PTA Reflections® 101

Follow along in your Local Leader’s Guide available for download at scpta.org

Presented by Carol Beard
South Carolina PTA Reflections Chair
Summer 2013
PTA’s Mission
The overall purpose of PTA is to make every child’s potential a reality by engaging and empowering families and communities to advocate for all children.

PTA Values
Collaboration: We work in partnership with a wide array of individuals and organizations to accomplish our agreed-upon goals.
Commitment: We are dedicated to promoting children’s health, well-being, and educational success through strong parent, family, and community involvement.
Accountability: We acknowledge our obligations. We deliver on our promises.
Respect: We value our colleagues and ourselves. We expect the same high quality of effort and thought from ourselves as we do from others.
Inclusivity: We invite the stranger and welcome the newcomer. We value and seek input from as wide a spectrum of viewpoints and experiences as possible.
Integrity: We act consistently with our beliefs. When we err, we acknowledge the mistake and seek to make amends.
All children deserve opportunities to explore and be involved in the arts.
Participation in the arts...

- Levels the playing field for underserved students.
- Develops the whole-child.
- Nurtures creativity and teamwork.
- Connects family, schools, and communities.
Today you will learn about...

1. PTA Reflections®
2. Program Planning
3. Organizing Your Team
4. Promoting Reflections
5. Collecting and Judging Student Entries
6. The Next Level - State and National Recognition
7. Celebrate! Recognize Student Participation and Achievement
8. Wrapping Up

Appendix Items
About PTA Reflections®

Since 1969, the Reflections program has allowed millions of students to explore their artistic talents in an educational way.

“The cultural arts are happiness. Happiness is drawing, dancing, finger painting. Happiness is modeling with clay, making music or a poem, performing a play.”

-Mary Lou Anderson, founder of National PTA’s Reflections Program
Who can participate?

All Local PTA Units in GOOD STANDING may host a Reflections program.

Good Standing:
• All Dues paid
• Current Bylaws
• Bonding Insurance policy in place
• IRS Form 990/990N complete for previous fiscal year
• Financial Review Report & Checklist complete & on file with State office

• See Appendix A for list of South Carolina Reflections dates

2.1 Appendix A
2013-14 Theme: Believe, Dream, Inspire

“My inspiration for the theme came from my experience in competitive sports. I hope that students across the country will strive to make their dreams become a reality.”

-Julie Lampert,
Waverly Park PTA, NY
PTA Reflections and the National Standards for Family-School Partnerships

Welcoming all families
Communicating effectively
Supporting student success
Speaking up for every child
Sharing power
Collaborating in the community
Additional Opportunities

Mary Lou Anderson Reflections Arts Enhancement Grants
• Applications Available January 6, 2014 at PTA.org/Reflections
• Applications Due March 14, 2014

Reflections Theme Search Contest
• The next theme could come from your PTA!
• See Appendix B for a student entry form and list of past themes.
• Due date December 2, 2014
Chapter 3
Program Planning
Customize Your Action Plan

Use this tool to:

• Brainstorm tasks
• Assign roles and responsibilities
• Track due dates
We’re Here to Help You!

Webinar: Reflections 101
Dates: Join us live on the second Tuesday of the month from 8:30 P.M. to 9:30 P.M. ET
October 8, 2013 https://www3.gotomeeting.com/register/832222294

Webinar: National PTA Reflections Online Registration System
Dates: Join us live on the third Tuesday of the month from 8:30 P.M. to 9:30 P.M. ET
August 20, 2013 https://www3.gotomeeting.com/register/500005510
September 17, 2013 https://www3.gotomeeting.com/register/924000326
November 19, 2013 https://www3.gotomeeting.com/register/899255502
December 17, 2013 https://www3.gotomeeting.com/register/689518126

See Appendix D for a complete schedule of state and national networking and training opportunities
Chapter 4
Organizing Your Team
Roles and Responsibilities

- Create a committee
- Establish a timeline
- Communicate with other PTA leaders
- Represent your Local PTA at statewide arts-related events

See Appendix E for Suggested Job Descriptions.
Tips for Recruiting Reflections Volunteers

- Announce planning meetings, ask school leaders to make recommendations, extend personal invitations
- Utilize your student leaders
- Consider school staff
- Assign specific tasks to volunteers without requiring their attendance at planning meetings
- Cultivate community arts professionals

Nicholas Turgeon, 1st place Visual Arts, Intermediate, 2012-13
Stone Academy, Greenville
Recruiting Volunteer Judges

Increase the credibility & expand the visibility of your program!

