

*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

The Outstanding Newsletter award recognizes local PTA, community PTA, and council newsletters. Criteria for judging includes PTA identification, content, overall appearance, and creativity. Newsletters can be printed or sent via email/online. However, they must be in the original format it was sent to your members, do not alter or highlight any areas of the newsletters. **Actual newsletter files must be uploaded. Links to newsletter will not be accepted.**

Newsletters will be judged on:

- **Masthead or footer**
  - Name of the newsletter
  - Name of the PTA/council
  - PTA/council #
  - Month and year of newsletter
  - Editor or president's name
  - Community served (i.e., school, school district, city)
  - PTA logo (at least one of the following – local PTA/council, WSPTA, National PTA)
  - PTA website address or link
  - PTA social media information or link (i.e., Facebook, Twitter, Pinterest, other)

- **Content**

- PTA's vision and mission is a primary focus
- Advocacy/legislation
- Membership campaign
- Executive committee and/or board of directors' members are designated by position with contact information
- Calendar of events
- News from other levels of PTA
- Board and membership meeting reports
- Committee and program updates or reports
- Volunteer recognition by name
- Community news
- Officer and board of directors training/education
- Bi-lingual articles
- Diverse school populations
- PTA programs and awards

- **Overall appearance and creativity**

1. Select one:
  - a. Council PTA
  - b. Local PTA
  - c. Community PTA
2. PTA newsletter name
3. Number of issues published monthly
  - a. Drop down choices of 1 through 8
4. Newsletter distributed via:
5. Upload three calendar months' worth of publications.
  - a. If newsletters are monthly, then send in a total of three issues – one per month.
  - b. If newsletters are sent twice a month, then send in six issues – two per month.
  - c. If newsletters are sent weekly, then send in a total of twelve issues – four per month.

# Outstanding Newsletter - Council Judging Rubric

## Section 1- Masthead and Footer (total points 18)

1. Name of the newsletter – 2 points
2. Name of the PTA/council – 2 points
3. PTA/council # – 2 points
4. Month and year of newsletter – 2 points
5. Editor or president’s name – 2 points
6. Community served (i.e., school, school district, city) – 2 points
7. PTA logo (at least one of the following – local PTA/council, WSPTA, National PTA) – 2 points
8. PTA website address or link – 2 points
9. PTA social media information or link (i.e., Facebook, Twitter, Pinterest, other) – 2 points

## Section 2-Content (total points 84)

1. PTA’s vision and mission is a primary focus: Do the issues provided include articles or submissions on topics of parent interest or parent education, health/safety/welfare/education of children and youth? **(Total points available = 6)**. Judges must be able to find one example from each of the three months submitted. Credit will not be given for multiple examples in the same month.
  - Month #1 – Issue dated - 2 points
  - Month #2 – Issue dated - 2 points
  - Month #3 – Issue dated - 2 points
2. Advocacy/Legislation: Do the issues provided include articles/submission on topics of advocacy and legislation (i.e. Legislative Assembly information, WSPTA legislative platform, Focus Day, public policy regarding children, schools, and families, local school bond/levy information, etc.)? **(Total points available = 6)** Judges must be able to find one example from each of the three months submitted. Credit will not be given for multiple examples in the same month.
  - Month #1 – Issue dated - 2 points
  - Month #2 – Issue dated - 2 points
  - Month #3 – Issue dated - 2 points
3. Membership campaign: Do the issues provided include membership updates, link to online join through memberplanet for membership form, membership campaign updates, or provide information on how and why to join PTA? For councils do they include membership payment reminders, membership training/education, etc.? **(Total points available = 6)** Judges must be able to find one example from each of the three months submitted. Credit will not be given for multiple examples in the same month.
  - Month #1 – Issue dated - 2 points
  - Month #2 – Issue dated - 2 points
  - Month #3 – Issue dated - 2 points

