

Deadline for Submission: Updated to March 15, 2023

The Standards of Excellence Award is a tool to encourage the use of the best practices of PTA management. If your local PTA or council has not participated in awards, the Standards of Excellence is a great place to start. Participating in the Standards of Excellence could be used as a reporting tool to your members. You will need to have the following items available to upload. Organization, Communication, membership, meetings, advocacy, volunteer recognition, financials, training, events/programs/fundraisers.

1. Upload a copy of your PTA's budget with the following items highlighted:
 - a. Training line item (include WSPTA convention, region conference etc.)
 - b. Insurance line item
 - c. Volunteer recognition/awards line item
 - d. Membership dues paid to WSPTA
2. Upload a copy of your PTA's minutes that show the following items highlighted:
 - a. Election of nominating committee
 - b. Election of officers
 - c. Approval of budget
 - d. Approval of standing rules
 - e. Approval of goals
3. Upload a copy of your PTA's minutes that show a report to the members that highlights:
 - a. WSPTA Standards of Affiliation Agreement was completed
 - b. Corporate annual report filed
 - c. Charitable organization registration renewed
 - d. 990 completed
 - e. Year-end financial review (and mid-year if applicable)
4. Upload a copy of your current approved standing rules.
5. Upload policies that will help govern their own PTA. (Examples include money handling, membership subsidy, social media, electronic voting. Examples can be found on the WSPTA resource page.) **These policies are separate from your standing rules.**
 - a. Upload a copy of your PTA's money handling policies.
 - b. Upload a copy of your PTA's social medial policies.
 - c. Upload a copy of your PTA's membership subsidy (payments & scholarships) policies.
 - d. Upload any other examples of PTA policies your PTA has.
6. Upload three examples of surveying your members, parents, staff. **Examples should include different methods and different target groups.**

7. Upload five different types/examples of communication your PTA uses. ***Credit will not be given for multiple examples of the same method of communication or from the same month.***
8. ***Examples must be different – credit will not be given to the same basic example with a different.***
 - a. Upload an example that your PTA provides online membership enrollment.
 - b. Upload three examples of different membership campaigns your PTA used this year.
9. ***Mark examples with notification method and month publicized (for example, Website–September 2022).***
 - a. Upload example of how your PTA membership meeting dates were communicated to your members (*screen shot of website will not be accepted*).
 - b. Upload an example of how your PTA board meetings were communicated to your members (*screen shot of website page will not be accepted*).
 - c. Upload documentation that your PTA leaders regular attending council meetings.
10. ***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. Credit will not be given for multiple examples of the same method of advocacy.***
 - a. Upload three examples of how your PTA advocates for the needs of your students, teachers, and community.
11. Our PTA regularly offers the following awards (Golden Acorn, Honorary Life Membership, Outstanding Advocate, Outstanding Educator, and Outstanding Student Advocate awards may receive credit). Upload example of individual award recognition for your volunteers.
12. ***Examples should be dated if possible.*** Upload 3 examples of volunteers being recognized by name
13. Upload copy of your PTAs financial review(s)
14. Monthly financial reports were provided to the board of directors and/or membership.
 - a. Upload proof that board of directors received monthly financial reports.
 - b. Upload your PTAs year-end financial report.
15. Upload copy of current year insurance certificate
16. Proof of registration or a certification from region director (letter or email) will also be accepted.
 - a. Upload proof your PTA board of directors attended training.

