Amal Elhelw “Acceptance” Film Production

Jennifer-Kim An “Beautiful World” Visual Arts

Julian Monastra “Peace on Earth” Photography
Dear Local Reflections Chair,

The Reflections Guide was written with you and your Reflections needs in mind. As the Chair, you have the opportunity to enhance arts for all children within your school community by participating in the National PTA Reflections Program.

Whether you are an experienced Reflections Chair or a beginner, this guide will help you fulfill your commitment to running Reflections. The guide will explain the tasks and responsibilities associated with being a Reflections Chair. The following pages will help you understand how to run a successful program.

Take full advantage of the Reflections Program and all it has to offer the students in your school. Use the program to recognize and celebrate EVERY child’s talent, courage and artistic expression. Create a school environment immersed in art and celebrate all it has to offer.

One of the most important tips to remember is that a Reflections Chair is not expected to know-it-all or go-it alone. Do yourself a favor; review the guide and all the rules carefully. Surround yourself with a team dedicated to success, delegate tasks and seek expert advice.

On behalf of every child, I thank you for choosing to be the PTA Reflections Chair. Your choice to run the Reflections Program will surely make a difference for all children, enhancing their lives.

Warmest Regards,

Joan Wabnik
Programs Coordinator
New York State PTA
reflections@nyspta.org

IMPORTANT!!!

Throughout this document the phrase “Local PTA” may be referenced. In NYS a Local PTA is a PTA UNIT.
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1. National PTA Reflections: Introduction

Participation in arts programs—like PTA Reflections—plays a critical role in student success, in school and beyond. All children deserve opportunities to explore and be involved in the arts. Consider the following facts from ArtsEdSearch.org:

- Participation in the arts can level the playing field for underserved students.
- Participation in the arts develops the whole child.
- Participation in the arts connects families and schools to one another and to their communities.

2015–2016 Reflections Program Theme:

Let Your Imagination Fly

This theme was submitted through the Reflections Theme Search Contest by

Rachel Sperry of Northwood, North Dakota.

About PTA Reflections

As a Local Leader of this program, you play a critical role in promoting exploration of arts and culture in the home, school and community. Familiarize yourself with this Guide along with the rules and forms provided on the New York State PTA Reflections webpage.

The National PTA Reflections program is PTA’s cornerstone arts program. It was developed in 1969 by Colorado State PTA President Mary Lou Anderson to encourage students to explore their talents and express themselves. Since then, the Reflections Program has inspired millions of students to reflect on a specific theme and create original artwork. Each year, students in grades pre-K through 12 bring the Reflections theme to life through dance choreography, film production, literature, music composition, photography and visual arts.

Students submit their artwork to Local PTAs for initial judging. In New York, top entries can advance from the local to region, state and national levels. National PTA awards are announced each May.

Apply for a Local PTA Arts Enhancement Grant

The National PTA Mary Lou Anderson Arts Enhancement Grants provides matching-dollar funding to local PTAs to support in-school and after-school arts enhancement programs in local communities. PTAs serving at-risk student populations are particularly encouraged to apply. Applications will be available on the National PTA Mary Lou Anderson Grant webpage starting January 4, 2016 and due Friday, March 11, 2016.

For more information, visit National PTA Mary Lou Anderson Grant webpage.
The Art of Family Engagement

Research shows that family involvement supports student success. Students with involved parents are more likely to:

- Earn higher grades and pass their classes
- Attend school regularly and have better social skills
- Go on to post-secondary education

The arts—and the National PTA Reflections program, in particular—can be a valuable tool for building stronger partnerships in your school community. Consider all the ways you can apply the following PTA National Standards for Family-School Partnerships to your Reflections activities:

**Standard 1 – Welcoming All Families into the School Community.** Promote PTA Reflections to all families in the school. Emphasize that every child’s participation is valued, and offer tips for how parents can support their children’s artistic expression.

**Standard 2 – Communicating Effectively.** Share Reflections information and reminders through a variety of ways, including your school or PTA website, newsletters, PTA meetings and more.

**Standard 3 – Supporting Student Success.** Emphasize that PTA Reflections is designed to support students’ learning by enhancing quality arts education. Entries can be created in school, and the program can be used to support curriculum.

**Standard 4 – Speaking Up for Every Child.** Use PTA Reflections to rally families to speak up for the value of arts education—to work with teachers, school administrators and legislators to keep the arts in your school, despite budget cuts.

**Standard 5 – Sharing Power.** Give students a voice by encouraging them to enter the annual PTA Theme Search Contest. Invite parents and caregivers to volunteer with the PTA Reflections Program, and welcome their ideas.

