



SCHOOL OF  
EXCELLENCE

## Frequently Asked Questions

*everychild.one voice.*®

**Q1: What is the National PTA School of Excellence program?**

The National PTA School of Excellence program is a recognition program that supports and celebrates partnerships between PTAs and schools to enrich the educational experience and overall well-being for all students. By enrolling in this program, your PTA and school administrators are making a year-long commitment to identify and implement an action plan for school improvement based on [PTA's National Standards for Family-School Partnerships](#).

**Q2: What defines a “National PTA School of Excellence?”**

At a National PTA School of Excellence, families feel welcomed and empowered to support student success, and PTA is a key partner for continuous school improvement.

**Q3: How do I sign up to participate in the School of Excellence program?**

Enroll at [PTA.org/Excellence](https://pta.org/excellence) or call (800) 307-4782 for assistance before Oct. 1.

**Q4: Do I have to be a PTA school to participate in the program?**

Yes, to participate in the program you must be a PTA in good-standing, according to your state PTA. If you are not a PTA, this is a great reason and opportunity for you to charter a PTA at your school. Contact your state PTA or call (800) 307-4782 to learn more about the benefits of being a PTA!

**Q5: What are the steps to be recognized as a National PTA School of Excellence?**

- Step #1: Enroll and Gain Support (Enroll by Oct. 1)
- Step #2: Deploy Baseline Survey (September-November)
- Step #3: Set a Shared Objective (September-November)
- Step #4: Complete Initial Application (Submit by Nov. 1)
- Step #5: Follow Roadmap to Excellence (Throughout School Year)
- Step #6: Deploy Final Survey (March-June)
- Step #7: Complete Final Application (Submit by June 1)
- Step #8: Celebrate Your Excellence (August)

**Q6: What support can I depend on from National PTA?**

National PTA provides you with a *Program Leader Guide* after enrolling in the program. Once you submit the Initial Application, you will receive a customized *Roadmap to Excellence* and access to an online toolkit, which will help you act on your results and set priorities. As you implement strategies to enhance family engagement at your school, you can expect National PTA to provide training, resources, program reminders and timely responses to your questions.

**Q7. How long can we promote that we are a National PTA School of Excellence?**

The designation as a National PTA School of Excellence is for two academic years. We announce our School of Excellence honorees in August each year.

**Q8. What kind of visibility will my school and PTA gain by earning this designation?**

Your School of Excellence designation will help attract new, action-oriented PTA members who want to focus on the issues that affect our children the most. Being a National PTA School of Excellence will open the door to other honors and opportunities for your school. You will receive a National PTA School of Excellence banner to hang prominently at your school, which will tell families right away—you are welcome here and you are important to our students' success! You will also receive a *Celebration Kit*, containing event-planning and media outreach templates and tools.

National PTA will include your PTA and school in our national program promotion, specifically showcasing how your school and PTA are leading the nation in your approach to family-school partnerships. In addition, as a National PTA School of Excellence, you will automatically be considered for National PTA's highest honor—the Phoebe Apperson Hearst Family-School Partnership Award.

**Q9. What if we don't earn the School of Excellence designation on first try?**

If you have a stronger family-school partnership than you did when you enrolled in the program, you still have much to celebrate and you're one step closer to becoming a National PTA School of Excellence. You will receive a National PTA Certificate of Merit, as well as a new *Roadmap to Excellence: Are We There Yet?* guide to help you continue your pursuit of this designation during the next school year. You will build on the momentum you started.

**Q10. I have more questions. Who can I contact?**

Send your question to [Excellence@PTA.org](mailto:Excellence@PTA.org) or call (800) 307-4782.