OR

- b. Upload the WSPTA **Training Tracking Spreadsheet** (found on the WSPTA website) to indicate who attended training, what they attended, and when.
17. What does your PTA do? What are you proud of? Show us your amazing PTA events, programs, and fundraisers.
- a. Upload five examples of things your PTA does to support your school, families, and community. (**Narratives are encouraged to explain them.**)

PLATINUM LEVEL

18. Annual goals have been established by our PTA
- a. Upload copy of goals.
 - b. Highlight minutes submitted in first section with proof that goals were approved by members.
 - c. Upload goal evaluation. (**Narrative is welcome to explain.**)
19. ***If examples address the same goal, credit will not be given for both. (Narratives are welcome to explain.)***
- a. Upload three different program/event/committee examples and list which goal it addresses.
20. *At least one example from each of the following must be provided: your or any 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#.*
- a. Upload example of PTA **Region** information shared
 - b. Upload example of PTA **WSPTA** information shared
 - c. Upload example of PTA **National** PTA information shared
 - d. Upload example of **another PTAs** information being shared
21. Upload two examples of your PTA working with another PTA or similar organization. (**Narratives are welcome to explain.**)
22. (*Examples may announce/encourage attendance or after the event to report back.*)
- a. Upload examples showing information about **WSPTA Convention**.
 - b. Upload examples showing information about **WSPTA Autumn Leader Launch**.
 - c. Upload examples showing information about **WSPTA Legislative Assembly**.
 - d. Upload examples showing information about **National PTA Convention**.
23. Maintaining and growing membership is always a top priority for PTAs.
- a. Upload goal for membership growth.

- b. Upload example of sharing PTA membership benefits to your members. **(Either National PTA or WSPTA.)**
 - c. Upload 100% staff application.
 - d. Upload proof of membership increase from last year. **(Current paid members July 1st, 2022-March 15, 2023 and previous year 2021-22 paid memberships July 1, 2022 – June 30th 2022.)**
- 24. Family and community engagement. How does your PTA reach out to, and addresses the needs of your diverse population, 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.
 - a. Upload an article, flyer, or other resource that was promoted/provided in another language. **(Website translate button will not be accepted.)**
 - b. Upload three examples of a program/event/committee/outreach to support one of your diverse populations. **(Narratives are welcome to explain.)**
- 25. **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.**
 - a. Upload as many examples that your PTA has for different members that are active leadership roles outside your PTA. **(Multiple examples for the same person will not be accepted.)**
- 26. Please provide examples of the following: **(Credit will not be given for multiple examples of the same training.)**
 - a. Upload examples of elected officer training or board retreat.
 - b. Upload examples of committee chair training.
 - c. Upload examples of board of director training.
- 27. Reflections is a National PTA arts recognition program.
 - a. Upload an example that your PTA participated in the Reflections program this year.
 - b. Upload an example of promoting the Reflections program to your students.
 - c. Upload an example of student artist recognition.
- 28. PTAs are encouraged to make use of WSPTA **and** National PTA programs and resources. How does your PTA participate in some of these programs and/or use resources provided to you?
At least one example from each association (WSPTA and National PTA) is required.

- a. Upload an example(s) of your PTA using or participating in a National PTA program or resource.
- b. Upload an example(s) of your PTA using or participating in a WSPTA program or resource.

Standards of Excellence Local PTA - Judging Rubric

Uploads (total points available = 28)

Upload a copy of your PTAs budget with the following items highlighted:

- Training line item (include WSPTA convention) **2pt**
- Insurance line item **2pt**
- Volunteer recognition/awards line item **2pt**
- Membership dues received from WSPTA **2pt**

Upload a copy of your PTAs minutes that show the following items highlighted:

- Election of nominating committee **2pt**
- Election of officers **2pt**
- Approval of budget **2pt**
- Approval of standing rules **2pt**
- Approval of goals **2pt**

Upload a copy of your PTAs minutes that show a report to the members:

- WSPTA Standards of Affiliation Agreement was completed **2pt**
- Corporate annual report filed **2pt**
- Charitable organization registration renewed **2pt**
- 990 completed **2pt**
- Year-end financial review (and mid-year if applicable) **2pt**

Organization (total points available = 10)

Standing Rules are the specific conditions or rules a local PTA or council chooses to impose upon itself within the scope of the Washington State PTA Uniform Bylaws. All PTAs must have their own standing rules, and these rules must be approved yearly by their membership.

