

School of Excellence Program Leader Checklist

The School of Excellence program consists of five steps designed to help PTAs build an inclusive and welcoming school community and earn the two-year School of Excellence designation in recognition of their leadership in enhancing family-school partnerships.

Step 1: Enroll and Get Started. Enrollment is open from May 1 to Oct. 15 at [PTA.org/Excellence](https://pta.org/Excellence). Complete the form and provide two contacts to receive training, technical assistance and access to the Excellence Toolkit.

- ☐ **Learn the Program:** Use the Excellence Toolkit to understand the structure, requirements and resources.
- ☐ **Gain Support and Build a Team:** Share the program with your PTA to increase support and build an Excellence Team of volunteers to implement the program.
- ☐ **Prepare to Gather Feedback:** Learn requirements, explore feedback methods and required questions and assess PTA communication methods.

Step 2: Gather and Analyze Community Feedback. Use required questions from National PTA to gather feedback, analyze results and complete the Community Feedback Form by Dec. 15.

- ☐ **Use Required Questions:** Use surveys or listening sessions and required questions from the Excellence Toolkit to gather feedback aligned to the National Standards for Family-School Partnerships. No response minimum.
- ☐ **Analyze Feedback:** Organize responses, assess process and review to find trends and key results.
- ☐ **Set Initial Goals and Focus Area:** Discuss feedback with your Excellence Team to select a National Standard and Focus Area.
- ☐ **Submit Community Feedback Form:** Verify feedback and share selected National Standard and Focus Area with National PTA by Dec. 15.

Step 3: Build Your Excellence Action Plan and Check Back with Your Community. Create and implement an Excellence Action Plan, with support from National PTA. Collect feedback once more to evaluate progress.

- ☐ **Build Your Action Plan:** Create a plan aligned with your community feedback and selected National Standard. Share it optionally with National PTA.
- ☐ **Implement Your Plan:** Use National PTA resources to embed your selected National Standard and implement checkpoints with your Excellence Team to stay on track.
- ☐ **Prepare to Check Back:** Learn requirements, reassess methods and results from fall to set goals for improvement.
- ☐ **Use Required Questions:** Use the same questions from Step #2 to assess your progress.

Step 4: Reflect On and Summarize Your Progress. Review feedback and share your success in the Community Impact Form by June 15. Ensure your PTA is in good standing with your state PTA to be eligible for the School of Excellence designation.

- ☐ **Analyze Feedback:** Review feedback with your Excellence Team to assess impact.
- ☐ **Complete Community Impact Form:** Share impact with National PTA by June 15.

Step 5: Celebrate Your Excellence. By mid-August, National PTA will announce the PTAs that are designated Schools of Excellence, as well as the three PTAs that earned the [Phoebe Apperson Hearst Awards](#).

- ☐ **Earning the Designation:** National PTA verifies PTAs met requirements and are in good standing.
- ☐ **Share the Excellence:** Highlight program successes with your school and families to build on momentum, continue school improvements and increase membership.
- ☐ **Celebrate Your Excellence:** Designees receive national recognition, a banner, certificate, celebration tips and additional opportunities through National PTA to enhance family engagement in your community.