**Standard 6 – Collaborating with Community.** Seek community partners to support PTA Reflections with prizes and exhibit space.

---

**Build Family-School Partnerships with PTA**

National PTA developed the [National Standards for Family-School Partnerships](https://www.pta.org/) to serve as a framework for thinking about, structuring, and assessing family engagement.

Visit [PTA.org/FamilyEngagement](https://www.pta.org/FamilyEngagement) to learn more.
2. Reflections Responsibilities

Local Reflections Chair:
As a Reflections Chair, you play a critical role in promoting exploration of arts and culture in your school and community by planning and overseeing the administration of the PTA Reflections program. This is a big job, but you are not expected to do it alone! We strongly recommend that you recruit a committee of volunteers to help.

Roles and responsibilities may include:
- Organizing a team
  - Recruit a Reflections committee
  - Recruit Judges
- Promoting the program
  - Read through the Guide to familiarize yourself
  - Obtain the current rules, forms, and deadlines
  - Establish a timeline to stay organized
  - Promote the Reflections Program to parents, students, and teachers
  - Distribute the rules, unit deadlines, and Student Entry forms
- Collecting student artwork
- Coordinating the judging process
- Advancing top student entries
  - Register your PTA using the online system
  - Submit your PTA’s participation information using the online system
  - Prepare your top entries for submission to the region level of judging
  - Advance entries to the region level of judging
- Wrapping up your Reflections Program
  - Host recognition ceremony or activities
  - Return artwork to students
  - Evaluate your program
- Represent your PTA at Region and State PTA arts related events, workshops and training

Network with Other Local PTAs
Connect with other Local Reflections Chairs to build a support network. Share challenges and successes; help one another identify community judges, promote Reflections, find vendors or additional sources for support.

KEEP CALM AND REMEMBER YOU are amazing & WE are here for you!

Region Reflections Chair (RRC)
Region Deadline and Contact List
Want to know about:
  - Advancing entries in your region?
  - Local training opportunities?
Contact your RRC
NYS PTA Reflections Specialist
reflections@nyspta.org
The Reflections Specialist oversees the implementation of the PTA Reflections Program in New York State as well as provides training, support and guidance to Region and Local PTAs.
3. Things to Know Before You Begin

Understand Program Rules
All students must adhere to the General Student Participation Rules, as well as the rules for their specific arts category. Program rules and student entry forms are located on the New York State PTA Reflections webpage.

As Local Reflections Chair, know the requirements to participate in Reflections:
- Is your PTA a Unit in Good Standing?
- Did the student follow the General Rules for Participation? ...the specific Arts Category Rules?
- Are there any new program requirements?

Student Eligibility and Requirements

Students must participate through a local PTA/PTSA in good standing!

New York State PTA criteria to determine a PTA unit in good standing are:
1. Bylaws are valid and up-to-date;
2. Membership dues are paid;
3. Insurance premiums are paid.

Not sure your PTA is in good standing? ...talk with your PTA President.

Student Entries must:
- Be the original work of one student only
- Be created expressly for the Reflections program—inspired by the current year’s theme
- Adhere to the rules—This includes General Rules for Participation, Special Artist Division Rules and the arts category rules: Dance Choreography; Film Production; Literature; Music Composition; Photography and Visual Arts
- Be accompanied by a completed and signed paper Student Entry Form—Student Entry Form For PTAs using only the online form, a printed version must be included with the student art entry.
- Include a title and an artist statement—putting into words his/her inspiration for the artwork and describing how it relates to the theme. The statement must describe the content and include at least one sentence, but not exceed 100 words.
Art Categories & Grade Divisions

Students enter the National PTA Reflections program through one of six art categories and one of five grade divisions. Your PTA may choose to participate in all or some of the art categories.

**ART CATEGORIES:**

- Dance Choreography: The student must be the choreographer.
- Film Production: The student must be the director, screenwriter, and cameraperson.
- Literature: The student must be the author.
- Music Composition: The student must be the composer.
- Photography: The student must be the photographer.
- Visual Arts: The student must be the artist.

**GRADE DIVISIONS:**

- **Primary:** Preschool – Grade 2
- **Intermediate:** Grades 3 – 5
- **Middle:** Grades 6 – 8
- **High School:** Grades 9 – 12
- **Special Artist:** Ungraded

Originality

Each entry must be the original work of one student only. An adult may not help or alter the creative integrity of a student’s work. **NOTE:** The Special Artist division is the only exception to this rule. Collaboration with other students is not allowed. Other individuals may appear in or perform a student’s work, but the work itself -- the dance choreography, film production (i.e., screenplay, camera work and directing), or musical composition (i.e., written score and any lyrics) – must be the creative product of one student only.

