

# 2007–2008 Phoebe Apperson Hearst–National PTA Excellence in Education Partnership Award

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## **Description of the Award**

The Phoebe Apperson Hearst–National PTA Excellence in Education Partnership Award recognizes PTAs whose collaborative efforts with parents, families, educators, and community members promote parent/family involvement in ongoing programs that support and encourage student success.

## **Who Should Apply**

Any local PTA in *good standing* with the state and national PTAs may apply. Local PTAs may submit applications to their state PTAs, and each state PTA will submit all applications for national consideration.

## **What the Award Recipient Receives**

The national winner will

- Receive \$2,000 for a PTA program promoting parent involvement.
- Receive two expense-paid trips, one for the PTA president or designee and one for a representative of the collaborative partner, to the 2008 National PTA Convention in San Diego, California.
- Participate in convention activities designed to recognize award winners.
- Be featured in national PTA publications.

There will be up to four honorable mention recipients, each of whom will receive \$500. The national winner and four honorable mentions will each receive a commemorative award. All qualified applicants for the award will receive a certificate of participation.

The national winner and honorable mention recipients will be notified in early June 2008. Award money will be distributed in July 2008.

## **Application Requirements**

To be considered for the award, a local PTA must submit the following:

- A completed application cover sheet
- Narrative responses to the selection criteria listed below
- Two letters of recommendation (on organization letterhead, with original signatures)
  - One from the school principal, the school district superintendent/director, or a community leader
  - One from the collaborative partner

## **Selection Criteria**

Prepare a narrative for each of the following selection criteria:

1. Describe your program. (20 points)
  - a. Why was the program created?
  - b. Who is the collaborative partner?
  - c. What are the goals of the program?
2. What have been the results of the program? (50 points)
3. How has the program supported and encouraged student success? (20 points)
4. How would you use the Hearst Award to strengthen the program? (10 points)

Type or word process your responses to the selection criteria on 8½" x 11" plain white paper, single-sided, double-spaced, with 1-inch margins on all sides. Use Times New Roman 12-point or

larger computer font, or equivalent typewriter pitch, in black ink. Number the pages, and include the local PTA's name on the top of each page. Answer the selection criteria in the order given here; number the responses. The responses to all four selection criteria together may be no longer than six (6) pages total.

**Application Deadline**

Contact *your state PTA* for the application deadline and the address to which you should send your application materials. No faxed or e-mailed applications will be accepted.

Do not send application materials to the national PTA office; the national PTA office will accept only those applications reviewed and forwarded by the state offices. The deadline for the national PTA office to receive applications from the state offices is April 15, 2008.

See the requirements checklist for additional guidelines regarding submission of applications.

Applications are available through your state PTA office or online at <http://www.pta.org>. Contact your state PTA, or PTA national headquarters at (800) 307-4PTA (4782) or [info@pta.org](mailto:info@pta.org), for further information.

**The Mission of the PTA:**

- **A Powerful Voice for all children**
- **A relevant resource for families and communities, and**
- **A strong advocate for the education and well-being of every child.**

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APPLICATION COVER SHEET**

**This cover sheet must be typed. The entire form must be completed.**

**State application deadline:** \_\_\_\_\_

State \_\_\_\_\_

Eight-digit local PTA ID number 0 0 \_\_\_\_\_  
(found in upper left corner of National PTA mailing labels)

Local PTA name \_\_\_\_\_

School or project site \_\_\_\_\_

School or project site phone \_\_\_\_\_

School or project site address \_\_\_\_\_

Local PTA president \_\_\_\_\_

Local PTA president's signature \_\_\_\_\_

Date \_\_\_\_\_

Local PTA president's address \_\_\_\_\_

Local PTA president's daytime phone \_\_\_\_\_

Evening phone \_\_\_\_\_

E-mail address \_\_\_\_\_

Submitter's name and title  
address \_\_\_\_\_

E-mail \_\_\_\_\_

Collaborative partner \_\_\_\_\_

Collaborative partner contact person \_\_\_\_\_

Collaborative partner's address \_\_\_\_\_

Collaborative partner's daytime phone \_\_\_\_\_

Evening phone \_\_\_\_\_

E-mail address \_\_\_\_\_

Submitter's signature \_\_\_\_\_

Date \_\_\_\_\_

Total student population being served \_\_\_\_\_ Total membership of your PTA \_\_\_\_\_

