must meet the following standards:

- Be in compliance with the requirements of the Standards of Affiliation (SOA). If the PTA or council was chosen for periodic review, all requirements must be in order.
- The PTA must be up to date on membership dues payments to WSPTA.
- The PTA must have at least 25 paid members (or an approved waiver) by October 31.
- The PTA or council must have a president identified in the WSPTA membership database.


Prior to beginning the process, submitters are encouraged to review the additional details available on the Awards of Excellence webpage (<https://www.wastatepta.org/events-programs/awards/excellence/>). The award time frame is from March 15, 2022 – February 28, 2023, unless otherwise noted. Do not include old examples. **Submission deadline for all categories: February 28, 2023**

### Prepare to Submit – Form Questions

The Outstanding Website (PTA) award recognizes local PTA, community PTA, and council websites, as they are an important and effective form of communication.

Websites will be judged on:

- **Home page**
- **Content**
  - Home page message
  - PTA is the primary focus
  - News from other levels of PTA
  - Advocacy/legislation
  - Membership campaign
  - Contact information/feedback
  - Calendar of event
  - Board and membership meetings
  - Links
  - Reflections
  - Training opportunities
- **Overall appearance**

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1. Select one:
    - a. Council PTA
    - b. Local PTA
    - c. Community PTA
  2. PTA website address/URL.
  3. Is website password-protected?
    - a. Yes
    - b. No
  4. Provide information to access website for review.
  5. **Upload a document listing all of the section tabs** (1<sup>st</sup> level) and subtabs (2<sup>nd</sup> level) for your website.
  6. **Upload a minimum of two homepage screenshots.** Examples must be different to show your website is not static and must be dated at least two weeks apart.

# Outstanding Website - Council Judging Rubric

## **Section 1: Home page (Total Points Available = 21)**

1. Name of the PTA/council – 3 points
2. PTA/council # – 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/council 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

## **Section 2: Content (total points available 105)**

### **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. 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

### **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

### **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

**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

**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

**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

**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

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

1. Volunteers and committee chairs are recognized by name 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

**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 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

**K. 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

**L. Training opportunities: The 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

**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)

**Final Outstanding Website (Council) Points and Levels**

Website (Maximum points available = 144)

Gold Level (90%) = 130+

Silver Level (80%) 115-129

Bronze Level (70%) 101-114