Use of Copyrighted Materials

*Be sure to check the “Copyright” section in each Arts Category Rules pages.* Use of copyrighted material is prohibited in the literature, musical composition, photography and visual arts categories. This includes the use of copyrighted cartoon characters, copyrighted material from the internet, advertisements or advertising ideas, musical themes from existing copyrighted compositions, copyrighted recorded music, copyrighted photographs or stock images. Use of copyrighted music in dance choreography and film production entries is acceptable when the title, composer and performer of any music in the submission is cited on the Student Entry Form.

Film production, photography, visual art and may include public places, well-known products, trademarks or other copyrighted material as long as that copyrighted material is incidental to the subject matter of the piece and is a smaller element of the whole. Visual arts collages may include portions of existing copyrighted works, such as portions of photos, magazine clippings, internet images and type cut out of a newspaper, as long as those pieces of copyrighted works are used to create a completely new and different work of art. A collage should be judged for its whole – not its parts – and its creativity as an original work of art. Misuse of the above materials constitutes plagiarism—taking and using another’s words, ideas or inventions as one’s own.
Rules, Forms and Deadlines

Visit New York State PTA Reflections webpage to get the most up-to-date rules, forms, deadlines and guidelines.

Rules

Know the rules and requirements for each arts category! *NOTE- Your Region PTA may have additional requirements beyond those of New York State PTA and National PTA. Be sure to ask what they require.

EX: number of copies; manila envelopes for forms; packaging requirements, etc.

General Rules for Participation

Art Category Rules, specific to Dance Choreography, Film Production, Literature, Music Composition, Photography and Visual Arts

Forms

All PTAs MUST submit a Local Participation Form! All students MUST submit a Student Entry form! *NOTE- Your Region PTA may require these forms to be completed using the online system. Be sure to ask what they require.

Participation Form

Participation information is vital to the future success of the PTA Reflections program. It provides required statistics for National PTA, as well as bragging rights for your PTA.

For your convenience a paper version, Local PTA Unit Participation Form, is available. Use this paper version to submit to your Region PTA or as a guide for entering your numbers in the online system.

Student Entry Form

All entries must have a complete Student Entry Form! This form provides required judging information and grants permission for the student to participate in the PTA Reflections Program.

For your convenience a paper version, Student Entry Form, is available. We recommend that you use the paper version to distribute to students. *NOTE- Check with your region to see they require student entry forms entered into the online system. Only the entries advancing would need to be entered online.

Deadlines

Establish a deadline for students to turn in their artwork. Ask yourself if everyone has ample time to accomplish his or her responsibilities before setting your deadline. How much time:

...do students need to create their art projects?
...will judges require to evaluate the art?
...will you need to prepare artwork for advancing to the region?

Region Deadlines

Region PTAs establish their own deadline. Visit New York State PTA Reflections webpage for a comprehensive list of Region Deadline and Contact information.
Maximum Number of Entries Allowed
National PTA does not limit the number of entries a student can submit.

Each PTA is allowed to advance the top **TWO** entries in each grade division from each art category to their Region PTA.

Example: A Local PTA can advance:
- 2 entries for the Primary division;
- 2 entries for the Intermediate division;
- 2 entries for the Middle division;
- 2 entries for the High School division &
- 2 entries for the Special Artist division
for each of the six arts categories.

Online Registration System
In New York, all PTAs are expected to use the National PTA Reflections Online system to register and report participation. **DO NOT UPLOAD ARTWORK USING THE ONLINE SYSTEM!!!**

Sign Up/Login
Visit [New York State PTA Reflections](#) and click “register now.” Here, you will be able to sign up for a new account or login to an existing account.

To sign up, enter your full name, email and create a password, then select “PTA” if you are a PTA Reflections Chair - OR- Select “Student” if you are a student submitting an entry form.
Click “register” to receive an email confirmation.
Click the unique link in your confirmation email to activate your account and continue completing the forms.
**Need to reset your password?** Click “Trouble signing in?” then click the provided link to reset your password.

Register Your PTA.
To register your PTA, sign into your online account, then click task 1: “Register Your PTA” and complete the PTA Registration Form.

To register more than one PTA, click “Home” to view a list of completed registration submissions. From this page, click “create new submission,” select “PTA” and click “get started.”

Report Participation
To report participation, click “Home” to view a list of completed registration submissions. Click on the PTA you wish to report participation, then click task 2: “Report Participation” and complete your PTA Participation Form.

A detailed [Registration Instructions](#) sheet is located on the [New York State PTA Reflections](#) webpage.
4. Organizing Your Team

Recruit a committee of volunteers to help. Volunteers will enrich the program by bringing a variety of ideas, talents and skills ... and they will make your job much easier and more enjoyable by ensuring that program tasks don’t fall on your shoulders alone.

