OUTSTANDING WEBSITE AWARD

Purpose of Award
The Louisiana PTA Outstanding Website Award encourages the participation of local units to provide electronic communication services.

Eligibility
Any local PTA unit in good standing may submit their PTA website. A PTA school's website can only be entered in this contest if there are pages dedicated on the website to the school's PTA. PTA information MUST be included in the website for it to be considered for this award.

Awards
The Louisiana PTA may present up to two (2) Awards of Excellence and up to two (2) Awards of Merit. There are no grade level categories.

Criteria
The website must
- connect students, parents, faculty, and community members with its PTA.
- demonstrate a creative use of tools to build a website that fully represents the school and its PTA.
- be well visited to show that it is a valuable communication tool.

The website will be judged based on:
- PTA responsiveness to the school
- Timely updates
- PTA content
- Artistry
- Technical ability

Requirements
The following must be submitted:
- A completed entry form
- A link to the website's homepage
- A print out of the visitors analytical page from August 1 – January 1 of current school year.
- On a separate page provide a brief explanation as to why this entry was produced for your particular school community and why it should be considered for the award using the above criteria.
Format

- Submit entry form and link to homepage
- Limit the narrative to one typed 8 1/2 x 11” paper, double-spaced, one-inch margins, standard 12-point font or equivalent.

Questions?
If there are questions, e-mail:
LAPTA Public Relations Chair
laptapublicrelations@gmail.com

Entries should be emailed to:
laptapublicrelations@gmail.com

Any entry mailed to the State Office or any other LA PTA officer or chair will be disqualified. All guidelines must be followed.

DEADLINE:
ENTRIES MUST BE submitted ON OR BEFORE JANUARY 18, 2020
OUTSTANDING WEBSITE ENTRY FORM
2019-2020

Unit Name: ________________________________ LUR # : ____________

Unit President: ________________________________ District: ____________

School Address: ___________________________________________________________________

City : ________________________________ Zip: __________________________

Email: ________________________________ Phone: _______________________

Webmaster’s Name: _____________________________________________________________

Email: ________________________________ Phone: _______________________

School Enrollment: _______________________

Website Address: __________________________________________________________________

Entries should be emailed to: laptapublicrelations@gmail.com

DEADLINE: Entries must be submitted on or before January 18, 2020. All
guidelines must be followed or entry will be disqualified. (No Exceptions)
OUTSTANDING WEBSITE JUDGES
RUBRIC 2019-2020

Unit Name: _______________________________ LUR # _______________________________

(The following must be available from the website’s homepage.) Information (95 points possible)

- Message from PTA president (5)
- Visitors Analytics statistics page (5)
- Newsletter (5)
- Legislative updates (5)
- Ongoing projects, such as recycling or Box Tops (5)
- Meeting Information (5)
- Recognition of Students/Teachers (15)
- Board Roster with Contact Information (15)
- Calendar of Events (15)
- Volunteer Opportunities (15)
- Membership Information/Enrollment form (5)

Total

Links (40 points possible)

- National PTA (10)
- Louisiana PTA (10)
- District PTA (10)
- Separate website from School (5); or same site (3)
- School District (5)

Total

Ease of Use (30 points possible)

- Identification on all pages (5)
- Logical organization of information (5)
- Consistent and easy navigation (10)
- Legibility, color definition, font type and size (5)
- Ability to view/read on a mobile device (5)

Total

Extra Credit (25 points possible)

- Email link to webmaster (5)
- Graphics/Background/Animation (5)
- Facebook (5)
- Twitter (5)
- Mobile App (5)

Total

TOTAL POSSIBLE POINTS = 190

TOTAL ___________________