

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.
goecommittee@wastaetpta.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 helps them make a difference in their community. To participate in the Local PTA and Council Award 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 submission will be disqualified and not judged.

Award timeframe is from March 13, 2026, through March 11, 2027

Instructions for submitting examples:

1. Examples uploaded must have dates whenever possible and be within the award timeframe.
2. If submitting an example that is included in an email, newsletter, minutes, budget or a screenshot, etc., it must be clearly highlighted or marked to ensure the judges see it.
3. Label top of all examples with specifics, for example September 2026 Board of Directors' minutes.
4. Links will not be accepted for any submission or as a means to provide additional information.
5. Partial credit may be awarded if deemed appropriate by the judging committee.
6. Decisions made by the Awards of Excellence chair and the WSPTA Program Director are final.

Tip #1 – Make sure your Council has everything ready to upload and organized prior to starting the process of applying.

Applying for the Standards of Excellence award and achieving either gold or platinum levels will put your PTA into the running of Outstanding PTA of the Year.

Standards of Excellence Council Judging Rubric

1. **Upload** your Council logo. (will be used for award recognition)

NON-PROFIT REPORTING AND CRITERIA - Total points available = 38

2. **Upload** a copy of your Council's budget with the following items highlighted or marked:
 - a. Training line items, including WSPTA convention, region conferences etc. – **2 points.**
 - b. Insurance line item – **2 points.**
 - c. Volunteer recognition and award line items – **2 points.**
 - d. Membership dues paid to WSPTA – **2 points.**
3. **Upload** a copy of your Council's minutes that highlight the completion of the following items during your PTA general membership meetings. You may need to upload multiple sets of minutes.
 - a. Election of nominating committee – **2 points.**
 - b. Election of officers – **2 points.**
 - c. Approval of budget – **2 points.**
 - d. Approval of standing rules – **2 points.**
 - e. Approval of your PTA yearly goals – **2 points.**
4. **Upload** a copy of your Council's minutes highlighting that a report was made to your PTA's members or Board of Directors about the following items. You may need to upload multiple sets of minutes.
 - a. WSPTA Standards of Affiliation Agreement was completed and uploaded to the WSPTA Membership Database. – **2 points.**
 - b. Corporate annual report was filed – **2 points.**
 - c. Charitable organization registration renewal was filed – **2 points.**
 - d. 990 completed or your PTA filed for an extension – **2 points.**
 - e. PTA insurance is up to date and paid – **2 points.**
5. **Standing rules** are specific conditions or rules a local PTA chooses to impose on itself within the scope of the Washington State PTA Uniform Bylaws. All PTAs must have their own standing rules, and the rules must be approved annually by their members.
 - a. **Upload** a copy of your Council's current approved standing rules – **2 points.**
6. **Policies.** Councils are encouraged to develop and approve policies that will help govern their own council. Policies are separate from your Council's standing rules. **Sample policies can be found on the WSPTA website's resource page.**
 - a. **Upload** a copy of your Council's money handling policies – **2 points.**
 - b. **Upload** a copy of your Council's social media policies – **2 points.**
 - c. **Upload** a copy of your Council's membership subsidy policies – **2 points.**
 - d. **Upload** any additional examples of policies your Council has – **2 points.**

COMMUNICATION – Total points available = 18

7. **Upload three** examples of surveying your local PTAs, your community, or your school district. Each example should include different targeted groups or subjects. Each example must be distinct. Narratives are welcome in addition to complete survey examples. **6 points – 2 points each.**
8. **Upload five** different methods of communication your council uses. **10 points – 2 points each.**
 - Points will not be awarded for multiple examples of the same method of communication.
 - Examples must include “PTA” or your Council logo on the communication example provided.
 - All examples must be labeled and include an explanation of how they were communicated.
9. **Upload** a narrative, meeting minutes or other documentation confirming that the “Role of a Council” presentation, handbook, flyer or newsletter article was provided to the local PTA leaders supported by your Council. **2 points.**

MEMBERSHIP – Total points available = 12

10. **Upload** your Council’s approved goal for membership growth. **2 points.**
11. **Upload three** examples of membership communication to local PTAs. **6 points - 2 points each.**
12. **Upload** examples of sharing PTA membership benefits with your local PTAs. Either National PTA or WSPTA member benefits will be accepted. **2 points.**
13. **Upload** an example of membership training or membership database training that was provided by your Council to the local PTAs supported by our council. **2 points.**

MEETINGS – Total points available = 6

14. **Upload** an example of how your council meeting dates were communicated to your members. A screenshot of the council’s website calendar will not be accepted. **2 points.**

ADVOCACY – Total points available = 6

15. Advocacy is at the core of everything your Council does, from fundraising and providing books for the library to keeping your members informed. How does your Council remain child-focused and advocate for your students, members, and community?
Examples may include ways your Council informs your members about or addresses the needs of children in your local community, district, region, WA State and the Nation.
 - a. **Upload three** examples of how your Council advocates. Narratives are welcomed and encouraged to help explain. **6 points – 2 points each.**

VOLUNTEER RECOGNITION – Total points available = 12

16. Councils regularly offer the following awards: Golden Acorn, Honorary Life Member, Outstanding Advocate, Outstanding Educator, and Outstanding Student Advocate or a specialized local PTA Award.

