



Local PTA Awards Overview 2009-2010

*All awards entries are submitted electronically via the Texas PTA Web site no later than **May 15, 2010**. Each award recognizes PTAs at either the Bronze, Silver, or Gold level. Submission forms will be available beginning April 1, 2010.*

Arts in Education Award

Recognizes participation in the advancement of the arts in schools and communities through education and enrichment activities.

Electronic Newsletter Award

Recognizes the creation of newsletters in an electronic format that keep their members informed about school and PTA issues in a clear, accessible and inviting style.

Environmental Award

Recognizes participation in environmental projects, programs and education.

Healthy Lifestyles Achievement Award

Recognizes participation in health and wellness related activities that place an emphasis on health and wellness issues affecting schools, students and their families.

Legislative Action Award

Recognizes advocacy for the enactment of legislation on behalf of Texas children and families.

Membership Campaign Award

Recognizes creative use of the Texas PTA membership theme in activities and programs that promote recruiting, enrolling, reporting and retaining members in Texas PTA.

Newsletter Award

Recognizes the creation of newsletters in a traditional printed format that keep their members informed about school and PTA issues in a clear, accessible and inviting style.

Parent Education Programming Award

Recognizes use of timely, relevant programs to help educate their members about topics that relate to their children.

Student Involvement Award

Recognizes significant student contributions in areas of leadership, membership and project participation.

Web Site Award

Recognizes the creation of dynamic, exciting Web sites that keep their members informed about school and PTA issues in a clear, accessible and inviting style.



Local PTA Arts in Education Award

2009-2010

Purpose of Award

This award recognizes Local PTAs/PTSAs who participate in the advancement of the arts in our schools and communities through education and enrichment activities.

Award Criteria

- Local PTA must be in good standing with Texas PTA.
- Local PTA must have participated in the *Reflections* program during the current school year.

Bronze Level Recognition

- Describe your efforts in promoting the *Reflections* program and include electronic copies of any materials used (*250 words or less*).
- Serve as a major sponsor/organizer of one Arts in Education program, project, or activity, which must:
 - Be in addition to the *Reflections* program, and
 - Enhance and support core curriculum (refer to the Texas Essential Knowledge and Skills curriculum at <http://www.tea.state.tx.us/teks/> for more information).
- Describe the program, project, or activity (*250 words or less*) and attach any promotional materials used.

Silver Level Recognition

- Complete all bronze level requirements as detailed above.
- Serve as a major sponsor/organizer of one additional, for a total of two, Arts in Education program, project, or activity, which must:
 - Be in addition to the *Reflections* program, and
 - Enhance and support core curriculum (refer to the Texas Essential Knowledge and Skills curriculum at <http://www.tea.state.tx.us/teks/> for more information).
- Describe the program, project, or activity and attach any promotional materials used (*250 words or less*).

Gold Level Recognition

- Complete all bronze and silver level requirements as detailed above.
- Adopt goals for arts programming that support the core curriculum and write a brief description of your goals, implementation and results (*250 words or less*).
- Partner with an outside group, business or other entity. Write a brief description describing how you promoted to outside partners and how you utilized their involvement (*250 words or less*).

Award Submission

- This award will be submitted electronically via the Texas PTA Web site no later than **May 15, 2010**.
- Award submission forms will be available beginning April 1, 2010.



Local PTA Electronic Newsletter Award

2009-2010

Purpose of Award

This award recognizes Local PTAs/PTSAs that have created newsletters in an electronic format that keep their members informed about school and PTA issues in a clear, accessible and inviting style.

Award Criteria

- Local PTA must be in good standing with Texas PTA.
- Local PTA must submit three issues for verification.
- A table of contents is required in each issue.