- Upload a copy of your current approved standing rules **2pt**

PTAs are encouraged to build and approve policies that will help govern their own PTAs (examples include money handling, membership subsidy, social media, electronic voting. Examples can be found on the WSPTA resource page.) ***These policies are separate from your standing rules.***

- Upload a copy of your PTAs money handling policies **2pt**
- Upload a copy of your PTAs social medial policies **2pt**
- Upload a copy of your PTAs membership subsidy (**payment & scholarships**) policies **2pt**
- Upload any other examples of PTA policies your PTA has. **2pt**

Communication: (total points available = 16)

Our PTA determined our members' needs. Member needs should include Families, staff, students, and PTA committee chairs/leaders.

Examples should include different methods and different target groups.

- Upload three examples of surveying your members, parents, staff. **(2pt/example)**

Regular (i.e., once a month) communication was provided to members concerning PTA issues and activities. How does your PTA communicate?

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

- Upload five different types/examples of communication your PTA uses. **(2pt/example)**

Membership: (8 total points available)

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.**

- Upload an example that your PTA provides online membership enrollment **2pt**
- Upload three examples of different membership campaigns your PTA used this year. **(2pt/example)**

Meetings: (6 total points available)

Meetings are held to address the needs of the membership and to conduct the business of the association. Uploaded examples should be different and dated (for example, monthly social media posts, newsletter, or website notifications.) **Mark examples with notification method and month publicized (for example, Website–September 2022).**

- Upload example of how your PTA membership meeting dates were communicated to your members (screen shot of website will not be accepted) **2pt**
- Upload an example of how your PTA board meetings were communicated to your members (screen shot of website page will not be accepted) **2pt**
- Upload documentation that your PTA leaders regular attending council meetings. **2pt**

Advocacy: (6 total points available)

Advocacy is in everything your PTA does. From fundraising to put books in the library, to informing your members. How is your PTA child-focused and advocates for your 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.

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

- Upload three examples of how your PTA advocates for the needs of your students, teachers and community. **2pt/example**

Volunteer recognition: (10 total points available)

Our PTA regularly offers the following awards (Golden Acorn, Honorary Life Membership, Outstanding Advocate, Outstanding Educator, and Outstanding Student Advocate awards may receive credit).

- Upload example of individual award recognition for your volunteers (**1-2 awards offered=2pt, 3+ awards offered=4pt**)

Our volunteers are recognized by name. *Examples should be dated if possible.*

- Upload 3 examples of volunteers being recognized by name (**2pt/example**)

Financials: (8 total points available)

A year-end financial review was conducted of last year’s books and records (fiscal 2021-22)

- Upload copy of your PTAs financial review(s) **2pt**

Monthly financial reports were provided to the board of directors and/or membership

- Upload proof that board of directors received monthly financial reports **2pt**
- Upload your PTAs yearend financial report **2pt**

PTA purchased insurance

- Upload copy of current year insurance certificate **2pt**

Training: (5 total points available)

Having trained and informed officers is part of being a successful PTA. Proof of registration or a certification from region director (letter or email) will also be accepted.

- Upload proof your PTA Board of directors attended training

OR

- Upload the WSPTA *Training Tracking Spreadsheet* (found on the WSPTA website) to indicate who attended training, what they attended, and when.

(1 point will be given for every PTA member that attended a training up to 5 points.)

Events/programs/fundraisers: (10 total points available)

What does your PTA do? What are you proud of? Show us your amazing PTA council events, programs, and fundraisers.

- Upload 5 examples of things your PTA does to support the local PTAs of your area, and your community. **(Narratives are encouraged to explain) 2pt/example**

Gold-Silver-Bronze Points and Levels

Standards of Excellence Local PTA (Maximum points available = 107)

Gold Level (90%) = 96+

Silver Level (80%) 84-95

Bronze Level (70%) 73-83

PLATINUM – 74 points available (must have reached gold level to have enough points to earn platinum)

Organization (12 total points available)

Annual goals have been established by our PTA and approved by our board of directors and/or membership. Goals should continually be evaluated for success and if they are being met.