Sources may include working arts professionals or arts students in local arts organizations, companies and colleges.

Examples:
• Newspaper Editors/Arts Reviewers & Local TV News Producers
• College/university Professors, Graduate Fellows, Undergraduate Students
Chapter 5
Promoting Reflections
Program Messages

- All children deserve opportunities to explore and be involved in the arts.
- Students have the opportunity to explore the arts and culture, develop creative thinking and problem-solving skills and recognize themselves as artists.
- The 2013-14 Reflections theme is **Believe, Dream, Inspire**...
- Families can support their children’s participation.
- All students are welcome to interpret the theme and explore the arts including students with special needs.
Student Recruitment Messages

Create your own messages targeting:
• School newspaper
• Morning announcements
• Activity fairs promoting school clubs

Customize a participation flyer
• Enter your deadline for entries, how to submit entries and contact information
• Print flyers or enlarge for posters
• Recruit students to hang posters in hallways
• Ask teachers to send flyers home
• Distribute on Back-to-School Nights
5.3 Ideas for Promoting Reflections

**Students & Families**
- Host assembly
- Provide morning announcements
- Hang posters and flyers
- Post info on websites
- Post a blog/newspaper article
- Use Facebook/Twitter
- Appoint student leaders

**Teachers & Administrators**
- Visit staff meetings
- Link Reflections to curriculum
- Plan awards ceremony with school leaders

**Community**
- Serve as judges
- Exhibit artwork
- Donate
- Provide media coverage
- Post announcements on bulletin boards
Networking With Other Local PTAs

• Connecting with other Local Reflections Chairs can help build your support network.

• By communicating about challenges and successes, Local Reflections Chairs can help one another with:
  • Identifying community judges
  • Promoting the Reflections Program in the community
  • Locating affordable vendors
  • Finding additional sources for support

Make sure your Chair’s contact information is on file at State Office!

office@scpta.org
800-743-3PTA

Communication will be via email and social media sites
Recognizing outstanding Reflections programs

The Debbie Shumpert Reflections Participation Award
SCPTA will provide one award each to the Elementary School, Middle School, High School and other participating educational institution that has the highest level of participation by students in the 2013-14 Reflections Program.

The District(s) or Council(s) with the highest total school participation rate will also be recognized.

This recognition is in honor of Debbie Shumpert, SC State Reflections Chair for six years, for her outstanding dedication and inspiration. Mrs. Shumpert fought a courageous battle with cancer and passed away in 2005.

The SCPTA State Reflections Committee will review the total number of participants in each school & divide this total by the school enrollment to determine the highest ratio of students to participants. Winners will be announced at the State Convention.
Chapter 6
Collecting and Judging Student Entries
Deadline for Entries

✓ Will need at least two weeks for judging
✓ Allow two weeks to prepare entries for the next round of judging.

Please check with your District level PTA to determine if any additional rounds of judging take place in your area.

The State turn-in date is Saturday, February 8, 2014 at the Richland County Downtown library: 1431 Assembly Street Columbia, SC 29201
Understanding Program Rules

PTA Units often participate in one or more arts categories
Students often participate in any or all arts categories

- General Participation Rules
- Arts Category Rules
- Student Eligibility and Entry Guidelines

Dance Choreography
Music Composition
Film Production
Photography
Literature
Visual Arts
Sample Student Entry Form

ARTS CATEGORY SPECIFIC QUESTIONS—Answer questions for the art category relevant to your artwork submission.

