



2015-2016 Local and Council PTA Communication Awards

Newsletter

Award Submission Evaluation

All newsletter award submissions will be evaluated in the three areas of quality content, accessibility and effectiveness. We encourage you to review the Talk of Texas Success Stories for best practices in newsletter communications.

Quality Content (50 points of total evaluation)

PTA newsletters often serve as a primary method of communication in our schools. Each issue should contain a variety of information addressing topics such as healthy lifestyles, parent education, advocacy and other priorities of your PTA. Consistent features such as a President's or Principal's column, calendar of events and membership/volunteer opportunities help to establish PTA as a reliable parent resource. Sharing Council, State and National PTA initiatives educate families on the benefits of PTA's global impact on student health, safety and education.

Accessibility (30 points of total evaluation)

Our schools and communities are filled with diverse families and PTA communications should reflect that diversity and work to meet the needs of many. Whether your PTA publishes your newsletter in more than one language for non-English speakers or in multiple formats to appeal to both paperless and traditional preferences, your PTA can make strides to provide easy access to important information.

Effectiveness (20 points of total evaluation)

PTA communications are an effective tool to share the positive impact your PTA is making on your campus, and to share the success stories of your efforts. When your PTA provides classroom materials, student experiences (author visits, educational presentations, Reflections, etc.) or teacher recognition, your newsletter should reflect those contributions and provide images of the end-result or impact. Also, don't forget to appeal to the eye. An attractive layout and use of color can draw more attention to your article. Telling the story of your PTA is critical to your success, although will fall by the wayside if your voice is not heard!

Award Point Scale

All awarded PTAs will receive a printed certificate as well as the appropriately colored electronic medallion to add to your PTA webpage and/or newsletter.

0 points – 49 points = No Award

50 points – 69 points = Bronze Level Award

70 points – 89 points = Silver Level Award

90 points – 100 points = Gold Level Award



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Website

Award Submission Evaluation

All website award submissions will be evaluated in the three areas of quality content, navigation and visual appeal. We encourage you to review the Talk of Texas Success Stories for best practices in website communications.

Quality Content (50 points of total evaluation)

Websites usually contain a large volume of information and resources. It's important that your PTA website reflect the most current and useful information so members and parents begin to view your website as a campus resource. Promoting the mission and vision of PTA, your upcoming meetings, events, membership, volunteer opportunities and current program information (healthy lifestyles, legislative action, parent education, etc.) can provide a variety of content. Remember to link to your Council, State and National PTA websites!

Navigation (30 points of total evaluation)

The driving force behind websites is the ability of users to quickly and easily identify needed information. Clear, concise menus, minimal scrolling and consistent design all contribute to a successful website. PTAs should be mindful to password protect member-only resources such as minutes, bylaws and financial information, but also remember that PTA contact information, membership/volunteer opportunities and success stories should be accessible to all potential members.

Visual Appeal (20 points of total evaluation)

Your PTA website can be viewed as the public face of your association, so a creative and professional design is important. Selecting a single theme/color scheme and including animation, video and photos can help create a dynamic website. PTA websites are an excellent opportunity to promote your brand by including the PTA logo, and creating a welcoming environment with an invitation to join and become involved in your PTA from the PTA President and Principal.

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