Bronze Level Recognition

- Publish chairman's articles or live links in each issue from three of the following areas:
 - Arts in Education
 - Environmental Awareness
 - Fundraising/Money Matters
 - Healthy Lifestyles
 - Legislative/Advocacy
 - Membership
 - Parent Education
 - Parent Involvement/Volunteer Opportunities
- Publish Local PTA goals for the year (*required in only one issue*)
- Include the following components in each issue:
 - President's column
 - Principal's column
 - Awards/Recognition (*student, PTA, faculty/staff, school district*)
 - Calendar of upcoming events
 - Texas PTA logo

Silver Level Recognition

- Complete all bronze level requirements as detailed above.
- Publish one additional chairman's article or live link in each issue for a total of four.
- Include Council PTA (if applicable) and Texas PTA news in each issue.
- Include live links to the following Web sites in each issue:
 - Local PTA
 - Council PTA (if applicable)
 - Area PTA
 - Texas PTA
 - National PTA

Gold Level Recognition

- Complete all bronze and silver level requirements as detailed above.
- Publish one additional chairman's article or live link in each issue for a total of five.
- Include National PTA news in each issue.

Award Submission

- This award will be submitted electronically via the Texas PTA Web site no later than **May 15, 2010**.
- Award submission forms will be available beginning April 1, 2010.



Local PTA Environmental Award

2009-2010

Purpose of Award

Honoring past Texas PTA President Annie Becker, and Texas PTA's partnership with the **Go Green Initiative** and **Keep Texas Beautiful**, this award recognizes participation of Local PTAs/PTSAs in environmental projects, programs and education.

Award Criteria

- Local PTA must be in good standing with Texas PTA.
- Involvement of students, faculty, parents and community.

Bronze Level Recognition

- Participate in the Texas PTA Environmental Awareness Program.
- Participate as a campus in a school recycling program. Describe the program, its implementation and results (*250 words or less*).
- Publish an environmental education article in one issue of the newsletter and/or on the Web site. Attach the newsletter with the article or provide the Web site address.

Silver Level Recognition

- Complete all bronze level criteria as detailed above.
- Publish an environmental education article in two additional issues of the newsletter and/or on the Web site, for a total of three issues. Attach the newsletters with the articles or provide the Web site address.
- Participate as a campus in a community environmental event (i.e., Keep Texas Beautiful Trash-Off, Earth Day, Arbor Day, etc.). Describe this event (*250 words or less*).
- Participate as a campus in an energy reduction program such as Watt Watchers. Describe the program, its implementation and results (*250 words or less*).
- Register campus with Go Green Initiative Program. (www.gogreeninitiative.org)

Gold Level Recognition

- Complete all bronze and silver level requirements as detailed above.
- Publish environmental education articles in all issues of the newsletter and/or on the Web site. Attach the newsletters with the articles or provide the Web site address.
- Adopt environmental awareness goals and publish them to the membership. Attach the goals and specify how they were published.
- Complete a campus beautification project that beautifies, improves, cleans up or educates regarding the environment. Project may be inside or outside the school and could be in the community. It should benefit the welfare of children. Write a brief description of your project including who participated and an evaluation statement of the final project (*250 words or less*).

Award Submission

- This award will be submitted electronically via the Texas PTA Web site no later than **May 15, 2010**.
- Award submission forms will be available beginning April 1, 2010.



Local PTA Healthy Lifestyles Achievement Award

2009-2010

Purpose of Award

This award recognizes participation of Local PTAs/PTSAs in health and wellness related activities that place an emphasis on health and wellness issues affecting schools, students and their families. Common issues include nutrition, physical activity, smoking prevention and cessation, mental health and wellness, immunizations, etc.

Healthy Lifestyles activities should:

- Promote healthy lifestyles in the home, school, and community
- Emphasize the connection between healthy lifestyles, behavior, and learning
- Promote family and community involvement in helping develop healthier schools
- Involve PTA with policy development to support healthy school environments

For information to support campus health and wellness activities, consult the *Texas PTA Healthy Lifestyles Chairman's Guide* and the Healthy Lifestyles at Home and School Web page at www.txpta.org.

Award Criteria

- Local PTA must be in good standing with Texas PTA.

Bronze Level Recognition

- Create a Healthy Lifestyles Committee and designate a Healthy Lifestyles Chairman on your PTA board. Provide the chairman's name and contact information, the number of committee members and how many times the committee has met during the current school year.
- Implement a monthly health and wellness message. Describe the messages, their intended audience and any outcomes or impact on students or families (*250 words or less*). Attach any communications (newsletters, emails, newspapers, etc.) where these messages appeared.