When building your committee, keep the PTA’s National Standards for Family-School Partnerships in mind. Welcoming all families, communicating effectively, sharing power and collaborating with the community are all strategies that will enhance your committee and help make your events a success.

Tips for Recruiting Reflections Committee Volunteers

Be mindful of the amount of time and energy each volunteer is offering. Some people want to attend planning meetings, while others are willing to help with a specific task, such as: promoting the program through social or traditional media, creating a flyer or banners, making phone calls or inputting the online information.

Sources for recruiting volunteers to help with your Local PTA Reflections Program might include:

- Ask the PTA President or Principal to suggest parents who might be interested in getting more involved, and have your board members extend a personal invitation.
- Invite a representative of the student council or student government to participate—or ask the student council to promote the program and host events, with PTA support.
- Consider recruiting school staff that have a interest in arts education for your committee. These might include chorus, band, art, music, media, technology, journalism or creative writing teachers. School administrative staff might be willing to help, too—for example, by collecting and organizing student entries.

Tips for Recruiting Volunteer Judges

Community members such as arts professionals or teachers might be interested in participating as Reflections judges. Inviting professionals in the arts to participate as Reflections judges increases the credibility of your program and exposure for PTA. All judges should have a working knowledge of their assigned arts area.

Sources of judges might include:

- Art, literature, dance, film, journalism and music educators
- Art museum directors or Arts Advocacy Organizations
- Professional photographers and local artists
- Symphony directors, musicians, conductors or composers
- Dance conservatory staff, studio teachers or choreographers
- Staff of multimedia/video production companies
- Newspaper journalists, editors or photographers

Clarity & Gratitude

make it easier for volunteers to return, show them respect!

Presenting duties and expectations clearly ensures the success of their tasks.

Always say thank you! There is no better way to influence a person to return than to express your appreciation. Some PTAs recognize their volunteers with a certificate of appreciation or during a Reflections celebration.
5. Promoting the Program

One of the most important tasks is to promote the Reflections Program to students and families, encouraging as many students as possible to participate. Taking time to promote the program to school personnel and the community can help increase participation, enhance family engagement at the school and garner additional support. Learning about the rules, using the forms and announcing your PTA deadline will go a long way in preparing you to promote the Reflections program as successfully as possible.

“He who is best prepared can best serve his moment of inspiration.”
— Samuel Taylor Coleridge

2015–2016 Reflections Program Theme:

Let Your Imagination Fly

This theme was submitted through the Reflections Theme Search Contest by Rachel Sperry of Northwood, North Dakota.

2015-2016 Theme: “Let Your Imagination Fly”
The 2015-2016 PTA Reflections theme is “Let Your Imagination Fly”
Students are encouraged to create works of art to the current theme in the following art categories: Dance Choreography; Film Production; Literature; Musical Composition; Photography and Visual Arts.

Theme Search Contest
National PTA sponsors a student-focused Reflections Theme Search Contest annually to determine the future program theme. This year, students will submit their theme ideas for the 2017-2018 Reflections theme. The overall National winner will be selected in January and receive $100 plus recognition at the National PTA Convention.

As a Local Reflections Chair, encourage students to submit an idea!

1. Promote the PTA Reflections Program Theme Search
2. Distribute the 2017-2018 Theme Search Entry form
3. Collect and mail the completed Theme Search forms to:
   New York State PTA
   One Wembley Court
   Albany, NY 12205

POSTMARK Deadline: October 16, 2015
New York State PTA
Local PTA Reflections Guide

Program Messages
Below are some important messages to emphasize as you spread the word about the PTA Reflections program, especially through the media or to school and community partners:

- PTA Reflections welcomes students of all grades and all abilities to explore their inner artist.
- Students may explore one or all six arts disciplines, including Dance Choreography, Film Production, Literature, Music Composition, Photography and Visual Arts.
- Students reflect on the annual theme in school or at home, create original art and are recognized for their participation and achievement in the arts.
- Every student is recognized for their accomplishments with the opportunity to earn local, region, state and even national recognition for original artwork they create in response to a specific theme.
- The love of art and celebration of students can bring people together – families, teachers, and friends in the community.
- New academic standards require more critical thinking and problem solving, which translates into more creativity and deeper reflection. That’s why Reflections isn’t just for arts classes.
- Families can support their children’s participation by creating time and space for students to work on their entries, providing encouragement and needed materials and volunteering to support the Reflections program.
- Entries should represent students’ unique creativity. Adults are welcome to encourage students but are asked not to assist in any way with their interpretation of the theme or artistic expression.
- Students who participate in the Reflections Program get an opportunity to explore the arts and culture, develop creative thinking and problem-solving skills and recognize themselves as artists.

