

MTA PUBLIC RELATIONS COMMITTEE 2021-22

STUDENT RECOGNITION PROGRAM

I. SCOPE OF PUBLIC RELATIONS

Any Association member or group of members may submit proposals to the Public Relations Committee. The Committee shall have the responsibility for determining the extent of funding based on the guidelines listed below and on budget limitations set forth by the annual budget approved by the MTA Representative Assembly. Any funding proposal should be designed to benefit students of the Modesto City Schools. MTA should be publicly recognized for the support of the program.

II. GUIDELINES: STUDENT RECOGNITION PROGRAMS

A. Types

The Association shall support programs for the elementary, junior highs, middle school, high schools and alternative education NOT normally funded by Modesto City Schools.

1. Elementary schools will recognize students who exhibit growth in achievement and/or citizenship.
2. Junior high schools and middle school will support programs for student recognition or target "at risk" students in programs such as "Adopt a Student."
3. High schools and alternative education will support programs for student recognition or students "at risk." Programs that support an increased high school graduation rate and enhance educational opportunities are encouraged to apply.

B. Criteria

1. Awards shall be available to all students.
2. There will be no monetary awards to students.
3. The site student recognition team shall determine the nature and specific criteria for awards as well as present the awards to recipients.
4. Site Association participants are encouraged to support activities that involve A LARGE NUMBER of students.

- #### C.
- Participants shall submit an evaluation of the recognition program along with photographs, if available, of the presentation.

MTA PUBLIC RELATIONS COMMITTEE

2021-22 FUNDING REQUEST FORM

SCHOOL: _____ Date Submitted: _____

Name(s) of all who are submitting this form: _____

PROCESS:

1. Please fill out this form carefully and completely paying particular attention to the guidelines for the MTA Student Recognition Program for individual schools.
2. Elementary schools have available to them money equal to one-half their school enrollment. Junior highs and middle school have \$300 available. The high schools have \$800 available, and Elliott Alternative Education has \$600 available.
3. All requests are approved, denied, or modified by the Public Relations Committee. Therefore, completed forms should be forwarded to the Public Relations Committee, MTA office, by the last day of each month. The deadline for submitting funding requests for the 2021-22 school year is March 31, 2022.

1. Amount requested: _____ School enrollment: _____
2. Describe the nature of the program to be funded with attachments, if available.
3. Is this the first time you've applied for funds to run this particular student recognition program? Yes or No. If no, how many years have you received MTA funds for this project?
4. Decisions by the Public Relations Committee to approve, deny, or modify requests tend to be based on you demonstrating how this program meets MTA funding guidelines. Please discuss.

(OVER)

5. How will MTA receive public recognition for the support of this program, and which Association members will present the awards or funds? (**Note:** specially made MTA stickers are available at the MTA office for use on books, awards, etc.)

6. When will the evaluation form be submitted to the MTA Public Relations Committee so that we might evaluate the effectiveness of the program? (Deadline is June 1, 2022) Photographs are greatly appreciated!

Who will submit the evaluation?

Name _____ Home phone _____

7. Who may we contact in case the Public Relations Committee has questions or modifications to discuss with you?

Name _____ Home phone _____

School phone _____

Name _____ Home phone _____

School phone _____

A Public Relations Committee member will contact you after your application is considered at our monthly meeting. Thank you so much for taking the time, effort and caring to participate in the MTA Student Recognition Program!

THE 2020-21 PUBLIC RELATIONS COMMITTEE

Patrick McLoud, Chair	El Vista
Jeff Bakker	Franklin
Christina Elizondo	Everett
Paty Jurado-Towner	Fairview
Yumi Soares	Marshall
Brett Wagner	Modesto

DUE DATES

For Oct:	Sept. 30
For Nov:	Oct. 31
For Dec:	Nov. 30
For Jan:	Dec. 17
For Feb:	Jan. 31
For Mar:	Feb. 28
For Apr:	Mar. 31

NOTE: Please allow a month from the due date to process your application. The PR Committee meets monthly August-May on regularly scheduled days. Applications for student recognition funds are not processed in June, July or August.

MTA PUBLIC RELATIONS 2021-22 SCHOOL YEAR

STUDENT RECOGNITION PROGRAM

EVALUATION

SCHOOL: _____ DATE: _____

NAME OF EVALUATOR: _____

1. Number of students who received recognition and their grade level(s).

2. What were the criteria for recognition?

3. Who presented the awards or funds? When and under what circumstances was the presentation made? Please enclose available photograph(s)!

4. What other recognition did/does the MTA receive as a sponsor of this program at your school?

5. Program effectiveness: What worked? What didn't work? Would you do the same program again? If so, why? If not, why not?

(OVER)

6. Do you have any suggestions that you would like to make about the MTA's School Recognition Program?

THANK YOU FOR RETURNING THIS FORM TO THE MTA
PUBLIC RELATIONS COMMITTEE
BY JUNE 1, 2022!