Title of Work (Optional): ____________________________

Required Artist Statement: Explain how your artwork relates to the theme.

At least 30 words (max 100 words).

Voice Composition:

1. What is the title of the piece?
2. What is the composer?
3. Who is the performer(s)?

Movie Composition:

4. What is the title of the piece?
5. What are the names of the people who appeared in this film?

Music Composition:

6. What is the title of the piece?
7. What are the instruments?

Songbook:

8. What is the title of the piece?
9. What is the name of the singer?

Visual Art:

10. What is the title of the piece?
11. What is the medium or type of visual art you developed (e.g., prints, collage, 3D) on canvas.

Dimensions of picture: __________ x __________ Dimensions with matting (if frame) __________ x __________

Signature of student:

Signature of parent/legal guardian (necessary if child is under 18 years old)

Gender (check one): Male Female

Parent/Guardian Name:

Parent/Guardian Email:

Parent/Guardian Phone:

Full signature of student:

Parent/Guardian signature:

6.1 Appendix H
Summary of Rules

Students must be affiliated with a PTA/PTSA in good standing, as determined by State PTA

Students may submit entries in more than one arts category

Artwork must be original and created for the purpose of this contest and this year’s theme

Only one student may create the work and be recognized as the award recipient, but other students may appear in the artwork itself
Use of copyrighted material is prohibited except:

- Music in dance choreography and film production when the title, composer and performer are cited in the submission

Your State PTA will provide rules and Local PTA Reflections Guide

General participation, specific arts category and Special Artist Division rules must be followed at all levels
Special Artist Division

Primary
Grades Pre-K-2

Intermediate
Grades 3-5

Middle School
Grades 6-8

High School
Grades 9-12

Special Artist
All Grades

2 Ways to Enter … The Choice is Yours!

Enter in Traditional Grade Divisions
Qualifying students follow all general and arts category rules, but receive accommodation to submit Reflections entries in the grade division most closely aligned to their functional abilities. They are recognized and awarded prizes as part of the general student population without regard to special needs or challenges.

Enter in Special Artist Division
The Special Artist Division is non-graded and limited to students whose physical, cognitive, or mental health challenges meet ADA guidelines. Qualifying students entering this division create their own artwork but may receive non-artistic accommodation and assistance from an adult. At the national level, one Special Artist from across all arts categories will be selected to receive an Outstanding Interpretation Award. Up to five additional Special Artists may be selected to receive national Awards of Excellence.
Originality & Copyright

Originality

• Adults may not alter the creative integrity of a student’s work
• Only one student may create the work and be recognized as the award recipient, but other students may appear in the artwork itself
• Artwork must be inspired by the theme: Believe, Dream, Inspire...

Copyright

• Use of copyrighted material is prohibited in the literature, music composition, photography and visual arts categories.
• Use of copyrighted material is acceptable in the dance and film production arts categories when the title, composer and performer of any music in the submission are cited on the student entry form.
• Reference your Local Leader’s Guide for more information
Addressing Student Ineligibility

Common reasons for ineligibility include:
• Local PTA is not in good standing with the State PTA
• Plagiarism
• Resubmission

Recommended procedure:
• Scan entries
• Alert judges
• Check questionable entries
• Return ineligible pieces
• Talk with appropriate school personnel
• Determine whether awards should be returned
Consen Form

- Optional
- For individuals other than the student submitting artwork
- For individuals appearing in or performing on film, dance, or photography entries
- Appendix I

Collecting Entries

- Catalog entries
- Keep track of numbers of entries and number of participant students
- Keep entry forms with artwork
- Keep records of participants to identify potential Reflections volunteers in supportive families and teachers
Judging Process

- Entries primarily judged on the interpretation of the theme
- Conduct blind judging
- Provide judging rubric and score card to your judges (See Appendix J below)
- Assign awards

**NOTE:** If two entries are tied, the entry with the higher score for interpretation of the theme receives more recognition.