Silver Level Recognition

- Complete all bronze level requirements as detailed above.
- Use healthy fundraising, celebration and classroom reward ideas. Describe this healthy lifestyles initiative. Include how this event or program is different from the past, how many students were impacted and the number of parents and teachers involved (*250 words or less*).

Gold Level Recognition

- Complete all bronze and silver level requirements as detailed above.
- Host one healthy lifestyles event. Describe the purpose of the event, who was involved in the presentation, the level of community involvement, the number of people attending and any outcomes (*250 words or less*). Attach any promotional materials used.

Award Submission

- This award will be submitted electronically via the Texas PTA Web site no later than **May 15, 2010**.
- Award submission forms will be available beginning April 1, 2010.



Local PTA Legislative Action Award

2009-2010

Purpose of Award

In memory of past National and Texas PTA President Shirley Igo, this award encourages Local PTAs/PTSAs to advocate at various levels for the enactment of legislation on behalf of Texas children and families.

Award Criteria

- Local PTA must be in good standing with Texas PTA.
- Local PTA must have a legislative action chairman on the executive board.

Bronze Level Recognition

- Provide three legislative updates to the membership. Attach the updates and indicate methods of publication.
- Attend at least two local school board meetings and provide a report to the membership. Attach the reports and indicate methods of publication.
- Encourage advocacy and grassroots actions to promote the welfare of children and youth (*i.e., organize a group to attend Texas PTA Day at the Capitol in February, or organize a letter-writing campaign to support Texas PTA legislative priorities, etc.*).

Silver Level Recognition

- Complete all bronze level requirements as detailed above.
- Provide three additional legislative updates to the membership, for a total of six. Attach the updates and indicate methods of publication.
- Participate in one of the following activities:
 - Attend two additional school board meetings, for a total of four.
 - Attend one city council meeting promoting advocacy and awareness.
 - Visit with your local legislators promoting Texas PTA priorities.
- Provide a report to the membership on the above activity. Attach the report and indicate methods of publication.
- Invite your legislators or policymakers to attend your Local PTA regular meeting. Attach letter of invitation, any responses and outcomes.

Gold Level Recognition

- Complete all bronze and silver level requirements as detailed above.
- Provide two additional legislative updates to your membership, for a total of eight. Attach the updates and indicate methods of publication.
- Host a candidate forum or legislative issue event (*i.e., school board candidates forum during election, host district or regional representatives during a boundary election, etc.*). Provide a report to the membership on the above activity. Attach the report and indicate methods of publication.
- Submit a position or resolution to Texas PTA for consideration at the annual convention. Attach the proposed position or resolution and date submitted.

Award Submission

- This award will be submitted electronically via the Texas PTA Web site no later than **May 15, 2010**.
- Award submission forms will be available beginning April 1, 2010.



Local PTA Membership Campaign Award

2009-2010

Purpose of Award

This award encourages the participation of Local PTAs in creative use of the Texas PTA membership theme in activities and programs that promote recruiting, enrolling, reporting and retaining members in Texas PTA.

Award Criteria

- Local PTA must be in good standing with Texas PTA.
- Provide the current year membership totals for October 2009 and March 2010.
- Provide the current number of students enrolled at your campus.

Bronze Level Recognition

- Use Texas or National PTA resources (*Web site, Membership Activity Kit, The Official PTA Kit—A Big Box of Possibilities, Chairman's Guide, and/or Texas PTA Handbook, Summer Leadership Seminar membership workshop*) to plan for the membership year.
- Use the Texas PTA theme for current year. Attach the electronic versions of membership campaign materials used.
- Submit dues and forms for at least 20 members to the Texas PTA Office by October 15, 2009.
- Recruit members year-round and submit roster and dues to Texas PTA Office at least twice.
- Submit final dues and roster to Texas PTA Office by March 15, 2010.

Silver Level Recognition

- Complete all bronze level requirements as detailed above.
- Use multiple publicity channels (i.e., newspaper, radio, television, PTA Web site, school Web site, school newsletter, etc.) to promote PTA membership. List publicity used to promote membership and attach electronic copies.
- Target some recruitment efforts to historically underserved groups (*men, community, different ethnicities, etc.*). Describe recruitment efforts (*250 words or less*) and attach any promotional materials used.