Share the following sample messages with teachers and student leaders to promote the PTA Reflections program. You may find these messages work best within a school newspaper, during morning announcements, and at activity fairs promoting school clubs.

- Let your imagination fly and unleash your inner artist! Choreograph a dance, produce a film, write a poem or story, compose a song, take a picture or create a piece of visual art and tell us what the theme: “Let Your Imagination Fly” means to you. Pick up a PTA Reflections Entry Form today from [INSERT NAME] and return by [INSERT DUE DATE].
- Discover your world! Explore new cultures or your own through dance, film, literature, music, photography or visual arts. No experience is required to participate in Reflections! Choose the arts category you are interested in, create an original piece of artwork based on the theme: “Let Your Imagination Fly” and be recognized as an artist in your community.
Ideas to kick-start Reflections

... to Students and Families
Use a variety of way to reach students and families. Consider creating promotional messages and materials in multiple languages, to reach all families in your school community. Some possibilities include:

- Host a school wide assembly to introduce the program. Feature examples of artwork from last year.
- Include messages in the students’ morning announcements.
- Hang posters and flyers in visible locations, and send copies of flyers home to parents. [Sample flyer]
- Post the deadline and reminders on signs near student drop-off and pickup locations.
- Post announcements and updates on PTA and school websites and via social media (Facebook, Twitter).
- Write an article about Reflections for a PTA or school newsletter. Highlight prior years’ winners and the benefits of arts education. Ask a student to write a similar article for the school newspaper.
- Appoint “student ambassadors” to talk positively about the program among peers.

...among Teachers and Administrators
Invite arts teachers to serve as Reflections co-chairs, committee members or volunteers. The more involved they are in planning, the more likely they will be to serve as “champions” of the program among other faculty and staff, as well as to students and parents. Other ways to engage school staff:

- Request time at a staff meeting to present the Reflections Program to teachers. Highlight the benefits of arts education and invite their ideas about how they might encourage their classes to participate.
- Provide suggestions for how this year’s theme might be linked to curriculum. Ask a teacher volunteer to create a sample lesson plan and share it with peers.
- Engage school staff in planning the awards ceremony/celebration. The school might be willing to hold a school-wide assembly or host a special lunch for participants and winners.

...in the Community:
When reaching out to potential community partners, focus on the impact of the Reflections Program on students, schools and families. For example, share how a local PTA showcases students’ artwork and brings families together to celebrate. Here are some ways to reach your community and get them involved:

- Invite community members to serve as judges.
- Reach out to gathering places (neighborhood centers, shops, restaurants) to exhibit student artwork.
- Local businesses might be willing to support fundraisers for Reflections. Proceeds might help pay for trophies, ribbons or certificates; food for the celebration; or art supplies for students who might not otherwise be able to participate.
- Businesses might provide in-kind contributions: such as donations of paintbrushes, paper or paints; a local library or print shop might allow students to use their computers and photo-editing software.
- Work with school officials to customize media releases to invite local coverage. Don’t forget smaller, local media outlets such as neighborhood association blogs and newsletters.
- Community bulletin boards can be good places to promote the program or announce student winners.
6. Collecting & Judging

The process of judging student entries for the Reflections Program includes collecting artwork, determining eligibility and hosting judging.

Collecting Entries

Now that students received the rules and deadline, they will begin creating art. As the artwork is submitted, catalog or group the entries for judging. Some PTAs group the entries by arts category or even by division.

Check for obvious disqualifications, such as entries that do not conform to the rules pages. Remember your PTA should recognize all students who participate in the Reflections Program regardless of eligibility, but ONLY entries that meet all the requirements may advance to the region level of judging.

Addressing Student Ineligibility

Occasionally, entries submitted to the Reflections program are ineligible. Some common reasons for ineligibility are plagiarism, resubmission and non-conformity to the rules.

*NOTE- ONLY Units held in good standing, as determined by New York State PTA, are eligible to participate. It is very important that you ask your PTA President for the membership payment date, insurance payment date and bylaws expiration date to prove your PTA is a unit in good standing.

The following recommended procedures apply to both plagiarized and resubmitted entries:

- **Check entries** to ensure that they meet all of the rules requirements and that they are original and have not previously been submitted to Reflections or another art competition.
- **Alert judges** and encourage them to bring to your attention any entries that may not be original.
- **Always follow your PTA’s procedures** if an entry is determined ineligible and whether awards (including award money, pins, certificates, etc.) should be returned.
- **Talk with the student and family together**, sharing why the piece is ineligible to advance and suggest ways to avoid the situation.
- **Return ineligible pieces** to students, and explain why they are being returned.
- **Talk with the PTA President and school personnel** about ways to address ineligible entries.