### 6.3 Appendix J

![PTA Reflections® Program Judging Score Card](image-url)
**Sample Judging Rubric**

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interpretation of Theme</td>
<td>How closely the artwork communicates the theme, based on the artwork itself and the artist statement</td>
<td>20 pts</td>
</tr>
<tr>
<td>Artistic Merit/ Creativity</td>
<td>How creative and original the artwork is in its conception of the theme and its presentation</td>
<td>10 pts</td>
</tr>
<tr>
<td>Mastery of Medium</td>
<td>The level of skill demonstrated in the basic principles/techniques of the artistic discipline</td>
<td>10 pts</td>
</tr>
</tbody>
</table>

6.3 Appendix J
Chapter 7
The Next Level - State and National Recognition
Report Participation

After your judging process is complete, share participation information with your state PTA.

Complete the Paper Local Unit participation form and send it with the printed student entry forms for each piece of art that moves to the next round. Please also complete the online participation form and online student entry forms. Use your paper forms as a guide to enter information online before advancing your forms to the next round.

- See Appendix K for instructions on using the Online Registration Process
- See Appendix M for paper versions of the PTA Participation Form
- Complete the PTA Participation online at PTA.org/Reflections

Sydney Langsdale “Unity In Diversity”
Advance Winning Entries to the Next Round

Local Units with Council/District Level Judging
✓ District 1 (Greenville County)
✓ District 9 (Charleston County)
✓ District 23 (Dorchester County)

May participate in District level judging. [District 1 also has Council level judging]. Contact your District Chair directly for details and specific dates.

Additional levels of judging allow more student entries to advance to the state level since any local winners advancing to state in a council/district portfolio are not counted towards that local unit’s total entries advancing.
Local Units *with* Council/District Level Judging continued...

- Local Chairs should go online at [PTA.org/Reflections](http://PTA.org/Reflections) to manually enter entry forms for all advancing artwork.
- Chairs may invite parents/students to key-in the information themselves OR
- PTA volunteers may key in data.

If your local unit CANNOT input entry forms online, advancing artwork MUST be accompanied by a form listing the entries as well as contact information for the students and the local chair. An example spreadsheet is given in *Appendix L*. 

7.2 Appendix L
Once Council/District level judging is complete:
Each local, council and district unit in good standing may submit a portfolio to state with up to

24 entries + 6 Special Artist Entries:
four (4) in each of the six (6) arts categories PLUS
up to six (6) Special Artist entries: one (1) in each of the six arts categories

Elementary schools must combine primary and intermediate age division entries to determine the 24 entries.
ALL entries MUST be received ON or BEFORE Saturday, February 8, 2014.
Information for Council or District Chairs

- All Council and District Chairs should register online like Local Chairs. If you do not know your unit’s PTA ID number, please contact the State PTA office or the State Reflections Chair.
- Schools advancing entries to this level MUST submit participation numbers either online or with a paper form.
- Councils/Districts will also complete participation forms either online or with a paper form.
- Artwork advancing in your portfolio must be entered online now if it was not input by a local chair already.
- Once student entry forms are entered online, they should be “Advanced” to the next level online before the actual artwork is exchanged.
Local Units without Council/District Level Judging

✓ Local Chairs should go online at PTA.org/Reflections to manually enter entry forms for all advancing artwork.
✓ Chairs may invite parents/students to key-in the information themselves OR
✓ PTA volunteers may key in data.

If your local unit CANNOT input entry forms online, advancing artwork MUST be accompanied by a form listing the entries as well as contact information for the students and the local chair. An example spreadsheet is given in Appendix L.

Each local unit in good standing may submit a portfolio to state with up to 24 entries + 6 Special Artist Entries:
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ALL entries MUST be received ON or BEFORE Saturday, February 8, 2014.