Gold Level Recognition

- Complete all bronze and silver level requirements as detailed above.
- Qualify for Texas PTA Early Bird Achievement Award.
- Qualify for two additional membership awards.
- Implement innovative ideas for recruitment, retention, or membership renewal and describe your membership campaign focusing on creative, innovative recruitment and retention efforts (*250 words or less*).

Award Submission

- This award will be submitted electronically via the Texas PTA Web site no later than **May 15, 2010**.
- Award submission forms will be available beginning April 1, 2010.



Local PTA Newsletter Award

2009-2010

Purpose of Award

This award recognizes Local PTAs/PTSAs that have created newsletters in a traditional printed format that keep their members informed about school and PTA issues in a clear, accessible and inviting style.

Award Criteria

- Local PTA must be in good standing with Texas PTA.
- Local PTA must submit three issues for verification.
- A table of contents and Texas PTA logo are required on the first page of each issue.

Bronze Level Recognition

- Publish chairman's articles in each issue from three of the following areas:
 - Arts in Education
 - Environmental Awareness
 - Fundraising/Money Matters
 - Healthy Lifestyles
 - Legislative/Advocacy
 - Membership
 - Parent Education
 - Parent Involvement/Volunteer Opportunities
- Publish Local PTA goals for the year. (*required in only one issue*)
- Include the following components in each issue:
 - President's column
 - Principal's column
 - Awards/Recognition (*student, PTA, faculty/staff, school district, etc.*)
 - Calendar of upcoming events
 - Texas PTA logo

Silver Level Recognition

- Complete all bronze level requirements as detailed above.
- Publish one additional chairman's article in each issue for a total of four.
- Include the following components in each issue:
 - Council PTA news (*if applicable*)
 - Texas PTA news
 - Newsletter posted on Local PTA Web site (*if applicable*)

Gold Level Recognition

- Complete all bronze and silver level requirements as detailed above.
- Publish one additional chairman's article in each issue for a total of five.
- Include National PTA news in each issue.

Award Submission

- This award will be submitted electronically via the Texas PTA Web site no later than **May 15, 2010**.
- Award submission forms will be available beginning April 1, 2010.



Local PTA Parent Education Programming Award

2009-2010

Purpose of Award

This award recognizes Local PTAs/PTSAs who use timely, useful programs to help educate their members about topics that relate to their children.

Award Criteria

- Local PTA must be in good standing with Texas PTA.
- Minimum presentation time for each parent education program must be 45 minutes. Time used for PTA business is not included in this minimum.

Bronze Level Recognition

- Present one parent education program. Describe the strategies used to increase attendance and evaluate the success of the program. Include results of the strategies and attach any evaluation tool used (*250 words or less*).
- Publish one parent education article. If published in the newsletter, please attach the newsletter and provide the title of the article. If published on the Web site, please include the Web address and specify the location of the article on the Web site.

Silver Level Recognition

- Present two parent education programs. Describe the strategies used to increase attendance and evaluate the success of the program. Include results of the strategies and attach any evaluation tool used (*250 words or less*).
- Publish three parent education articles. If published in the newsletter, please attach all three newsletters and provide the title of the articles. If published on the Web site, please include the Web address and specify the location of the articles on the Web site.

Gold Level Recognition

- Present three parent education programs. At least one of these topics must be a Texas PTA program. Describe the strategies used to increase attendance and evaluate the success of the program. Include results of the strategies and attach any evaluation tool used (*250 words or less*).
- Publish five parent education articles. If published in the newsletter, please attach all five newsletters and provide the title of the articles. If published on the Web site, please include the Web address and specify the location of the articles on the Web site.
- Conduct a needs assessment survey of the membership. (A sample survey is in the *Texas PTA Parent Education Programming Chairman's Guide*.) Attach a copy of the survey with the results from your campus.
- Adopt parent education goals and publish them to the membership. Attach the goals and describe how they were published, strategies for success and results (*250 words or less*).
- Describe how the community was involved in working towards the adopted goals. Include the different groups participating (students, ISD resources, media, local businesses, senior groups, etc.) and the methods of involvement (*250 words or less*).