**IMPORTANT!**

Only advance entries that meet the general participation and art category rules!
Judging

Establish Judging Dates
The first step of your judging process is to establish the dates that judging begins and ends. Find out when your winning entries are due to the region level of judging. Plan at least two weeks to for the judging process and another two weeks to prepare the artwork for drop-off at your Region PTA.

Recruit Judges
All judges should have a working knowledge of their assigned arts area. Inviting professionals in the arts or influential community leaders to participate as Reflections judges increases the visibility of PTA and the credibility of your Reflections Program. Always recognize judges in promotions and thank them for their participation.

Sources of judges might include:
- Art, literature, dance, film, journalism and music educators
- Art museum directors or Arts Advocacy Organizations
- Professional photographers and local artists
- Symphony directors, musicians, conductors or composers
- Dance conservatory staff, studio teachers or choreographers
- Staff of multimedia/video production companies
- Newspaper journalists, editors or photographers

Judging Process
Once judges are selected, provide them with the general rules for participation and relevant arts category rules. Visit New York State PTA Reflections webpage for the rules pages.

The judging process has two goals:
1. To determine which student entries will advance to the next round of judging.
2. To award other prizes and recognition as determined by your local Reflections Committee.

To facilitate the judging process, judges should receive the title and artist statement for each entry and the rules specific to their arts category. It is important to conduct blind judging—where judges do not see the artists’ names—in situations where judges may know a student. Here are some tips for conducting blind judging:

- **Literature:** Distribute photocopies of only the front side of each literature entry. However, send the original manuscript of each winning entry on to the next level of judging.

- **Musical composition, dance choreography and film production:** Prepare a CD or DVD of all the entries for each arts area, as well as a list of the entries, using a code in place of the students’ names.

- **Photography and visual arts:** Cover the personal information attached to the artwork by folding the student entry form. If the student has signed the artwork, cover the signature for judging.
Judging Rubric
All PTA Reflections program entries should be judged on **artistic merit, creativity, mastery of the medium and interpretation of the theme.** Mastery of the medium refers to the level of skill the student demonstrates in the basic principles and techniques of the arts area. However, a well-developed concept is more important than technique. Entries should be judged primarily on how well the student uses his or her artistic vision to portray the theme.

Above is a simple outline of the judging criteria your PTA may find helpful in evaluating entries and assigning awards. Notice that interpretation of the theme is weighed more heavily than the other considerations.

With this rubric, each entry may receive a total of 40 points. Record the points from each entry on the Score Card. In the event of a tie score, use the Interpretation of Theme score as the tiebreaker.

Sample Rubric

| **Interpretation of Theme**<br> (20 Points) | How closely the piece relates to the theme, based on the artwork itself and the artist statement |
| **Artistic Merit/Creativity**<br> (10 Points) | How creative and original the piece is in its conception of the theme and its presentation |
| **Mastery of Medium**<br> (10 points) | The level of skill demonstrated in the basic principles/techniques of the arts area |

Sample Score Card

<table>
<thead>
<tr>
<th>Theme: Let Your Imagination Fly</th>
<th>Date:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Division/Arts Area</strong>&lt;br&gt;Ex. Mid/Literature</td>
<td><strong>Title of Entry</strong>&lt;br&gt;</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>
7. Advancing Entries

Provide your students with an opportunity to share their artwork. National PTA Reflections is a multi-layered program that has region, state and national levels of recognition. Check with your Region PTA to learn about their deadline and any additional requirements for advancing entries.

Sample checklist to reference prior to advancing your top entries.