4. Executive committee and/or board of directors' members are designated by position with contact information: Do the issues provided include or provide a link (should be marked) to contact the executive committee (elected officers) and/or board of directors listed by position? **(Total points available = 6)** Judges must be able to find one example from each of the three months submitted. Credit will not be given for multiple examples in the same month.
  - Month #1 – Issue dated - 2 points
  - Month #2 – Issue dated - 2 points
  - Month #3 – Issue dated - 2 points
5. Calendar of events: Do the issues provided include a calendar, list or link to upcoming events (i.e. PTA events, school events, community events, meeting reminders, training opportunities, council events, WSPTA events, and deadlines, etc.)? **(Total points available = 6)** Judges must be able to find one example from each of the three months submitted. Credit will not be given for multiple examples in the same month.
  - Month #1 – Issue dated - 2 points
  - Month #2 – Issue dated - 2 points
  - Month #3 – Issue dated - 2 points
6. News from other levels of PTA: Do the issues provided include news from National PTA, WSPTA, region, and/or council and are contributing sources identified? Possible sources include: “Our Children”, National PTA or WSPTA websites, WSPTA Leadership News, Facebook (National PTA, WSPTA, region, council), region or council newsletters/communication, etc. **(Total points available= 12)** All examples must be from different months. Credit will not be given for multiple examples in the same month.
  - National PTA example #1 – Issue dated - 2 points
  - National PTA example #2 – Issue dated - 2 points
  - WSPTA example #1 – Issue dated - 2 points
  - WSPTA example #2 – Issue dated - 2 points
  - Region/council example #1 – Issue dated \_ - 2 points
  - Region/council example #2 – Issue dated \_ - 2 points
7. Board and membership meeting reports: Do the issues provided include, or have a link to: agendas, summary, and/or meeting highlights? **(Total points available = 6)** Judges must be able to find one example from each of the three months submitted. Credit will not be given for multiple examples in the same month.
  - Month #1 – Issue dated - 2 points
  - Month #2 – Issue dated - 2 points
  - Month #3 – Issue dated - 2 points
8. Committee and program updates or reports: Do the issues provided include committee and/or program updates/reports? **(Total points available = 6)** Judges must be able to find one example from each of the three months submitted. Credit will not be given for multiple examples in the same month.
  - Month #1 – Issue dated - 2 points
  - Month #2 – Issue dated - 2 points
  - Month #3 – Issue dated - 2 points

9. Volunteer recognition by name: Do the issues provided include volunteer and/or committee chair recognition by name? **(Total points available = 6)** Judges must be able to find one example from each of the three months submitted. Credit will not be given for multiple examples in the same month.
  - Month #1 – Issue dated - 2 points
  - Month #2 – Issue dated - 2 points
  - Month #3 – Issue dated - 2 points
10. Community news: Do the issues provided include community news information (i.e., school, school district, school district foundation, local community, etc.) with contributing sources clearly identified? **(Total points available = 6)** Judges must be able to find one example from each of the three months submitted. Credit will not be given for multiple examples in the same month.
  - Month #1 – Issue dated - 2 points
  - Month #2 – Issue dated - 2 points
  - Month #3 – Issue dated - 2 points
11. Officer and board of directors training/education: Do the issues provided include information about trainings offered/attended/received from National PTA, WSPTA, region, and/or council, and/or reporting back after training was completed (i.e. region conference, Leadership Conference, PTA and the Law, Legislative Assembly, WSPTA Convention, National PTA Convention, other region or council training, Focus Day, etc.)? **(Total points available = 6)** Credit will not be given for multiple examples in the same month.
  - National PTA example #1 – Issue dated - 2 points
  - WSPTA example #2 – Issue dated - 2 points
  - Region or council example #3 - Issue dated - 2 points
12. Bi-lingual articles: Do the issues provided include bi-lingual articles, link/button to translate or references where to download the article translated? **(Total points available = 4)** Credit will not be given for multiple examples in the same month.
  - Month #1 – Issue dated - 2 points
  - Month #2 – Issue dated - 2 points
13. Diverse school populations: Do the issues provided include articles for your diverse population or outreach (this could be from Washington State PTA, articles on special education, multi-cultural leaders, advocating on special needs bills, information on community resources for families in need, etc.) **(Total points available = 4)** Credit will not be given for multiple examples in the same month.
  - Month #1 – Issue dated - 2 points
  - Month #2 – Issue dated - 2 points
14. PTA programs and awards: Do the issues provided include articles on PTA programs and awards such as Reflections, WSPTA Essay Contest, WSPTA Awards of Excellence, individual awards (i.e. Golden Acorn, Outstanding Educator, etc.), etc. **(Total points available = 4)** Credit will not be given for multiple examples in the same month.
  - Month #1 – Issue dated - 2 points
  - Month #2 – Issue dated - 2 points

### **Section 3-Overall appearance and creativity (total points possible 15)**

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. Are the examples easy to read (fonts are in proper sizes, styles used enhance clarity, adequate spacing between elements, appealing color scheme)? **(Total points available = 3)**
2. Do the examples provided include photos/clipart/kids' activities/other strategies to ensure readership? **(Total points available = 3)**
3. Do the examples provided have an overall interesting and engaging appearance? **(Total points available = 3)**
4. Do the examples provided have a logical layout? **(Total points available = 3)**
5. Are the examples provided well branded? (i.e. good use of PTA logo(s), obvious it is a PTA communication, consistent graphics used, etc.) **(Total points available = 3)**

### **Final Outstanding Newsletter Points and Levels**

Maximum total points 117

Gold level (90%) 105+

Silver level (80%) 94-104

Bronze level (70%) 82-93