Award Submission

- This award will be submitted electronically via the Texas PTA Web site no later than **May 15, 2010**.
- Award submission forms will be available beginning April 1, 2010.



Local PTA Student Involvement Award

2009-2010

Purpose of Award

This award recognizes Local PTAs/PTSAs with student members (grades 9-12) in which students have contributed significantly during this year in the areas of leadership, membership and project participation.

Award Criteria

- Local PTA must be in good standing with Texas PTA.
- The student members must have been involved in the Local PTA, not only school-related activities.
- All program presentations must be a minimum of 45 minutes in length.

Bronze Level Recognition

- Actively recruit students as PTA/PTSA members. Describe your student membership campaign and attach any promotional materials used (*250 words or less*).
- Present or host one student education program. Indicate the program date and time with number of students attending, and attach any promotional materials used.
- Plan and host one project that includes student participation. Describe the project (*250 words or less*) indicating the number of students involved and results, and attach any promotional materials used.

Silver Level Recognition

- Complete all bronze level requirements as detailed above.
- Present or host one additional student education program for a total of two. Indicate the program date and time with number of students attending, and attach any promotional materials used.
- Appoint students as members of PTA/PTSA committees. List the committees with student members, and indicate the number of students on each committee.
- Recognize students for their PTA/PTSA participation and leadership roles. Describe how the students were recognized (*250 words or less*).

Gold Level Recognition

- Complete all bronze and silver level requirements as detailed above.
- Adopt goals directed at increasing student involvement and publish those goals to the membership. Attach the goals and methods of publication, and describe the strategies used for implementation (*250 words or less*).
- Present or host one student leadership training. Indicate the program date and time with number of students attending, and attach any promotional materials used.
- Involve students as members of PTA/PTSA executive board. List the positions held by students.
- Include students in the planning of student events and programs. Describe the methods of encouraging and including student participation (*250 words or less*).
- Partner with student-led clubs to provide mentorship and increase participation. Describe the partnerships and their benefits (*250 words or less*).

Award Submission

- This award will be submitted electronically via the Texas PTA Web site no later than **May 15, 2010**.
- Award submission forms will be available beginning April 1, 2010.



Local PTA Web Site Award

2009-2010

Purpose of Award

This award recognizes Local PTAs/PTSAs who have created dynamic, exciting Web sites that keep their members informed about school and PTA issues in a clear, accessible and inviting style.

Award Criteria

- Local PTA must be in good standing with Texas PTA.
- Local PTA must provide Texas PTA with a user name and password at the time of entry to access the member portions of the Web site. *(if applicable)*
- If bylaws and/or minutes are posted, they must be password protected. If these documents are not password protected, the entry will be disqualified.

Bronze Level Recognition

- The Web site must contain the following, current information:
 - PTA Mission/Vision/Purposes
 - Executive board roster with contact information *(non-password protected)*
 - Links to National PTA, Texas PTA, Area PTA, and Council PTA *(if applicable)*
 - Membership information, membership form and/or membership contact *(non-password protected)*
 - Regular meeting dates/times/locations
 - PTA/school calendar
 - Local PTA goals

Silver Level Recognition

- Complete all bronze level requirements as detailed above.
- Include the following, current information on the Web site:
 - Volunteer opportunities/contact information or volunteer registration form
 - Legislative updates – Local PTA interests
 - Link to Texas PTA legislative Web site page and/or materials
 - Announcements regarding Local PTA/ community parent education programs *(can be Texas PTA programs or community parenting programs)*
 - Texas PTA logo on each page
 - Links to: school, school district and at least one other Web site

Gold Level Recognition

- Complete all bronze and silver level requirements as detailed above.
- Include five of the following items or tools on the Web site:
 - Ease of navigation
 - Animation/Video
 - Theme/use of color/background
 - Images
 - Recognition of children/students/teachers
 - President's letter
 - Newsletter(s)
 - Links to TEA, state legislature or community resources

Award Submission

- This award will be submitted electronically via the Texas PTA Web site no later than **May 15, 2010**.
- Award submission forms will be available beginning April 1, 2010.