

*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@wastatepta.org](mailto:aoecommittee@wastatepta.org)

## Submission deadline: March 11, 2027

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 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 13<sup>th</sup>, 2026 - March 11, 2027**

**The Outstanding Website award is a recognition given to PTAs and councils for creating and maintaining an effective, informative and engaging website that supports communicant and involvement within the school community.**

### Instructions for submitting your website for an award:

- All links on the website must clearly indicate their destination.
- 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:** make sure you have everything ready for uploading before you start the process.

### Your PTA will be asked to submit/upload the following items:

1. Upload your Council logo. (will be used for award recognition)
2. What platform or company does your Council use for your website?
3. Provide us with your website address/URL.
4. Provide us with access to your website for review, including all passwords for all tabs.
5. Upload a document listing all the section tabs (1<sup>st</sup> level) and subtabs (2<sup>nd</sup> level) for your website. Any additional information is welcome, especially if it directs judges to where they can find the content.

# Outstanding Website – Council Judging Rubric

## Section 1: Home page, header and footer – Total points available= 14

- A. The following items are visible on your webpage home page, header or footer:
1. Name of your Council – **2 points**
  2. Council PTA number – **2 points**
  3. **Branding:** Your Council logo or the WSPTA logo, or the National PTA logo is visible. - **2 points**
  4. Integration with social media. Your website contains links to your Council’s social media pages. – **2 points**
  5. Your home page contains any past or current WSPTA award badges. (Awards of Excellence or membership.) – **2 points**
- B. PTA is the primary focus of your website: Total points available = 4
1. The website lists your Council’s approved goals – **2 points**
  2. The website contains your Council’s vision and mission - **2 points**

## Section 2: Website content – Total points available = 58

- A. News from other levels of PTA: – Total points available = 4
1. The website has regional information or links – **2 points**
  2. The website has WSPTA or National PTA information or links – **2 points**
- B. Advocacy/Legislation: - Total points available = 8
1. The website has an advocacy or legislative tab – **2 points**
  2. Information or links about the WSPTA or National PTA advocacy events. Legislative Assembly, Focus Day, etc. – **2 points**
  3. The website has information about the current WSPTA Legislative Platform – **2 points**
  4. Website has information about or how to contact your legislative representatives, senators, and school board members – **2 points**
- C. Outreach, Diversity, Inclusion and Family Engagement: - Total points available = 6
1. Website includes information about events, committees, or outreach efforts to support your community's diverse population – **2 points**
  2. Website includes articles, flyers, translating button, or other resources that promote or provide information in other languages – **2 points**
  3. Website includes links to WSPTA or National PTA diversity, equity, and inclusion (DEI) resources – **2 points**

**D. Volunteering information and recognition: – Total points available = 8**

1. Board of Directors members, and committee chairs if applicable, are designated by position and links to contact them– **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. The website includes information about PTA volunteer award recognition. Golden Acorn, Outstanding Educator, your own Council award, etc. – **2 points**

**E. PTA Membership: - Total points available = 10**

1. The website lists your Council or region membership goals – **2 points**
2. The website recognizes or lists the council’s local PTAs’ membership growth awards – **2 points**
3. The website provides information about “why to join PTA” – **2 points**
4. The website provides membership resources and links for local PTAs – **2 points**
5. The website lists or has a link to the WSPTA or National PTA membership benefits – **2 points.**

**F. Community feedback – Total points available = 2**

1. The website offers an opportunity for local PTAs to give feedback, ask questions or participated in a survey – **2 points**

**G. Calendar of events – Total points available = 6**

1. The website includes a list or calendar of upcoming PTA activities – **2 points**
2. The website includes local PTAs, school district, and/or community events – **2 points**
3. The website includes information about region, WSPTA and or National PTA events – **2 points**

**H. Council meetings – Total points available = 2**

1. The complete list of meeting dates for the year is available and easy to find on the website as a stand-alone document or list – **2 points**

**I. Council programs, awards and Reflections: *per the WSPTA Uniformed Bylaws, all Councils must hold a National PTA Reflections program* – Total points available = 8**

1. The website includes information and links about National PTA Reflections program – **2 points**
2. The website has current Reflections theme and theme search information – **2 points**
3. The website lists dates and information about how to turn in Reflections entries into council – **2 points**

4. The website includes information or links about the WSPTA and National PTA programs – **2 points**

**J. Training and local PTA support: Total points available = 4**

1. The website lists or has links to available training for local PTA leaders or an avenue to request training – **2 points**
2. The website lists or has information on how your Council can assist local PTA leaders. **2 points**

**Section 3: Overall Appearance – Total points available = 12**

1. Is the website interesting and engaging? – **2 points**
2. The website establishes itself as a PTA website and not a school website – **2 points**
3. Is the website text easy to read? Are fonts in proper size and clarity? – **2 points**
4. Is the website layout clean and clear, and not cluttered or too busy? – **2 points**
5. Is the website easy to navigate, sections and tabs are clearly labeled – **2 points**
6. Does the website have interactive elements? Tabs, links, video, etc. – **2 points**

**Final Outstanding Website (Council PTA) = 84 total points available**

**Platinum Level (100%) 84**

**Gold Level (90%) = 83-76**

**Silver Level (80%) =75-67**

**Bronze level (70%) = 66-59**

**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.