

*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 14, 2024

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, 2023 – March 14, 2024, unless otherwise noted. Do not include old examples. **Submission deadline for all categories: March 14, 2024**

### Prepare to Submit – Form Questions

1. **Our PTA uses a variety of communication methods to reach our members.**
  - a. **Upload examples** of the various methods of communication used by your local PTA, community PTA, or council (2 points each up to 15 examples for a maximum of 30 points). Credit will not be given for multiple examples of the same communication method (e.g. do not include two surveys or two e-mails, etc.). **Make sure that uploaded files provide examples based on questions 2 through 7 to achieve full credit.**
  - b. **Name/logo branding:** Judges feel it is clear the communication is from your local PTA/community PTA/council and not the school or district (PTA/council name (logo) and PTA number are prominent) – (maximum points=8) 5 examples have PTA/council name/logo=2 points, 10 examples have PTA/council name/logo=4 points, 15 examples have PTA/council name/logo=6 points, PTA number is displayed on >5 communications=2 points
  - c. **Appearance:** (maximum points=4) Judges feel examples are eye catching and use fonts appropriately when applicable (i.e. large enough to read, not too many different fonts used in one example, etc.) – 2 points
2. **PTA is the primary focus:** Communication was provided to members concerning PTA issues and programs from your PTA or council (i.e. mission, vision, goals, programs and activities focusing on parental involvement, and the health/safety/welfare/education of children and youth, etc.).
3. **News from other levels of PTA:** Communication was provided to members, sharing information and programs from other levels of PTA (i.e. council/region/WSPTA/National PTA).

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4. **Advocacy/Legislation:** Communication was shared with members regarding local, state and national advocacy/legislative information.
  5. **Membership Campaign:** Communication was provided to members to keep them informed of ongoing membership campaign and membership goals, benefits of PTA membership, etc.
  6. **Membership Meetings:** Communication was shared with membership regarding membership meeting dates.
  7. **Bi-Lingual :** Communication was provided to members that included bi-lingual text, link/button to translate or references where to download translated articles or flyers.

# Outstanding Communication Strategy Judging Rubric

## **Section 1 – Outstanding Communication Strategy (Local PTA/community PTA/council uses a variety of communication methods in an effort to reach our members.) (total points available = 30)**

Score uploaded examples of the various methods of communication used by the local PTA/community PTA/council (2 points each up to 15 examples for a maximum of 30 points. Credit will not be given for multiple examples of the same communication method (e.g. two surveys or two e-mails, etc.). These examples will be used for section 2 and 3. **To earn full points, example must clearly show PTA text or logo**

1. Example 1 (2 points)
2. Example 2 (2 points)
3. Example 3 (2 points)
4. Example 4 (2 points)
5. Example 5 (2 points)
6. Example 6 (2 points)
7. Example 7 (2 points)
8. Example 8 (2 points)
9. Example 9 (2 points)
10. Example 10 (2 points)
11. Example 11 (2 points)
12. Example 12 (2 points)
13. Example 13 (2 points)
14. Example 14 (2 points)
15. Example 15 (2 points)

## **Section 2 – Outstanding Communication Strategy (Appearance and Branding) (total points available = 12)**

**Name/logo branding:** Judges feel it is clear the communication is from your local PTA/community PTA/council and not the school or district (PTA/council name (logo) and PTA number are prominent) – (maximum points=8)

- 5 examples have PTA/council name/logo=2 points
- 10 examples have PTA/council name/logo=4 points
- 15 examples have PTA/council name/logo=6 points
- PTA number is displayed on >5 communications=2 points

**Appearance:** (maximum points=4)

- Judges feel examples are eye catching when applicable (i.e. nice layout, color scheme, etc.) – 2 points
- Judges feel examples use fonts appropriately when applicable (i.e. large enough to read, not too many different fonts used in one example, etc.) – 2 points

## **Section 3: Local PTA/Community PTA/Council Content (Total Points Available = 12)**

In the examples uploaded:

- A. PTA is the primary focus- communication was provided to members concerning PTA issues and programs from your PTA or council (i.e. mission, vision, goals, programs and activities focusing on parental involvement, and the health/safety/welfare/education of children and youth, etc.). (2 points)

- B. News from other levels of PTA- information and programs from other levels of PTA (i.e. council/region/WSPTA/National PTA). (2 points)
- C. Advocacy/Legislation- PTA shares local, state and national advocacy/legislative information with our members. (2 points)
- D. Membership Campaign- communication was provided to members to keep them informed of ongoing membership campaign and membership goals, benefits of PTA membership, etc. (2 points)
- E. Membership Meetings- membership meeting dates are shared with membership. (2 points)
- F. **Bi-lingual communication:** Do any of the examples provided include bi-lingual text, link/button to translate or references where to download the article/flyer translated? (2 points)

**Final Outstanding Communication Strategy Points and Levels**

Maximum total points 54

Gold level (90%) 49+

Silver level (80%) 43-48

Bronze level (70%) 38-42