

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. If you have questions, please contact the WSPTA Award of Excellence committee prior to submitting. goecommittee@wastapta.org

Submission deadline: March 12, 2026

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 WSPTA Standards of Affiliation (SOA).
- 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.
- **Please note:** If your PTA is not in compliance with the SOA requirements your entry will be disqualified and not judged.

Prior to beginning the process, submitters are encouraged to review the additional details available on the Awards of Excellence webpage (<https://www.wastapta.org/events-programs/awards/excellence/>). The award time frame is from March 14, 2025 – March 12, 2026, unless otherwise noted. Do not include old examples.

The Outstanding Newsletter recognizes local PTA and council newsletters as they are an important and effective form of communication.

Instructions for submitting examples:

1. **Non formatted informational emails will NOT be accepted. Only formatted newsletters sent from your Council.**
2. Newsletters uploaded must be in their original format that was sent to members.
3. Links to newsletters will **NOT** be accepted for judging.
4. **Links to other items included in your newsletter will be accepted where asked, IF they are clearly marked where the link will take you.**
5. Examples uploaded must have **dates**.
6. Label top of ALL examples with specifics (for example September 2025 newsletter)
7. Partial credit may be awarded if deemed appropriate by the judging committee.
8. Decisions of the program committee and WSPTA program director are final.

Prepare to Submit – (Make sure you have everything ready for uploading before you start the process)

You will be asked to answer/submit the information for the following items:

1. Number of issues published monthly.
2. Upload four newsletters only.
 - Each newsletter must be from a different month. Only one per month
 - If your PTA publishes multiple newsletters per month, your PTA should submit the newsletters that best meets all the requirements.
 - Publications between. March 13, 2025- March 12, 2026

Tip: Make sure to review the information below, before choosing your four newsletters to submit.

Outstanding Council Newsletter - PTA Judging Rubric

Multiple examples of same criteria in the same month will not be given extra points beyond points listed.

Section 1- Masthead and Footer (total points = 14)

1. Name of the newsletter – **2 points**
2. Name of the Council– **2 points.**
3. PTA number – **2 points.**
4. Date of newsletter – **2 points.**
5. Branding: your PTA logo, WSPTA and/or NPTA logo. – **2 points.**
6. PTA website address or link – **2 points.**
7. Integration with social media links (i.e., Facebook, Twitter, Pinterest, other) – **2 points.**

Section 2-Newsletter Content by Subject (total points =208)

1. **PTA's vision and mission** (Total points available = 2 per month – 8 total points). Each submitted month should include the following example criteria.

Examples:

Includes information about parent/family/students' interest/education/health/safety/welfare.

- Month #1 – **2 points**
- Month #2 – **2 points**
- Month #3 – **2 points**
- Month #4 – **2 points**

2. **Calendar of events:** (Total points available = 2 per month- 8 total points) Each submitted month should include the following example criteria.

Examples:

Includes a link or list of your Councils calendar of events. (Links must be clearly marked calendar.)

- Month #1 – **2 points**
- Month #2 – **2 points**
- Month #3 – **2 points**

- Month #4 – 2 points

3. News from other levels of PTA: (Total points available = 6 per month – 24 total points) Each submitted month should include the following example criteria.

Examples:

- National PTA news or information example - 2 points per month.
- WSPTA news or information example - 2 points per month.
- Region news or information example - 2 points per month.

4. Community news: (Total points available = 2 per month- 8 total points) Each submitted month should include the following example criteria.

Examples:

Includes information or news from/school district/school foundation and/or local community

- Month #1 – 2 points
- Month #2 – 2 points
- Month #3 – 2 points
- Month #4 – 2 points

5. Membership: (Total points available = 8 per month – 32 total points) Each submitted month should include the following example criteria.

Examples:

- Includes membership goals and/or membership updates – 2 points per month
- Includes information about local PTA's membership growth and/or award level achievements. – 2 points per month
- Includes information/links to WSPTA/NPTA member benefits – 2 points per month.
- Includes membership "Why Join" articles – 2 points per month.

6. Board and membership meeting reports: (Total points available = 2 per month 8 total points) Each submitted month should include the following example criteria.

Examples:

Includes information or links to the meeting agendas, summary, or meeting highlights. (Date of meetings will not be accepted)

- Month #1 – 2 points
- Month #2 – 2 points
- Month #3 – 2 points
- Month #4 – 2 points

7. Committee and program updates or reports: (Total points available = 6 per month- 24 total points) Each submitted month should include the following example criteria.

