

# OUTSTANDING COUNCIL AWARDS

## COUNCIL PURPOSES

### SILVER

### GOLD

### PLATINUM

#### 1. Connections

Regularly connect with Local leaders at all units to build relationships

Meet with the Superintendent to discuss PTA purposes and goals.

Share successes by presenting a State of the Council report at a School Board meeting

#### 2. Membership

Present membership awards to Local PTAs at delegate meetings


Recognize locals for membership growth and awards on social media

Achieve a Council-wide membership increase

#### 3. Trainings

Host PTA training watch parties

Host a Mini training at a Delegate meeting.

Host an Extra Credit training. 

#### 4. Assisting

Provide Locals with Council contact information for their job-specific questions

Use mass communication to address timely and emerging topics

Creatively and Efficiently support all PTAs. Examples- Mentors, Networking, and online tools

#### 5. Modeling

Share an executive board report at each council delegate meeting

Model best practices by using Texas PTA procedures and resources

Utilize committee members to accomplish Council goals

#### 6. Promoting

Promote Texas PTA Idea Share Page


Promote/Recognize Local PTAs participating in Texas PTA Programming/Award opportunities

Promote/Recognize Local PTAs participating in the National PTA School of Excellence program

#### 7. Purposes

Use current everyone can campaign materials to promote PTA membership

Share PTA purposes at a school board meeting

Promote your PTAs at a meeting in your community 

#### 8. Advocacy

Encourage Locals to participate in Texas PTA advocacy events

As a council participate in a Texas PTA advocacy event such as Rally Day or Straight Talk

Facilitate a Council-wide advocacy initiative. 

#### 9. Youth

Share information with Locals regarding youth-related issues in your community


Recognize Locals that promote awareness of youth-related issues in their communities

Host a districtwide program or event focused on youth-related issues


#### 10. Programs

Engage Locals in a program to improve the education and welfare of youth

Partner with another entity to host a district-wide program or event supporting youth

Host a district-wide program or event supporting youth 

#### Other Requirements

- Be in Good Standing
  - Complete Spring CAR by **May 15th**
  - Host a Council Board Orientation with FSR
  - Have 75% of PTAs in Active Status by **May 15**
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- Earn Silver award
- At least one Council board member attends LAUNCH

- Earn Gold award
- No PTAs in restructure as of **May 15th**

# OUTSTANDING COUNCIL AWARDS

Council PTAs have 10 priorities that serve as a roadmap as they lead, guide, and support Local PTAs. Following that roadmap results in stronger leaders, greater engagement, and ultimately, every child's potential becoming a reality in your community.

Texas PTA has designed a series of recognitions to celebrate Councils as they step deeper into each priority. The recognitions are divided across three paths: Silver, Gold, and Platinum. Many Councils will find that their existing activities and events meet the requirements of a particular path. If that is the case, your challenge is to begin taking steps toward achieving the next medal.

As boxes are checked off in each category, you will have a visual reminder of how your Council is progressing, as well as areas where you can grow and develop your PTA community. Some activities or events will check a single box and some may check more than one. These examples explain how a single project or event can check multiple boxes.

- **Example 1:** A monthly Council newsletter is sent out. Every newsletter includes the Everyone Can Campaign logo or the #YouCanPTA, plus links encouraging locals to sign up to be a National PTA School of Excellence or to Participate in Reflections. You would check Silver Purposes (used new *back the future* materials regularly), Silver Promoting (Encourage Texas and National PTA programs), and Gold Assisting (Use mass communications to address timely and emerging topics).
- **Example 2:** The council works with a local artist to showcase Reflections winners in a pop-up art gallery. This would check off both Gold and Platinum boxes for Projects (Partner with another entity to host a district-wide program or event supporting youth and host a district-wide program or event supporting youth.)

There are also Spotlight Awards that contribute to the overall achievements of a Council and are important enough to stand on their own. Each spotlight award focuses on a pillar of PTA: engage (good standing), educate (training), and empower (advocacy).

As your Council studies the road map and sets goal, consider reaching out to your Field Service Representative and other members of your support network across the state. Additionally, each priority is further defined in the Council Leaders Guide.

Texas PTA believes that each Council's journey from Silver to Gold to Platinum will help achieve our collective vision that every child's potential is a reality across the state of Texas.



## SPOTLIGHT AWARDS

### PTA Promotion Award

Promote your PTAs at a meeting in your community.

### Leadership Award

Host traditional leadership skill trainings (non-PTA).

### Making a Difference Award

Host a district-wide program or event supporting youth.

### Good Standing Medalist

Percent Local PTAs in Good Standing by **May 15**. 50% Silver, 75% Gold, 100% Platinum

### Advocacy Initiative Award

Facilitate an advocacy initiative outside of Texas PTA events.