

Frequently Asked Questions

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

The National PTA School of Excellence program is an improvement and recognition program that supports and celebrates partnerships between PTAs, families 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 National PTA's National Standards for Family-School Partnerships and informed by National PTA's Center for Family Engagement. At a National PTA School of Excellence, families feel welcomed and empowered to support student success, and PTA is a key partner in continuous school improvement.

Q2: How do I sign up to participate in the School of Excellence program?

Enrollment is open until October 15 at [PTA.org/Excellence](https://pta.org/excellence).

Q3: 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 order to achieve the designation, your PTA must be in good standing, according to your state PTA. PTAs not in good standing at the time of enrollment, who become compliant by the time they finish the program can participate. 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!

Q4: Do I have to be a local PTA unit to participate in the program? Yes, the School of Excellence program is designed for local PTA units, supporting individual schools. This ensures that the community feedback your Excellence Team gathers and the action plan created speaks directly to a school's unique set of needs. District, council, region or community-based PTAs supporting multiple schools are encouraged to support individual schools and Excellence Teams in enrolling and participating in the program.

Q5: What does my PTA have to do for our school to be recognized as a National PTA School of Excellence?

You will be designated as a School of Excellence if you complete the first four of the five steps to the program:

1. Enroll and Get Started

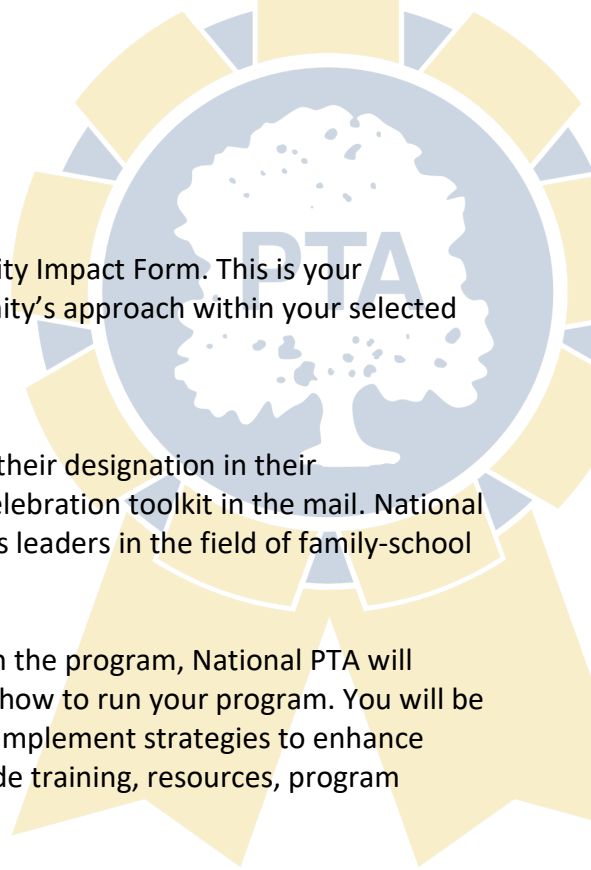
Enroll at [PTA.org/Excellence](https://pta.org/excellence) and prepare to start gathering information from your community using our baseline survey and listening session guide.

2. Gather and Analyze Community Feedback

Gather feedback from your community, analyze it and complete the Community Feedback Form. This is your opportunity to share who you listened to, what you heard and how you will use this information to improve your school community!

3. Build an Excellence Action Plan and Check Back with your Community

Using your community feedback, you will build an Excellence Action Plan to strengthen family-school partnerships in your selected focus area. Throughout the school year, you will join PTA webinars and trainings and consult the roadmap to strengthen family-school partnerships in your selected focus area. Prior to completing your action summary form, you will deploy a final survey or convene additional listening sessions to give the community an opportunity to share their perspectives on the initiatives you have implemented.

**4. Reflect On and Summarize Progress**

Reflect on the feedback you received and complete the Community Impact Form. This is your opportunity to share what you've done to enhance your community's approach within your selected focus area and demonstrate the impact you've made.

5. Celebrate Your Excellence

National PTA provides tips and tools to help local PTAs celebrate their designation in their communities. Schools of Excellence will receive a banner and a celebration toolkit in the mail. National PTA also provides opportunities for Schools of Excellence to act as leaders in the field of family-school partnerships.

Q6: What support can I depend on from National PTA? After enrolling in the program, National PTA will provide you access to an online toolkit with step-by-step instructions on how to run your program. You will be asked to bookmark this toolkit and visit it often for new content. 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 does my PTA receive by earning this designation? Schools of Excellence receive a banner and certificate in the mail. Designees also receive a digital 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 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!

Q10. I have more questions. Who can I contact? Send your question to Excellence@PTA.org.