

This document is meant as a resource to assist in completing an award of excellence. If you have questions, please contact the WSPTA Award of Excellence committee prior to submitting. aoecommittee@wastaetpta.org

Submission deadline: March 11, 2027

The Local PTA and Council Awards of Excellence Program recognize 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).
- All SOA information must be uploaded into the WSPTA Membership Database for verification purposes
- **Please note:** If your PTA is not in compliance with the SOA requirements your entry will be disqualified and not judged.

The award time frame is from March 13, 2026 – March 11, 2027

Instructions for submitting examples:

- Whenever possible, uploaded examples must include dates.
- **If your activity requires prior membership approval, upload the minutes documenting the approval in section 5.a.**
- The actual date of the activity must fall within the timeframe
- Label the top of all examples with specifics details, for example, “September 2026 Board of Directors’ minutes.”
- If submitting an example included in an email, newsletter, minutes, budget, screenshot etc., it must be clearly **highlighted** for the judges to locate.
- Links will not be accepted as a submission or as a means to provide additional information.
- Partial credit may be awarded if deemed appropriate by the judging committee.
- Decisions made by the program committee and the WSPTA program director are final.

The purpose of this award is to promote advocacy at local PTAs, community PTAs, and councils by recognizing programs, projects, activities and events that increase awareness of and participation in advocacy issues at the school, local community, council, region, state, or national levels.

Prepare to Submit – Make sure you have everything ready for uploading before starting the submission process.

This award is to recognize ONE event, program or activity.

The term “activity” will be used to describe any selection through this form for brevity.

Advocacy Judging Rubric

Section 1 –Procedural – Total maximum points: 44

- **Upload** your PTA or council logo. (Will be used for award recognition)

1. Description:

- Upload** the title of the activity- **2 points**
- Upload** a narrative that includes - **8 points**
 - A clear and concise description of the activity.
 - The focus of the activity.
 - The origination of the activity.
 - The number of people that participated in the activity.
- Upload** a detailed timeline for the activity, including the duration and day of the activity. Only listing meeting dates will not be accepted. – **2 points.**

2. Goals:

- Upload** a copy of your PTAs approved **2026** goals. – **2 points.**
- Upload** a narrative on how this activity fits with at least one of your PTA’s approved goals. – **2 points.**

3. Engagement:

- Upload** a narrative that includes: - **4 points**
 - How your PTA invited specific groups of people that it was actively trying to encourage to attend.
 - Why your PTA specifically chose to invite this group(s)

4. Materials:

- Upload five examples** of communication or promotional materials used for this activity. (Examples may include social media posts, volunteer recruitment materials, flyers, banners, t-shirts, etc.) -**10 points.**
- Upload** an example of communication in another language related to this event. Examples can include translators, advertisements, flyers, surveys, volunteer requests, or similar materials.) - **2 points**

5. Resources: (only 2 points will be awarded in this section, depending on what is uploaded.)

- Upload** your PTAs member approved budget, with the budget line item for this activity **highlighting** the line for this activity, including any grants and donations received. **2 points**

OR

Upload the meeting minutes showing that the activity was approved by the members. - **2 points**.

6. Outcomes and Analysis:

- a. **Upload** the survey used to evaluate the activity. – **2 points**.
- b. **Upload** a narrative that includes the following items: **8 points**
 - Your PTA committee’s or board of directors’ response after evaluating the survey results.
 - Areas for improvement, what needs to change.
 - What was fantastic and should be repeated.
 - Any budget adjustments.

Section 2 – Activity Overview maximum points: = 12

1. This activity directly relates to advocacy at the school, local community, council, region, state, or national level. -**2 points**.
2. This activity directly relates to one of the WSPTA legislative priorities. **2 points**.
3. This activity demonstrated significant involvement from members, families, students, staff, and the community. – **2 points**.
4. This activity provides an opportunity to increase awareness of advocacy and efforts for this PTA or council. – **2 points**.
5. This activity had or will have positive results and or a significant value for the students or memberships served by the PTA or council. – **2 points**.
6. Examples uploaded are tagged, titled, highlighted and or include narrative to explain. –**2 points**.

Final Advocacy points and levels total points available: 56

Gold level (90%) = 56-50 points

Silver level (80%) = 49-45 points

Bronze level (70%) = 44-39 points

What happens next?

- After the March deadline date your submission will be judged.
- Prior to the WSPTA Convention your PTA will receive communication to confirm if you are or are not receiving an award.
- After the WSPTA Convention you will receive your judges feedback and notes along with your award badge.