

## PTA UNIT SPOTLIGHT AWARD

For complete program details, see the *California State PTA Toolkit*, PTA Spotlight Award Program 7.6.2

Name of PTA/PTSA \_\_\_\_\_

**Circle one:** Elementary Jr. High/Middle/Intermediate High CA State PTA Unit/Council # \_\_\_\_\_

Council (if in council) \_\_\_\_\_ District PTA \_\_\_\_\_

Unit/Council PTA President \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ ZIP \_\_\_\_\_

Please mark appropriate award category (ies) to be considered

- \_\_\_\_ Leadership Development Award
- \_\_\_\_ Programs for Student Achievement Award
- \_\_\_\_ Environmental Award
- \_\_\_\_ Family Involvement Award
- \_\_\_\_ Membership and Outreach Award
- \_\_\_\_ Collaboration Award
- \_\_\_\_ Advocacy Award
- \_\_\_\_ Student Involvement

### APPLICATION FORMATTING REQUIREMENTS

Word processed or typed in black ink  
 Standard 12-point font or equivalent type  
 Double-spaced with 1" margins all sides  
 Each award category 3 pages maximum  
 3 additional single-sided supplemental pages per category  
 No folders or sheet protectors  
 No colored paper or 3-D attachments  
 No unauthorized use of copyrighted materials

**Award Application Questions:** Prepare a brief narrative for the following questions. Be as specific as possible. Put the name of the award you are applying for at the top of the page. Include the question or its number with each answer. Answer the questions in the order they are listed. At the end of each question are the point values that will be used in the selection process. You may apply for one or more of the award categories using this application.

1. Describe the program/project, including how or why it was developed.  
 Do not describe a fundraiser ..... 35 points
2. Describe the implementation of the program..... 35 points
3. Describe how your PTA unit or council continued to promote and sustain  
 the objectives of the program throughout the year..... 20 points
4. Describe the impact/outcome ..... 10 points

Submitted by \_\_\_\_\_

PTA position \_\_\_\_\_

Council PTA president signature \_\_\_\_\_

District PTA president signature \_\_\_\_\_

Mail completed application to:  
 California State PTA  
 Attn: Awards Coordinator  
 2327 L Street  
 Sacramento, CA 95816-5014  
 For questions/clarification, e-mail:  
[awards@capta.org](mailto:awards@capta.org)  
Faxes will not be accepted

(By signing this application, you are affirming that this PTA unit/council is in good standing, bylaws are current, and qualified for Ready, Set ... Remit! Award.) All materials become the property of the California State PTA and cannot be returned.

**All applications must be received in the California State PTA office, not postmarked, by February 1.**

## Programs and Member Services Commission

### How to fill out the PTA Unit Spotlight Award Application

- Fill out the entire application. Your California State PTA unit/council number can be found in your bylaws.
  - The application must be signed by your council and district president. By signing the application, the president has affirmed that you are a unit in good standing.
  - What does in good standing mean?
    - Per capita dues (membership money) forwarded through channels
    - Insurance premiums forwarded through channels
    - Worker's Compensation Annual Payroll Report received
- Additional Requirements**
- Qualified for Ready, Set ... Remit! Award (30 members submitted through channels by October 30)
  - Bylaws are current
- Follow the application formatting requirements exactly. You may use the one application for multiple categories. Put the name of the award category at the top of the page. If you are applying in more than one category, make sure to complete one award category in its entirety before going on to the next.
  - Any new programs conducted since the last application due date (Feb. 1) are eligible.

### What do the different award categories mean? Here are some examples.

**Leadership Development:** Efforts to increase leadership capacity and participation in leadership development opportunities to ensure long-term growth and overall effectiveness of the unit or council.

- Team building, mentoring programs, development for emerging leaders, and participation in training opportunities offered by PTA as well as outside agencies, etc.

**Programs for Student Achievement:** The implementation of programs and projects that support student achievement.

- Planning creative programs and events that focus on education, arts, health, safety, etc. – that support student success.

**Environmental:** The implementation of programs that promote conservation and environmental responsibility and awareness.

- Waste reduction / recycling, air quality and conservation of non-renewable resources, etc.

**Family Involvement:** Programs that promote student success and the well-being of families by increasing the participation of parents and family members in children's education, schools and lives.

- Family events and programs, parenting classes/education (outside speakers/presentations), parent and family support/resource development, etc.

**Membership and Outreach:** Membership campaign efforts that are successful in increasing membership while raising awareness of PTA's mission and the value of membership; efforts that include effective outreach; efforts to include under-served and under-represented populations, non-traditional families and diverse community groups with quantifiable success in increasing membership within the targeted population.

- Successful and creative campaign that focuses on the value of PTA and parent involvement in student success.
- Successful campaign that focuses on enlisting the participation, students, and community members in the education process;
- Successful campaign that increases involvement of under-represented populations of the community and results in a PTA board membership that is reflective of its community.

**Collaboration:** Partnerships that are mutually beneficial and structured to connect individuals, enhance student learning, assist schools and families and involve community members.

- Community agencies with similar goals to PTA, education foundations, local businesses that connect education programs with the workplace, senior citizens groups and community service learning, etc.

**Advocacy:** Efforts to advocate and speak on behalf of the education, health, safety and welfare of children at the school, in the community, and at the state and national level.

- Efforts that train parents and students to be better advocates., Efforts that strengthen parents' and students' roles in decision making in educational issues. Legislative activities that support the education, health and welfare of children and youth, etc.

**Student Involvement:** Efforts to increase student involvement and participation in all aspects of PTA/PTSA

- Soliciting students input on their priorities and interests: planning programs and events with students that have been identified as having value by students; collaboration of students and adults (PTA leaders, principals, administrators); students serving on boards in chairmanships, appointed or elected positions, programs run by students that promote PTA's mission.