- a. **Upload** examples of individual award recognition for your volunteers. Examples may include social media posts or award recognition that specify each award given. **1 point given for each award up to 6 points.**
- b. **Upload three** examples of volunteers recognized by their name. Examples can include emails, social media posts, newsletter articles, etc. **6 points – 2 points each.**

FINANCIALS - Total points available = 12

17. PTA financial reviews and reports

- a. **Upload** a copy of your **2026** end-of-the-year financial review. **2 points.**
- b. **Upload** a copy of your **2026-2027** mid-year financial review. **2 points.**
- c. **Upload** your Council's year-end, **2026** financial treasurers report. This report is different than a financial review. **2 points.**
- d. **Upload four** copies of your Council's completed WSPTA Non-Signer Review of Financial Statements form, if applicable. **2 points.**

18. Monthly financial reports were provided to your Council's Board of Directors.

- a. **Upload two** different examples (two separate months) of proof that your Council's Board of Directors received monthly financial reports from the treasurer. Examples could include meeting minutes or emails. **4 points – 2 points each.**

TRAINING AND SUPPORT - Total points available =12

19. All elected officers must attend training per the WSPTA Uniform Bylaws and the WSPTA Standards of Affiliation. Having trained and informed officers as well as committee chairs is part of being a successful council.

- a. **Upload** the WSPTA training tracking spreadsheet, found on the WPSTA website, to show your Board of Directors attended training, what they attended, and when. Other forms will not be accepted. **1 point will be awarded for every board member up to 6 points.**

20. Upload an example of how your Council conducts transition training or how your Board of Directors conducts a retreat. Narratives will be accepted and are encouraged –

2 points.

21. Upload an example of your Council's committee chair training. **2 points.**

22. Upload four examples of how your Council provides training, support, assists, or educates your local PTAs. Narratives are welcomed and encouraged to help explain.

2 points.

INCLUSIVITY - Total points available = 4

23. A multicultural cultural calendar is a schedule that highlights significant cultural, religious, and national events and observances. It serves as a tool for promoting awareness and inclusivity within diverse communities, helping individuals and organizations plan activities and recognize important dates that reflect the cultural diversity and heritage of diverse groups.

- a. **Upload** a narrative or example that shows how your council considered multicultural calendars when planning your programs, activities, and fundraisers. **2 points.**
- b. **Upload** a narrative that proves how your Council's programs, activities and fundraisers were designed to be inclusive, such as providing a quiet space or accommodating physical limitations. **2 points.**

EVENTS, PROGRAMS AND FUNDRAISERS - Total points available = 16

24. Per the *WSPTA Uniform Bylaws*, all PTA Councils must hold a National PTA Reflections program.

- a. **Upload** an example that your Council participated in the National PTA Reflections program. **2 points.**
- b. **Upload** an example of how your Council promoted the Reflections program to your local PTAs. **2 points**
- c. **Upload** an example of student artist recognition or your Council's Reflections award event. **2 points.**

25. What does your Council do? What is your Council proud of? Show and tell us about your amazing Council events, programs, and fundraisers.

- a. **Upload five** examples of activities your Council undertakes to support your local PTAs and community. Narratives, pictures, and communication methods are encouraged and will be accepted. **10 points – 2 points each.**

APPEARANCE - Total points available = 4

26. Overall, all examples uploaded are tagged, highlighted and/or include a narrative to explain if applicable. **4 points.**

Total points for this section = 140

Gold Level: (90%) = 140-126 gold level must be achieved to continue to platinum level

Silver Level: (80%) = 125-112

Bronze Level: (70%) = 111-98

Do not stop here, keep going and apply for PLATINUM level.

Even if your council cannot achieve platinum status, it remains a valuable tool for enhancing best practices, communication, membership growth, inclusivity and much more.