<table>
<thead>
<tr>
<th>Local PTA</th>
<th>Student Entry Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>My PTA is held in Good Standing</td>
<td>There were NO Group Entries</td>
</tr>
<tr>
<td>Bylaws are up-to-date</td>
<td>Each form has been completed, including:</td>
</tr>
<tr>
<td>Membership payment made</td>
<td>- Student name</td>
</tr>
<tr>
<td>Insurance payment made</td>
<td>- PTA name &amp; Unit Code</td>
</tr>
<tr>
<td>My PTA Used the Online System (if required by your Region):</td>
<td>- Title</td>
</tr>
<tr>
<td>Register our PTA</td>
<td>- Artist Statement</td>
</tr>
<tr>
<td>Submit our Participation totals</td>
<td>- Signature</td>
</tr>
<tr>
<td>Submit Student Entry Forms</td>
<td>- Dance &amp; Film – background music cited</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Dance Choreography</td>
<td>Film Production</td>
</tr>
<tr>
<td>DOES NOT exceed 5 minutes or 1 GB</td>
<td>DOES NOT exceed 5 minutes or 1 GB</td>
</tr>
<tr>
<td>Entry presented in acceptable File Format: AVI, MOV, MPEG, MPEG, MP4, WMV, FLV &amp; F4V</td>
<td>Entry presented in acceptable File Format: AVI, MOV, MPEG, MPEG, MP4, WMV, FLV &amp; F4V</td>
</tr>
<tr>
<td>Background music cited</td>
<td>Background music cited</td>
</tr>
<tr>
<td>Entry is labeled on CD/DVD/flashdrive with student name, category, division and Unit code</td>
<td>Entry is labeled on CD/DVD/flashdrive with student name, category, division and Unit code</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Literature</td>
<td>Music Composition</td>
</tr>
<tr>
<td>DOES NOT exceed 2,000 words</td>
<td>DOES NOT exceed 5 minutes or 1 GB</td>
</tr>
<tr>
<td>Entry presented in acceptable format: 8.5” x 11” paper; one sided</td>
<td>Entry presented in acceptable File Format: MP3, MP4, WMA, WAV, ACC(M4A) &amp; FLAC</td>
</tr>
<tr>
<td>Each page is numbered</td>
<td>Score/notation submitted with Middle &amp; High School entries</td>
</tr>
<tr>
<td>Entry is labeled on back with student name, category, division and Unit code</td>
<td>Entry is labeled on CD/DVD/flashdrive with student name, category, division and Unit code</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Photography</td>
<td></td>
</tr>
<tr>
<td>DOES NOT exceed 11x14 inches, including matting</td>
<td></td>
</tr>
<tr>
<td>There is NO Framed artwork</td>
<td></td>
</tr>
<tr>
<td>Entry presented in acceptable Format: Single print or photomontage</td>
<td></td>
</tr>
<tr>
<td>All prints are mounted on sturdy material</td>
<td></td>
</tr>
<tr>
<td>Entry is labeled on back with student name, category, division and Unit code</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Visual Arts – 2D entries</td>
<td>Visual Arts – 3D entries</td>
</tr>
<tr>
<td>DOES NOT exceed 24x30 inches, including matting</td>
<td>FITS within a box, no larger than 20”x20”x24”</td>
</tr>
<tr>
<td>There is NO Framed artwork</td>
<td>Includes packaging materials</td>
</tr>
<tr>
<td>All paper entries are mounted on sturdy material</td>
<td>Includes 3 photos of the entry (a combination of angles)</td>
</tr>
<tr>
<td>Entry is labeled on back with student name, category, division &amp; Unit code</td>
<td>Entry is labeled on bottom or back with student name, category, division &amp; Unit code</td>
</tr>
</tbody>
</table>
Online Registration System
New York State PTA participates in the National PTA Reflections Online System. This system provides in-depth participation reports and can make the administrative process easier.

Registration and Participation Forms
In New York, all PTAs are expected to register, report participation totals and submit Student Entry forms using the online system, before advancing entries to the next round. Check with your Region PTA to learn about their specific Online System requirements. Use the paper version of the [Local PTA Unit Participation] form as a guide to enter information online.

To complete the online version of the Local PTA Unit Participation Form, visit the New York State PTA Reflections webpage and click Register Now.

Student Entry Forms
Knowing that most PTAs require students and their families to complete the paper version of the Student Entry Form, New York State PTA recommends you check with your Region PTA to determine which form (paper or online) is required for advancement to the region level. Keep in mind ONLY entries advancing to the next level will need to be entered into the Online System.

Complete the online version of the Student Entry Form, visit the New York State PTA Reflections webpage and click Register Now.

DO NOT UPLOAD STUDENT ARTWORK USING THE ONLINE SYSTEM!!!

Advancing Entries to the Region Level
Each Region PTA establishes their own drop-off deadline for receiving advancing entries. Contact your Region PTA to learn more about your drop-off date and location. If your Region PTA allows entries to be shipped, we recommend that you ship it with a company that offers online tracking capabilities.

IMPORTANT Things to Remember:
- The maximum number of entries allowed to advance is TWO entries per division, per arts category.
- Submit the original artwork and completed Student Entry form together.
- Carefully follow the Region PTA requirements and meet their deadlines.

Your Region PTA may have additional requirements beyond those of New York State PTA and National PTA. Be sure to ask what they require. EX: number of copies; manila envelopes for forms; packaging requirements, etc.

Contact your Region PTA for more information.
8. Celebrations and Awards

Now it’s time for you to be creative too! Follow your PTA and school traditions or add new ways to celebrate student participation in the arts. Recognition helps all students identify themselves as artists, encourages family engagement and provides opportunities to connect with the community.

