

# OUTSTANDING WEBSITE - COUNCIL AWARD OF EXCELLENCE

Application Instructions and Judging Form 2025-2026

*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. [aoecommittee@wastatpta.org](mailto:aoecommittee@wastatpta.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.wastatepta.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 Website (PTA) award recognizes local PTA, community PTA, and council websites, as they are an important and effective form of communication.**

### Instructions for submitting examples:

- **A link without additional information will be worth 1 point, where stated.**
- Examples uploaded must have **dates** whenever possible.
- Partial credit may be awarded if deemed appropriate by the judging committee.
- Decisions of the program committee and WSPTA program director are final.

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

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

1. PTA website address/URL.
2. Provide information to access website for review. Including passwords for **ALL** tabs.
3. **Upload a document listing all the section tabs (1<sup>st</sup> level) and subtabs (2<sup>nd</sup> level) for your website.**

# Outstanding Website - Council Judging Rubric

## **Section 1: Home page (Total Points Available =16)**

1. **Upload two FULL homepage screenshots dated.** Each example must be from different dates **at least a month** apart to prove to the judges that your website changes and is not static. - **4 points.**

### **The following items are visible on your PTA website home page**

2. Name of the PTA council – **2 points.**
3. PTA Council number – **2 points.**
4. **Branding:** your PTA logo, WSPTA and/or National PTA logo. (i.e. PTA logo, PTA name in larger/bolder font, etc.) – **2 points.**
5. Integration with social media. Links to your PTA's social media pages (i.e. Facebook, Twitter, Pinterest, other) – **2 points.**
6. Does the home page message include your PTAs mission and vision? – **2 points.**
7. Is your website home page message prominently located? – **2 points.**

## **Section 2: Content (total points available =106)**

### **A. PTA is the primary focus: (Total points available = 8)**

1. The website establishes itself as a PTA website and not a school website – **2 points.**
2. The website has downloadable PTA forms (at least 2 downloadable forms available) – **2 points.**
3. The website lists your PTA's goals – **2 points.**
4. The website has notice or summaries of PTA training opportunities (i.e. region conferences, WSPTA Convention, August Leadership Launch, PTA and the Law, approved council trainings if part of a council, etc.) – **2 points.**

### **B. News from other levels of PTA: Links without additional information will be worth 1 point. (Total points available = 8)**

1. The website has regional information – **2 points.**
2. The website has WSPTA information – **2 points.**
3. The website has National PTA information – **2 points.**
4. The website has/shares information about local PTAs events – **2 points.**

### **C. Advocacy/Legislation Section or Tab: (Total points available = 12)**

1. The website has an advocacy/legislative section or tab – **2 points.**
2. The website has at least three advocacy/legislative links – **2 points.**
3. The website has information about the CURRENT WSPTA legislative platform – **2 points.**
4. The website has information about attending or summaries of advocacy events (i.e. Legislative Assembly, Focus Day, etc.) – **2 points.**
5. The website has information about how to contact your representatives and senators – **2 points.**
6. The website has information about how to contact your council, region, and state advocacy/legislative chairs – **2 points.**

**D. Outreach/Diversity/Family Engagement Section/Tab: (Total points available = 8)**

1. Website includes information about events, committees, or outreach to support your communities/schools' diverse populations. – **2 points.**
2. Website includes articles, flyers, translate button, or other resources that promote/provide information in other languages. – **2 points.**
3. Website includes links to WSPTA and or National PTA Diversity, equity, and inclusion (DEI) resources. – **2 points.**
4. Website includes NPTA Standards for Family-School partnerships – **2 points.**

**E. PTA Membership Section/Tab: (Total points available = 12)**

1. The website has information and/or resources about the current WSPTA online membership enrollment program. – **2 points.**
2. The website recognizes/lists the council's local PTAs' membership awards (e.g. bronze, silver, gold, etc.) – **2 points.**
3. The website lists your council/region and/or WSPTA membership goals – **2 points.**
4. The website provides information about why to join PTA – **2 points.**
5. The website provides membership resources and links for local PTAs. – **2 points.**
6. The website lists the benefits of PTA membership (i.e. local, state, and national membership benefits/perks/discounts) – **2 points.**

**F. Contact information/feedback: (Total points available = 6)**

1. Executive committee members (elected officers) are designated by position with contact information. – **2 points.**
2. Board of director members are designated by position with contact information – **2 points.**
3. The website offers an opportunity for people to give feedback or ask questions (i.e. survey links, suggestion box, "contact us" etc.) – **2 points.**

**G. Calendar of events: (Total points available = 6)**

1. The website includes a list or calendar of upcoming PTA events – **2 points.**
2. The website includes school, school district, and/or community event dates – **2 points.**
3. The website includes information about WSPTA/NPTA events and trainings. – **2 points.**

**H. PTA board of director and membership meetings: (Total points available = 6)**

1. The complete list of membership meeting dates for the year are available and easy to find on the website as a stand-alone document or list – **2 points.**
2. The complete list of board of director meeting dates for the year are available and easy to find on the website as a stand-alone document or list – **2 points.**
3. The website has membership meeting summaries available for members to review. – **2 points.**

**I. Volunteering Information and Recognition: (Total points available = 10)**

1. Volunteers and committee chairs are listed by name on the website – **2 points.**
2. Volunteer opportunities are available on the website – **2 points.**
3. Website includes a link to school district volunteer application process. – **2 points.**
4. Website includes information about PTA volunteers awards – **2 points.**
5. There is a way for potential volunteers to contact the appropriate PTA leader (e.g. downloadable form, link, email address, etc.) – **2 points.**

**J. Links: (Total points available = 6)**

1. The website has a link to the school and/or school district served – **2 points**.
2. The website has at least **four** other educational/parenting/government/kid activity links – not including links to council/region/WSPTA/National PTA (e.g. OSPI, library, parks & rec, community events, etc.) – **4 points**.

**K. Reflections Information and Resources: (Total points available = 12)**

1. The website has current Reflections tab or section – **2 points**.
2. The website has current Reflections resources or a link to WSPTA/NPTA websites – **2 points**.
3. The website lists dates for Reflections to be turned into council – **2 points**.
4. The website has current Reflections theme – **2 points**.
5. The website provides information about running a successful Reflections program at the local PTA – **2 points**.
6. The website has section for student recognition – **2 points**.

**L. Training opportunities: (Total points available = 12)**

1. The website has a training section or tab – **2 points**.
2. The website has a calendar listing training dates and times – **2 points**.
3. Website includes links to both WSPTA and NPTA online training opportunities. – **2 points**.
4. Website includes a link to the WSPTA Standards of Affiliation form (SOA) – **2 points**.
5. The website explains training responsibilities as it pertains to the WSPTA Standards of Affiliation - **2 points**.
6. The website gives opportunity to request training – **2 points**.

**Section 3: Overall appearance (Total points available = 12)**

1. Is the website interesting and engaging? – **2 points**.
2. Is the website text easy to read (fonts are in proper sizes and clarity)? – **2 points**.
3. Is the website layout clean and clear (not cluttered or too busy)? – **2 points**.
4. Is the website easy to navigate (sections and tabs are clearly labeled and intuitive)? – **2 points**.
5. Is there adequate spacing between elements (not too densely packed)? – **2 points**.
6. Does the website have interactive elements (tabs, links, videos, “pop-ups”, etc.)? – **2 points**.

**Final Outstanding Website (Council) Points and Levels**

Website (Maximum points available =134)

**Platinum Level (100%)134**

Gold Level (90%) = 133-121

Silver Level (80%) = 120-107

Bronze Level (70%) = 106-94