

*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: March 15, 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 – March 15, 2023, unless otherwise noted. Do not include old examples. **Submission deadline for all categories: March 15, 2023**

### Prepare to Submit – Form Questions

1. We are submitting for a(n)  
*(The term “activity” will be used to describe any selection through this form for brevity.)*
  - a. Program
  - b. Project
  - c. Activity/Event
2. Title of the activity.
3. Total number of PTAs participating *(for council applications only)*.
4. Focus *(check all that apply)*
  - a. Levy or bond issues
  - b. Voting or voter registration
  - c. Advocacy education
  - d. Funding or budget issues
  - e. Candidate forums
  - f. Curriculum
  - g. Advocacy awareness
  - h. Improving equity or access
  - i. Awareness of community needs
  - j. Other
5. Description-*Describe the activity, including why the focus areas were selected. Be clear and concise.*
6. How many people were served by the activity?

7. If this was an event, how many people attended and/or participated?
8. Upload a brief plan and calendar for the activity.
9. *Goals-Describe the goals of the activity and how it fits with your PTA or council goals. Describe the need that was addressed by the activity and how it was determined.*
10. What was the duration of this activity?
11. *Materials-**Upload examples** of your promotional materials for the activity. What would another PTA or council need to know to replicate this activity?*
12. *Resources-Describe the resources (financial, volunteer requirements, etc.) that are required for this activity. Include whether a grant was received to support the work.*
  - a. **Upload a copy of the submitted activity budget** if applicable (please make a note if there are \$0 associated expenses or income.)
13. *Outcomes and Analysis-Describe the outcomes or impact (both positive and negative) of this activity. Will your PTA/council do this activity again? Include how you evaluated the activity and what specific recommendations were made. Why might another PTA/council choose to try this activity?*
14. Advocacy efforts (check all that apply)
  - a. Recruit advocacy/legislative chair position (filled)
  - b. Regularly attend Legislative Assembly
  - c. Regularly attend WSPTA Convention
  - d. Regular advocacy updates at PTA meetings
  - e. Regular advocacy updates in newsletter or e-blast
  - f. Regularly attend advocacy classes at council, region, or state trainings
  - g. Recruit advocacy /legislative chair position (not filled)
  - h. Regularly attend Focus Day
  - i. Advocacy resources available on our website
  - j. Offer advocacy education for our members
15. Describe the overall and multifaceted advocacy efforts at your local PTA or council.
16. **Share the name** of your PTA's advocacy/legislative chair.
17. **Upload a screenshot** of your website showcasing your advocacy resources and information.

# Advocacy Judging Rubric

*(The term "activity" will be used to describe any selection for brevity.)*

Points:

- 1=partial information provided
- 2=basic information provided for all questions
- 3=detailed information provided for all questions

## **Section 1 – Advocacy (procedural) (maximum points: 31)**

**Description** – A clear and concise description of the activity was given; why the focus areas were selected; number served; brief plan and timeline for activity. (maximum points: 3)

**Goals** – The goals of the activity were described, including how it fits with the PTA or council goals. They described the need that was addressed by the activity and how it was determined. (maximum points: 3)

**Duration** – Duration of this activity was described. (maximum points: 3)

**Materials** – They include examples of the promotional materials for the activity. They included what another PTA or council would need to know to replicate this activity. (maximum points: 3)

**Resources** – The budget for this activity was included, including any grants received. They included information about required resources (financial, volunteer requirements, etc.). (maximum points: 3)

**Outcomes and Analysis** – They described the outcomes (both positive and negative) of this activity and if their PTA or council would do this activity again. They describe the how they evaluated the activity and what specific recommendations were made. They summarized why this activity is something that another PTA or council might choose to try. (maximum points: 3)

**Advocacy Efforts** – 1 point for each item checked and up to 3 points if a narrative was included. (maximum points: 13)

## **Section 2 – Advocacy (subjective) (maximum points: 30)**

1. This activity directly relates to advocacy at the school, local community, council, region, state, or national level. (maximum points: 3)
2. This activity showed originality/creativity or goes beyond the traditional PTA activity. (maximum points: 3)
3. This activity serves a significant number of students/families/PTAs/underserved population/etc. (maximum points: 3)
4. This activity showed significant involvement by members, parents, students, staff, or the community. (maximum points: 3)
5. This activity is an opportunity to increase advocacy awareness and efforts for this PTA or council. (maximum points: 3)
6. This activity is sustainable and worth repeating annually or was a high impact one-time activity. (maximum points: 3)
7. The backup materials provided were a good representation of the activity. They were of good quality and quantity and would help another PTA or council replicate this activity. (maximum points: 3)

8. This activity had/will have positive outcomes and/or significant value for the students or membership served by the PTA or council. (maximum points: 3)
9. This activity is easily reproducible for other PTAs or councils. (maximum points: 3)
10. The application for this activity was well organized, provided requested files and well thought out. (maximum points: 3)

**Final Advocacy Points and Levels**

Maximum total points 61

Gold level (90%) 55+

Silver level (80%) 49-54

Bronze level (70%) 43-48