

PTA SPOTLIGHT AWARD

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

Name of PTA/PTSA _____
Check 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

- ____ **Unit** or ____ **Council**
 ____ Leadership Development Award
 ____ Student Support and Achievement Award
 ____ Environmental Award
 ____ Family Involvement Award
 ____ Membership and Outreach Award
 ____ Collaboration Award
 ____ Advocacy Award

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 single-sided pages maximum
 3 additional single-sided supplemental pages per category
 No folders or sheet protectors
 No colored paper or 3-D attachments

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 fundraiser35 points
2. Describe the implementation of the program35 points
3. Describe how your PTA Unit or Council continued to promote and sustain the objectives of the program throughout the year20 points
4. Describe the impact/outcome10 points

Submitted by _____

PTA Position _____

Council PTA President signature _____

District PTA President signature _____

Mail completed application to:
 California State PTA
 Attn: Award Coordinator
 2327 L Street
 Sacramento, CA 95816-5014

For questions/clarification, e-mail:
 awards@capta.org.

(By signing this application, you are affirming that this PTA unit/council is in good standing, bylaws are current and qualified for Chairman's Club 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.

Instructions for Completing the PTA Spotlight Award Application

- Complete 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 Chairman's Club Award (50 members submitted through channels by November 15)
 - 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 (February 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, student involvement, mentoring programs, development for emerging leaders, participation in training opportunities offered by PTA as well as outside agencies, etc.

Student Support and Achievement: The implementation of programs and projects that support student achievement.

- Creative programs focusing on Education, Arts, Health or Safety that support student achievement, etc.

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 their children's education, their schools and their 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 raise awareness of PTA's mission and include outreach to under-served and under-represented populations, non-traditional families and diverse community groups with quantifiable success in increasing the targeted population.

- Efforts that increase PTA membership and involvement of under-represented populations of the community and efforts resulting in a PTA board and membership that is reflective of its community, etc.

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 to better advocate for their own children. Efforts that strengthen parents' roles in decision making in educational issues. Legislative activities that support the education, health and welfare of children and youth, etc.

04/2010