

AREA 18 NEW AWARD

TEXAS PTA COMMUNICATIONS AWARD

NEWSLETTER _____ WEBSITE _____ ELECTRONIC NEWSLETTER _____

LOCAL _____ COUNCIL _____

PURPOSE OF AWARD

The Texas PTA Communications Award encourages the participation of Local PTAs and Council PTAs to provide two-way communication services.

CRITERIA FOR SELECTION OF WINNERS

Local PTA and/or Council PTA must be in good standing with Texas PTA.

AREA 18 NEW AWARD

- Newsletter
- Website
- Electronic Newsletter

WEBSITE

Bronze Level Recognition – The following requirements must be met to receive the **Bronze Level** award:

- | | |
|--|--|
| <input type="checkbox"/> Theme/Goals | <input type="checkbox"/> Ongoing Projects (such as recycling programs or Clothes Closet) |
| <input type="checkbox"/> Graphics/Background/Use of Color | <input type="checkbox"/> Legislative Updates |
| <input type="checkbox"/> Legibility (Color Definition, Font Type and Size) | <input type="checkbox"/> Newsletter |

Silver Level Recognition - To achieve a **Silver Level** Award complete all of the Bronze Level requirements plus the following:

Links to:

- National and Texas PTAs
- Area PTAs and Council PTAs
- School (if a separate page) and School District
- Other (volunteer application, TEA, NEA, etc.)

Information:

- Meeting Information
- Mission and Purposes of PTA
- Recognition of Students/Teachers
- Membership form/info

Gold Level Recognition - To achieve a **Gold Level** Award complete all of the above Bronze and Silver Level requirements plus the following:

Information:

- Board Roster with Contact Information
- Volunteer Opportunities

Ease of Use:

- Identification on All Pages
- Logical Organization of Information
- Consistent and Easy Navigation

WEBSITE JUDGING will take place between June 1st and 20th.

PLEASE NOTE: Recognition is based on the Web site as it appears during the week of judging.

GO TO: www.txpta.org
1. Go to Member site
2. Click PTAFORMS
3. Click Awards/Scholarships
4. Click Electronic
Communication Awards Form

SUBMIT ON LINE

Due on line **May 15**

Website judging will take place between June 1st and 20th.

AWARD: TEXAS PTA COMMUNICATION (Newsletter, Website, Electronic Newsletter)

Submit **ON LINE**

Each category must be submitted separately on line

<http://www.txpta.org/members/awardforms>.

ELECTRONIC NEWSLETTER

Bronze Level Recognition – Each of the following requirements must be met to receive the **Bronze Level** award:

- Newsletter must be emailed at least once a month via mass email or newsgroup to all members who provided an email address.
- Newsletter must have an article or link that addresses one of the following PTA Initiatives: Arts in Education, Environmental Issues or Events, Legislation, Healthy Lifestyles, Safety, Parent Education, or Parent Involvement.

Silver Level Recognition - To achieve a **Silver Level** Award complete all of the Bronze Level requirements plus the following:

- News briefs from school district and campus, with links to website for full story, emailed weekly/biweekly to members who have provided an email address.
- Disseminating information for school counselor or nurse via mass email or newsgroups.
- Regular newsletter must have articles or links that address two of the following PTA initiatives (must be different topics than Bronze Level): Arts in Education, Environmental Issues or Events, Legislation, Healthy Lifestyles, Safety, Parent Education, or Parent Involvement.

Gold Level Recognition – To achieve a **Gold Level** Award complete all of the above Bronze and Silver Level requirements plus the following:

- Send press releases about PTA and/or school activities or events to media via mass email or newsgroup.
- Newsletter in .PDF format emailed via newsgroup or mass email to local elected officials (mayor, city council, etc.) and Chamber of Commerce, and local ISD Administration and School Board.
- Regular newsletter must have articles or links that address all of the following PTA initiatives: Arts in Education, Environmental Issues or Events, Legislation, Healthy Lifestyles, Safety, Parent Education, or Parent Involvement.

NEWSLETTER

<input type="checkbox"/> President's Message	<input type="checkbox"/> Student Recognition	Bronze Level
<input type="checkbox"/> Parenting Articles	<input type="checkbox"/> Council PTA News	
<input type="checkbox"/> Calendar (Upcoming Events)	<input type="checkbox"/> Area PTA News	
<input type="checkbox"/> Chairmen's News	<input type="checkbox"/> Volunteer Opportunities	
<input type="checkbox"/> Awards/Recognition	<input type="checkbox"/> Join the PTA/Membership Info	
<input type="checkbox"/> State PTA News	<input type="checkbox"/> National PTA News	Silver Level
<input type="checkbox"/> Newsletter in Spanish (if applicable)	<input type="checkbox"/> Newsletter on Web Site	
<input type="checkbox"/> Legislative/Advocacy Issues	<input type="checkbox"/> Texas PTA Logo	Gold Level
<input type="checkbox"/> Training Dates and Info (if Council)	<input type="checkbox"/> Local PTA News (if Council)	