Example:

- Includes information/updates about your council events and activities – 2 points per month
- Includes information/updates about your council fundraisers – 2 points per month
- Includes committee reports and updates – 2 points per month

8. Volunteer recognition and recruitment: (Total points available = 2 per month- 8 total points) Each submitted month should include the following example criteria.

Examples:

Includes volunteer recognition by name and volunteer recruitment opportunities.

- Month #1 – 2 points
- Month #2 – 2 points
- Month #3 – 2 points
- Month #4 – 2 points

9. Outreach/Diversity/Family Engagement: (Total points available = 2 per month- 8 total points)

Each submitted month should include the following example criteria.

Examples:

Includes links or information on diversity, equity, and inclusion (DEI) for parents/families.

- Month #1 – 2 points
- Month #2 – 2 points
- Month #3 – 2 points
- Month #4 – 2 points

10. Advocacy/Legislation: (Total points available = 2 per month- 8 total points)

Each of the submitted months should include the following example criteria.

Examples:

Examples can include ways your Council informs your Local PTAs about or takes action to address the needs of children in your local community/district/region/state/nation.

- Month #1 – 2 points
- Month #2 – 2 points
- Month #3 – 2 points
- Month #4 – 2 points

11. Executive committee and/or board of directors: (Total points available = 2 per month- 8 total points)

Each submitted month should include the following example criteria.

Examples:

Includes a link to contact your Council executive board of directors.

- Month #1 – 2 points
- Month #2 – 2 points
- Month #3 – 2 points
- Month #4 – 2 points

12. PTA programs and awards: (Total points available = 8 per month- 32 total points)

Each submitted month should include the following example criteria.

Examples:

- Includes information about NPTA Reflections/your Councils Reflections program. **2 points per month**
- Includes Reflections student artist recognition and awards. **2 points per month**
- WSPTA Awards of Excellence/essay contest/scholarships. **2 points per month.**
- Includes information about PTA individual awards (*golden acorn/outstanding educator/specialized local PTA awards/etc.*) **2 points per month.**

13. Training/Support: (Total points available = 8 per month – 32 total points)

are a primary focus: Each submitted month should include the following example criteria.

Examples:

- Includes information about council board attending training and reporting back. **2 points per**

month.

- Includes training opportunities for local PTAs offered by NPTA/WSPTA or your council. **2 points per month.**
- Includes information on how your council can assist or educate local PTAs. **2 points per month.**
- Includes a link to the WSPTA “Training Tracking” Sheet. 2 points per month **2 points per month.**

Section 3 Overall Newsletter Content (total points possible = 14 points possible)

The following items should be found **ONE** time within the samples of submitted newsletters from your council.

- Council budget updates for events, programs, activities and fundraisers. **2 points**
- Information about WSPTA Legislative Assembly. **2 points**
- Information about WSPTA Focus Day. **2 points**
- Spotlight on local PTA’s. **2 points**
- School board information. **2 points**
- District/community resources. (example; food banks, clothing closets, parent talks) **2 points**
- Includes bi-lingual articles/link to translate or information on where to download the article translated. **2 points**

Section 4-Overall appearance and creativity (total points possible 8)

1. **Engaging Visuals:** the examples provided use photos, graphics and student artwork to breakup text and make the newsletter more appealing. **2 points**
2. **Concise and clear:** the examples provided keep the content brief and easy to scan, using bullet points, headers and visuals. **2 points**
3. **Appearance:** the examples provided have an overall interesting and engaging appearance. **2 points.**
4. **Branding:** the examples provided are well branded? (i.e. good use of PTA logo(s), obvious it is PTA communication,) **2 points.**

Final Outstanding Newsletter Council Points and Maximum total points: 244

Gold level (90%) = 243-219

Silver level (80%) = 218-195

Bronze level (70%) = 196-171

PLATINUM LEVEL total points available = 14

The following items should be found ONE time within the four samples of submitted newsletters from your council.

1. District/community resources, (food bank/clothing closets/parent talks) **2 points**
2. School district bond/levy information or updates. **2 points**
3. Link or information to NPTA or WSPTA diversity, equity, and inclusion resources for students/parents/families. **2 points**
4. Link to school district volunteer application process. **2 points**
5. Council president message. **2 points**
6. Newsletter that is fully translatable for a different language. **2 points**
7. Includes an article about something exciting your council has done or accomplished. **2 points**

Must reach gold level to achieve platinum.

Platinum level total points = 12