- Upload copy of goals **2pt**
- Highlight minutes submitted in first section with proof that goals were approved by members. **2pt**
- Upload goal evaluation. Narrative is welcome to explain. **2pt**

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.**

Narratives are welcome to explain.

- Upload: Three different program/event/committee examples and list which goal it addresses. **2pt/example**

Communication (20 total points available)

Sharing information from all corners of PTA is vital for our members. *At least one example from each of the following must be provided: your or any 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#.*

- Upload example of PTA **Region** information shared **2pt**
- Upload example of PTA **WSPTA** information shared **2pt**
- Upload example of PTA **National** PTA information shared **2pt**
- Upload example of **another PTAs** information being shared **2pt**

PTAs working with each other, and similar organizations gets things done. How does your PTA council network with others?

- Upload 2 examples of your PTA council working with another PTA councils or similar organization. Narratives are welcome to explain. **2pt/example**

Communicating what your PTA is participating in and informing your members is very important. How does your PTA promote and/or share what you have learned at WSPTA events and training opportunities with our committee chairs and/or membership? **(announce/encourage attendance or after the event to report back)**

- Upload examples showing information about **WSPTA Convention. 2pt**
- Upload examples showing information about **WSPTA Autumn Leader Launch. 2pt**
- Upload examples showing information about **WSPTA Legislative Assembly 2pt**
- Upload examples showing information about **National PTA Convention 2pt**

Membership (8 total points available)

Maintaining and growing membership is always a top priority for PTAs. How does your PTA set goals to increase and maintain your membership?

- Upload goal for membership growth. **2pt**
- Upload example of sharing PTA membership benefits to your members. **(Either National PTA or WSPTA.) 2pt**
- Upload 100% staff application. **2pt**

- Upload proof of membership increase from last year. (Current paid members July 1, 2022-March 15, 2023 and 2021-2022 paid memberships July 1, 2021 – June 30, 2022.) **2pt**

Family and community engagement (8 total points available)

Family and community engagement. How does your PTA reach out to, and addresses the needs of your diverse population, 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.**

- Upload an article, flyer, or other resource that was promoted/provided in another language. (Website translate button will not be accepted) **2pt**
- Upload three examples of a program/event/committee/outreach to support one of your diverse populations. (Narratives are welcome to explain) **2pt/example**

Leadership Development and Growth (16 total points available)

Our PTA has active members that have leadership roles in council, region, state, and/or the school district.

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.

- Upload as many examples that your PTA has for different members that are active leadership roles outside your PTA. **(Multiple examples for the same person will not be accepted.) 2pt/example up to five people**

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. (Handbook, training meeting, PowerPoint)**

- Upload examples of elected officer training or board retreat. **2pt**
- Upload examples of committee chair training. **2pt**
- Upload examples of board of director training. **2pt**

Events/Programs/Fundraisers (10 total points available)

Reflections is a National PTA arts recognition program.

- Upload an example that your PTA participated in the Reflections program this year. **2pt**
- Upload an example of promoting the Reflections program to your students. **2pt**
- Upload an example of student artist recognition. **2pt**

PTAs are encouraged to make use of WSPTA **and** National PTA programs and resources. How does your PTA participate in some of these programs and/or use resources provided to you? **At least one example from each association (WSPTA and National PTA) is required.**

- Upload an example(s) of your PTA using or participating in a National PTA program or resource. **2pt**
- Upload an example(s) of your PTA using or participating in a WSPTA program or resource. **2pt**

Final Platinum Level Points – Local PTA (74 points total) Scoring 85% of points (63 or higher plus 96+ from SOE section) will achieve the platinum level.