7.2 Appendix L
South Carolina PTA State Turn-in

All entries must be packaged correctly.
See Appendix N for specific instructions

Saturday, February 8, 2014
10:00 – 11:30 am
Richland County Public Library
1431 Assembly Street
Columbia, SC 29201

If you need to ship your school/district’s entries, please use a company that offers online tracking. Entries must be received by Thursday, February 6.
Ship to:
SCPTA
1826 Henderson Street
Columbia, SC 29201
“Contents: Reflections Entries”
Chapter 8
Celebrate! Recognize Student Participation and Achievement
Ideas for Recognizing Students Locally

- Public Announcements
- School Events
- Community-wide Events
- PTA Meetings
- School Board or City Council Meetings

Emily Lam “Diversity Means Harmony in the World”
Regional and State-level Recognition

- Check with council and/or district level PTA for area recognitions
- SCPTA Photography and Visual Arts winners are announced the day of the state turn-in; non-winning entries are returned that day to District or Local Chairs.
- Award recipients for the remaining four arts categories are announced by March 1 via email to the State Board, District Presidents, District and/or Local Reflections Chairs.
- SCPTA will recognize 1st place, 2nd place, 3rd place, and two Honorable Mention winners per arts category, per grade division + Special Artist division.
- Outstanding Interpretation winners may also be announced for each arts category.
- All state winners will be invited via mail to the awards ceremony.
- State awards ceremony will be held as part of the SCPTA Convention in Greenville in late March 2014.
- First place winners advance to National PTA’s final round of judging.
- National PTA awards are announced each May.

Zoe Hughes
“Diversity Means Embracing Our Differences Peacefully”
National PTA Award Levels

- Outstanding Interpretation
- Award of Excellence
- Award of Merit
- Honorable Mention

National PTA Reflections Exhibit Opening
U.S. Department of Education
National PTA Recognition

Visit Our Annual Exhibitions
U.S. Department of Education
National PTA Convention

Visit Our Online Gallery
www.youtube.com/playlist/reflections
onevoice.ptanewsroom.org
Chapter 9
Wrap Up & Evaluate
Recognize Partners and Volunteers

Don’t forget to thank those who helped make Reflections a success!

- Students who entered, as well as any students who helped to promote or administer the program
- PTA and community volunteers
- School personnel
- Judges
- Community partners that provided donations, such as prizes or exhibit space

Use the acknowledgment letter in Appendix O to thank volunteers and community partners for any donations.

9.1 Appendix O
Return Student Artwork

• **Non-advancing** original photography and visual arts pieces should be returned to student artists as soon as possible after Local PTA recognition.

• Artworks **submitted electronically** are *not* returned.

• Please be sensitive to secondary students needing their artwork for college admission.

  
  Kobie Long “Scrambled Students”
Return Student Artwork

Artwork is returned according to State and/or National policies

State PTA Policies
• Winning Photography and Visual Arts artwork is displayed at the Annual Convention and Awards Ceremony.
• 2nd, 3rd and Honorable Mention entries will be returned following ceremony
• First place winners are held until after National winners are announced.
• Dance choreography, film production, literature and music composition entries are not returned.

National PTA Policies
• National PTA’s award-winning entries are featured online at PTA.org/ReflectionsGallery
• Visual artworks and photographs are displayed throughout the National PTA headquarters, exhibited at National PTA special events and returned within two years.
Evaluate Your Program

- Collect feedback from your team using Appendix P: Sample Evaluation
- Share with your PTA President/New Reflections Chair
Appendices

A  SCPTA 2013-14 Reflections Dates
B  Theme Search Entry Form & Past Themes
C  Sample Action Plan
D  Schedule of State and National PTA Reflections Network Events
E  Suggested Volunteer Job Descriptions & Local Chair Job Description
F  Flyer
G  2013—14 National PTA Reflections Rules
H  SCPTA Reflections Student Entry Form
I  Consent Form
J  Sample score card for judges
K  Online Registration Guide
L  Advancing Artwork Entry Log
M  PTA Participation Forms
N  Packaging Guidelines for Advancing Entries and Artwork
O  Template Acknowledgment Letter
P  Sample Survey Evaluation
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