



Make a Commitment to Excellence!

Are you ready to step up your PTA's involvement in school improvements?



Is something meaningful already happening between your PTA and school, and would you like to take it a step further? If so, the National PTA School of Excellence program is what you've been looking for!

This recognition program opens the lines of communication and critical thinking within school communities to make data-driven decisions that yield positive, long-term results. 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.

After completing the program, your school and PTA will be celebrated as national leaders in family-school partnerships and continuous school improvement. 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. Plus, as a School of Excellence, you will automatically be considered for National PTA's highest honor—the Phoebe Apperson [Hearst Awards](#).

Program Steps

STEP #1: Enroll and Gain Support

By enrolling in the School of Excellence 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 and best practices in Transformative Family Engagement.

After enrolling in the National PTA School of Excellence program, you will start to build an inclusive "Excellence Team"—whose members are representative of your entire school community—who will work together throughout the school year to build family-school partnerships. **(Enroll by Oct. 1)**

STEP #2: Deploy Baseline Survey

Your Excellence Team will deploy National PTA's Baseline Survey questions to your entire school community—including families, administrators and teachers to gauge perceptions of current family-school partnership trends. **(September-November)**

STEP #3: Set a Shared Objective

After you compile feedback from your school community, your Excellence Team will hold meetings in partnership with school administrators to analyze what you have learned and identify ways that your PTA can better engage families throughout the year.

(September-November)

STEP #4: Complete Initial Application

Once you have analyzed the surveys and determined your shared objective, your Excellence Team will submit your Baseline Survey results online through an Initial Application by the deadline. **(Submit by Nov. 1)**

STEP #5: Follow Your Roadmap to Excellence

Using a resource guide provided by National PTA, the Roadmap to Excellence, your Excellence Team will determine which of the recommendations will have the greatest impact on increasing family engagement and achieving results. Throughout the school year, your Excellence Team will then develop and implement an action plan to address barriers and expand methods for effective family and community engagement. National PTA will be there to provide information, support and program reminders every step of the way! **(Throughout School Year)**

STEP #6: Deploy Final Survey

Towards the end of the school year, your Excellence Team will conduct a Final Survey to gather feedback from your school community and evaluate your progress over the school year. **(March-June)**

STEP #7: Complete Final Application

Your Excellence Team will provide the results of your Final Survey, a new focus area for the upcoming school year and a supporting narrative that outlines your accomplishments online through a Final Application by the deadline. **(Submit by June 1)**

STEP #8: Celebrate Your Excellence

The National PTA School of Excellence designation will be awarded to those that meet a specific threshold or make significant improvements in strengthening their family-school partnership. Once designated, your PTA will you receive a banner and celebration tools to plan school and community celebrations. **(August)**

Why PTAs Love the School of Excellence Program

“The School of Excellence program has given us a chance to explore the needs of our school in a way we never have before!”

—**Krysta Jackson, Lake Riviera Middle School PTA**

“This was my first time leading the program and I found it to be a great way to set a concrete goal for our PTA and help us achieve it with an easy step-by-step action plan. This is a user-friendly program that can lead PTAs to greater success, even when they are already high achieving PTAs.”

—**Meredith Loudenback, Chets Creek PTA**

“We (as parents and PTA) appreciated being able to approach admin with this idea of spending the year working together in partnership and collaboration to make our school stronger and better for everyone. It truly opened the door for us and helped soften the invisible barriers that were up to separate us.”

—**Amy Rutzen, Flower Mound Elementary PTA**

Start Your Excellence Journey

Imagine proudly hanging a National PTA School of Excellence banner in the entrance of your school as a marker of your success! We can't wait to help you achieve your goals. **Learn more and enroll between May 1 and Oct. 1** at [PTA.org/Excellence](https://pta.org/excellence).