Platinum Level

ORGANIZATION - Total points available = 10

1. **Annual goals** have been developed and approved by your Council.
 - a. **Upload** a copy of your Council's approved 2026 goals. **2 points.**
 - b. **Upload** minutes with proof that goals were approved by your members. **2 points.**
 - c. **Upload** your Council's goal evaluation process. Narratives are welcomed and encouraged to explain. **2 points.**
 - d. **Upload three** different programs, events, or committee examples, and specify which goal each address. If multiple examples address the same goal, points will not be given for both. Narratives are welcomed and encouraged to explain. **6 points – 2 points each.**

COMMUNICATION - Total points available = 22

Sharing information from all levels of the PTA is vital for our members. How does your council communicate information and updates from your Council, region, WSPTA, or National PTA to your local PTAs and community?

2. **Upload at least one example** from each of the following PTA levels. Your region is the first digit of your Council number.
 - a. **Upload** an example of local PTA information or news that was shared. **2 points.**
 - b. **Upload** examples of region information shared. Examples can be from any region. **2 points.**
 - c. **Upload** examples of WSPTA or National PTA information shared. **2 points.**
 - d. **Upload** an example of your Council working with another council, region or similar organization (another non-profit). Narratives are welcome and encouraged to explain. **2 points.**
3. **Upload** the following examples of how your Council communicates with your members about the following PTA events. Examples may include announcements, encourage attendance at or after the event to report back.
 - a. **Upload** examples showing information about the WSPTA Convention. **2 points**
 - b. **Upload** examples showing information about the WSPTA Autumn Leadership Launch. **2 points.**
 - c. **Upload** examples showing information about the WSPTA Legislative Assembly. **2 points.**
4. **Survey outcomes and analysis.**
 - a. **Upload** a survey used in the first section (Communication #7) to evaluate an activity. **2 points**
 - b. **Upload** a narrative that includes the following information: **8 points.**
 - Your Council committee's or Board of Directors' responses/thoughts after evaluating the survey results.
 - Areas for improvement, what will be changed if the event is held again.
 - What was fantastic and should be repeated?
 - Any budget adjustments.

MEMBERSHIP - Total points available = 6

5. **Upload** proof that at **least five** of your Council's local PTAs received membership growth awards from WSPTA in 2026-2027. If you are a **smaller** council with 10 or less PTAs, upload proof of **two PTAs** receiving awards. Examples can be emails from WSPTA to the local PTAs **4 points.**
6. **Upload** a screenshot of your Council's website membership page, tab or section. **2 points.**

FAMILY ENGAGEMENT AND DIVERSITY, INCLUSION AND OUTREACH -

Total points available = 4

7. How does your Council reach out to, and address the needs of your diverse population, by hosting events, programs, and projects that increase family and community engagement?

Examples: welcoming families into the school community, removing barriers, increasing diversity, improving parenting, supporting student services, communicating effectively with multicultural populations, LGBTQ+ community, increasing volunteering, increasing and/or diversifying membership, or collaborating with families, staff, and/or community.

- a. **Upload** an article, flyer, or other resources that were promoted and provided in another language. Website translation buttons will not be accepted. **2 points.**
- b. **Upload three** examples of a program, event, committee, or outreach to support your communities' multicultural and LGBTQ+ populations. Narratives are welcomed and encouraged to explain. **2 points.**

SUPPORTING LOCAL PTAS - Total points available = 10

8. **Upload five** examples of activities or resources your Council undertakes to support the local PTAs in your area. Narratives are welcome and encouraged. Please note that this is different from training. **10 points – 2 points each.**

LEADERSHIP DEVELOPMENT, GROWTH AND TRAINING -

Total points available = 14

9. **Upload** as many examples as possible of different members in your Council who hold active leadership roles outside your local PTA. These examples can include roles beyond the PTA. Multiple examples for the same person will not be accepted. A member is defined as a committee member, committee chair, Board of Directors, executive committee, etc. **1 point for every person up to 6 points.**
10. Building strong relationships with your Board of Directors is essential for effective governance and organizational success. What does your Council Board of Directors do for fun? How do you get to know each other?
 - a. **Upload** a narrative and/or examples that include board development training, team building exercises, board bonding events, etc. **2 points.**
11. Volunteer recruiting and leadership development are vital to all councils. How does your Council recruit, invite, and encourage individuals to get involved and take on leadership and committee chair positions?
 - a. **Upload three** examples of volunteer leadership recruiting. Narratives are accepted and encouraged. **6 points – 2 points each.**

EVENTS, PROGRAMNS AND FUNDRAISERS - Total points available = 6

12. PTA councils are encouraged to make use of WSPTA and National PTA programs and resources. How does your Council participate in some of these programs and/or use resources provided to you? Any Reflections examples submitted for this section will **not** receive points.

- a. **Upload three** examples of your Council using or participating in either a WSPTA or National PTA program or resource. **6 points – 2 points each.**

Platinum Level total points available = 72

85% of points in the Platinum section.

61 points or higher + gold level from first section will achieve the platinum level.

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.