**For State and National Use Only:** Local PTA in good standing Yes \_\_\_\_\_ No \_\_\_\_\_

State president's signature (original signature required) \_\_\_\_\_

Verified that the collaborative partner is *not* in direct conflict with PTA positions. (To see PTA's national positions, go to [http://www.pta.org/issues\\_and\\_action.html](http://www.pta.org/issues_and_action.html).) Yes \_\_\_\_\_  
No \_\_\_\_\_

Total number of local PTAs in the state \_\_\_\_\_

Total number of applications received for consideration \_\_\_\_\_

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FREQUENTLY ASKED QUESTIONS**

**Who should apply and how are applications forwarded for national consideration?**

Any local PTA in *good standing* with the state and national PTAs may apply. (For the state PTA, *good standing* means that current dues are paid and any additional requirements are met. For the national PTA, *good standing* means that current dues are paid. It is up to the state PTA to verify good standing.)

**What is the deadline for submitting applications?**

Contact your state PTA for the application deadline. National entries for this award are accepted from state PTAs only.

**What is a collaborative group?**

As part of the larger community, schools and other programs fulfill important community goals. In like fashion, communities offer a wide array of resources valuable to schools and the families they serve. When schools and communities work together, both are strengthened in synergistic ways and make gains that outpace what either entity could accomplish on its own:

- Families access community resources more easily.
- Businesses connect education programs with the realities of the workplace.
- School climate and programs improve.
- Students serve and learn beyond their school involvement.

The best partnerships are mutually beneficial and structured to connect individuals, not just institutions or groups. This connection enables the power of community partnerships to be unleashed.

**Who are potential partners?**

Within each community is a unique mix of organizations and service agencies that can offer valuable support to schools, parents, and families. Consider the following partner categories:

Businesses	Local governments
Chambers of commerce	Local media
Charitable organizations	Military groups
Churches	Nonprofit associations
Civic groups	Senior citizens
Foundations	Youth groups

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REQUIREMENTS CHECKLIST**

The following is a checklist of the requirements for an application to qualify for consideration. If an application does not fulfill the requirements, it will be disqualified.

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Local PTA in good standing</b>
<input type="checkbox"/>	<input type="checkbox"/>	<b>Application cover sheet</b> <input type="checkbox"/> Typed and attached to rest of application materials <input type="checkbox"/> Correct eight-digit local PTA ID number (found in upper left corner of National PTA mailing labels) <input type="checkbox"/> Collaborative partner information complete <input type="checkbox"/> Original signatures of submitter
<input type="checkbox"/>	<input type="checkbox"/>	<b>Narratives</b> <input type="checkbox"/> Local PTA's name at the top of each page <input type="checkbox"/> A maximum of six (6) single-sided sheets of 8½" x 11" plain white paper <input type="checkbox"/> Word processed or typed in the equivalent of Times New Roman 12-point or larger font, in black ink <input type="checkbox"/> Double-spaced, with 1-inch margins on all sides <input type="checkbox"/> Pages are numbered <input type="checkbox"/> Responses to selection criteria are numbered and in the order the questions appear on page 1 of the application information
<input type="checkbox"/>	<input type="checkbox"/>	<b>Letters of recommendation</b> <input type="checkbox"/> From school principal, school district superintendent/director, or community leader <input type="checkbox"/> From collaborative partner <input type="checkbox"/> On organization's letterhead; one page, single-sided and single-spaced <input type="checkbox"/> Original signatures
<input type="checkbox"/>	<input type="checkbox"/>	<b>Submission of application</b> <input type="checkbox"/> No binders, covers, or colored paper <input type="checkbox"/> Limit of nine (9) pages: one (1) page for application cover sheet, up to six (6) pages for selection criteria narratives, and two (2) pages for letters of recommendation. No supplementary or supporting materials will be accepted. <input type="checkbox"/> No faxed or e-mailed documents <input type="checkbox"/> Original application set and four (4) copies; each set paper-clipped—no staples or binders.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Collaborative Partner</b> <input type="checkbox"/> Verified that the collaborative partner is <i>not</i> in direct conflict with PTA positions. (To see PTA's national positions, go to <a href="http://www.pta.org/issues_and_action.html">http://www.pta.org/issues_and_action.html</a> .)