

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@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 helps 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 good standing 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 timeframe is from March 13th, 2026- March 11, 2027

The Outstanding Newsletter is a recognition given to PTAs and councils for excellence in producing and distributing a PTA newsletter. These awards celebrate quality, content, and design of the newsletter.

Instructions for submitting examples:

1. **Non formatted informational emails will NOT be accepted. Only formatted newsletters sent from your PTA.**
2. Newsletters uploaded must be in their original format that was sent to members.
3. Multiple examples of the same criteria in the same month will not be given extra points beyond points listed.
4. Links to newsletters will **NOT** be accepted for judging.
5. Links to other items included in your newsletter will be accepted when requested, provided they are clearly marked to indicate the destination of the link.
6. Examples uploaded must have **dates**.
7. Label top of ALL examples with specifics, e.g. September 2026 newsletter.
8. Partial credit may be awarded if deemed appropriate by the judging committee.
9. Decisions of the Awards of Excellence committee and WSPTA program director are final.

Prepare to submit and make sure you have everything ready for uploading before you start the process.

Your PTA will be asked to upload the following items:

1. **Upload** your PTA logo. (will be used for award recognition)
2. **Upload** only **four newsletters**.
 - Each newsletter must be from a different month. Only one per month.
 - If your PTA publishes multiple newsletters each month, please submit the newsletter that best meets all the award requirements.

Tip #1- Make sure to review the entire judging rubric before choosing your four newsletters to submit.

Tip #2 - Be sure to read each content requirement carefully. Some items are mandatory for every newsletter, while others are optional and can be selected from a list of examples.

Outstanding Newsletter –Judging Rubric

Section 1 – Masthead and Footer – Total points available = 16

1. Name of the PTA- **2 points**.
2. PTA number- **2 points**.
3. Date of newsletter – **2 points**.
4. **Branding:** your PTA logo, or WSPTA logo or National PTA logo – **2 points**.
5. PTA website address or link – **2 points**.
6. Integration with social media links – **2 points**.
7. Translation button or fully translatable to a different language option – **2 points**.
8. Link or information on how to contact your PTA board of directors – **2 points**.

Section 2 – Newsletter Content by Subject – Total points available = 72

1. **Calendar of events: Total points = 2 per month – 8 total points available.**
Each submitted month should include the following example criteria.
Examples: Includes a link to or a list of your current PTA 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**

2. **News from other levels of PTA: Total points = 2 points per month – 8 points available.**

Each submitted month should include at least **one entry** from the following list of examples.

Examples:

- National PTA news or information
- WSPTA news or information
- Region and/or council news or information

3. **Community news: Total points = 2 per month – 8 points available.**

Each submitted month should include at least **one entry** from the following list of examples.

Examples:

- School district.
- School events (booster clubs, parent conferences, ASB, etc.)
- School district foundation.
- Community resources. (food banks, clothing closets, parent talks).

4. **PTA Membership: Total points = 2 per month – 8 points available.**

Each submitted month should include at least **one entry** from the following list of examples.

Examples:

- Membership goals and/or membership updates.
- Links to join PTA.
- WSPTA or National PTA member benefits or a link to.
- Membership “why join” articles.

5. **Events, activities, fundraisers and programs: Total points = 2 per month – 8 points available.**

Each submitted month should include the following example criteria.

Examples: Information about advertisements, updates or reports about the activities, fundraisers and programs, how funds were spent, and donations received.

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

6. **Volunteer recognition and recruitment: total points = 2 per month – 8 points available**

Each submitted month should include the following example criteria.

Examples: Includes volunteer recognition by name or volunteer recruitment opportunities, how to sign up to help link, etc.

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

7. **Outreach, Diversity and Family Engagement: total points = 2 per month – 8 points available.**

Each submitted month should include at least **one entry** from the following list of examples.

Examples:

- Diversity, equity, and inclusion (DEI) for parents and families.
- Family engagement in education.
- Inclusion of your students in special education.
- An event that serves your Indigenous students/families or any diverse students/families.
- Recognition or celebration of a diverse culture in their language.

8. **Advocacy and Legislation: total points 2 per month = 8 points available.**

Each submitted month should include at least **one entry** from the following list of examples. (Make sure to read the rules on posting certain legislative information on the WSPTA website.)

Examples:

- Bond or Levy information.
- Voting information or town halls.
- School Board elections or forums.
- Information about WSPTA Focus Day or Legislative Assembly.
- Information about the current WSPTA Legislative Priorities.
- Link to subscribe to the WSPTA “Focus on Advocacy” newsletter.
- Link to the WSPTA Advocacy Blog.

9. **PTA Programs and Awards: Total points 2 per month – 8 points available.**

Each submitted month should include at least one entry from the following list of examples.

Examples:

- National PTA Reflections program information and/or student recognition.
- WSPTA Awards of Excellence information and/or award badges.

- WSPTA Essay Contest information.
- WSPTA Scholarship information.
- WSPTA Spotlight.
- Any National PTA Programs.
- PTA individual award information and/or recognition. (Golden Acorn, Outstanding Educator, or any specialized local PTA awards, etc.)

Section 4 – Overall appearance and creativity – Total points possible 8

1. **Engaging Visuals:** the examples included photos and graphics 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. **2 points.**
3. **Appearance:** the examples provided have an overall interesting and engaging appearance. **2 points.**
4. **Branding:** are the examples provided well-branded? (e.g. has good use of PTA logo(s), it is obvious newsletter it is PTA communication. **2 points.**

Final Outstanding Newsletter Local PTA Points: 96

Platinum Level (100%) = 96

Gold level (90%) = 95-86

Silver level (80%) = 85-77

Bronze level (70%) = 76-67

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.