Recognize Students Locally

Your Local PTA determines the number of awards and occasion it will use to celebrate your students. Some PTAs present students with special recognitions, such as certificates of participation, ribbons and plaques, others coordinate special events and even host recognition and award ceremonies. There are many ways local PTAs celebrate Reflections participants and winners. Examples include:

- Presentations at PTA and school board meetings
- Formal award ceremony at school awards nights, banquets or luncheons
- Ice cream social or other casual event
- Announcements in the school newsletter or on the website
- Exhibits at community arts galleries or other public spaces (e.g., shopping malls, community centers, coffee shops)
- Features in local newspapers or television broadcasts
- Sharing photos, links, quotes or anecdotes about the Reflections program or related events through social media channels such as Twitter or Facebook
- Print a special publication of award-winning entries (calendar, brochure, booklet, etc)
- Invite the media to your celebration! Customize the template media advisory and press release with your own local details and PTA logo. Email it to the media in your hometown and follow-up with a phone call to encourage their presence or post-event coverage.

Visit New York State PTA Reflections webpage for a Reflections celebration event-planning guide, template certificates, and other celebration tools.
Region Recognition
Your Region PTA determines the number of awards and occasion it uses to recognize students within your region.

After the completion of the New York State PTA level Reflections judging, Region PTAs are provided with a Reflections Recognition Packet containing the list of Award recipients, congratulatory letters, certificates and ribbons. Each Region PTA determines how it will announce, recognize and celebrate the state level winners from its region.

State Recognition
New York State PTA recognizes the following awards:

**Award of Excellence** This is given to the top scoring entry for each arts category in each grade division. NYS PTA Award of Excellence entries advance to the National level of Reflections judging.

**Award of Merit** These are given to the next four highest scores for each arts category in each grade division.

New York State PTA announces the state level Award recipients after the Legislation/Education Conference. The students are celebrated during the Awards Session at the annual New York State PTA Convention in November. Hundreds of attendees from across the state gather to enjoy the students’ artwork exhibited in the New York State PTA Reflections Art Gallery at Convention.

National Recognition
National PTA award categories include the following:

**Outstanding Interpretation Awards:** Seven Outstanding Interpretation Awards are given—one to the submission in each arts category, including the Special Artist Division, that best interprets the theme.

**Awards of Excellence:** These are given to the top three scores for each arts category in each division and one special artist of each arts area.

**Awards of Merit:** These are given to the next five highest scores for each arts category in each division.

The National PTA announces the national level Award recipients via news releases and articles posted to www.pta.org/ Reflections. State PTA Presidents and State PTA Reflections Specialists are notified via email. The National PTA Outstanding Interpretation Award recipients are honored at the National PTA Convention Awards session and Arts in Education Luncheon.

New York State PTA makes every effort to contact the students who have received national recognition. National PTA notifies Outstanding Interpretation Award recipients directly and coordinates their travel to the National PTA Convention.
9. Wrap-up & Evaluate

You’re almost done! It is essential to recognize volunteers, return artwork and evaluate your program.

Recognize Volunteers
One of the most important tasks is to thank those who helped make it a success. Be sure to include:

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

Returning Student Artwork
National PTA recommends that original artwork be returned to student artists as soon as possible after judging and recognition. When possible, return artwork by the end of the school year. Be sensitive to secondary students wanting their artwork for college admission. If student artwork advances, it will be returned according to State and National policy.

New York State PTA Return Policies
Entries receiving state recognition will be featured during the NYS PTA Reflections Roadshow and Annual Convention. New York State PTA returns all student artwork through the Region PTA. Following the state level judging, artwork that does not receive a state level recognition is returned during the Legislation/Education Conference. At the close of Convention, any artwork receiving National PTA recognition is forwarded to the National PTA office and all others are returned.

National PTA Return Policies
Entries that receive national awards will be featured in the online National PTA Reflections Program Gallery and displayed throughout National PTA headquarters, exhibited at special events such as the US Department of Education and Annual Convention. National PTA will make every effort to return photograph prints and visual artwork within two years. The National PTA office receives electronic files in film production, dance choreography, literature, and music composition and these are not returned.

Evaluate Your Program
Evaluation is a critical part of wrapping up your Reflections Program. It is important to understand what worked and what did not, so that you can plan for an even more successful program next year.

Survey the Reflections students, parents, school and PTA volunteers, and community partners. Meet with your Reflections Committee and other team members to reflect on the program, gather feedback and document successes and areas needing improvement. Sharing this information with next year’s team will provide a smooth transition from one Reflections Chair to another.