Reflections Handbook
(a National PTA student arts program)

Host PTA Reflections at your school in 6 steps:
1. Getting Started
2. Promote Your Program
3. Review Student Submissions
4. Celebrate Your Student Participants
5. Enter Advancing Artwork in Online Portal
6. Wrap Up and Report Program Success

Contents include:
Volunteer Sign-Up Sheet
Event Planning Guide

2019-2020
REFLECTIONS HANDBOOK
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1. Getting Started

Where to go for help:
Local PTA leaders (part of a council): Contact your council Reflections chair.
Local PTA leaders (not a part of a council): Contact your region service delivery team or the WSPTA Reflections Chair.
Council leaders: Contact your region service delivery team or the WSPTA Reflections Chair.
2019-2020 WSPTA Reflections Chair: Lindsay Yost - reflections@wastatepta.org

Register Your Program:
PTA.org/Reflections

Gather program materials and instructions from the WSPTA website:
www.wastatepta.org/events-programs/reflections

Stay up to date with announcements and connect with fellow WSPTA Reflections leaders:
www.facebook.com/groups/737015379822191/ (or type “WSPTA Reflections” in the Facebook search bar).

Visit the National PTA site for an e-learning course for Reflections leaders:
http://www2.pta.org/NewPTAReflections/story_html5.html

Establish a timeline:
Expect to need around two weeks to facilitate judging and to enter advancing entries online.
   September-November 2019: Local PTA program.
   November-December 2019: Estimated due date for local PTAs to turn in to their council.
   January 24, 2020: WSPTA due date for councils and local PTAs without a council.
   April 2020: WSPTA recognition ceremony for state finalists. WSPTA will contact families with further details.
   May 1, 2020: National PTA announces national finalists.

- If your PTA is part of a council, you will turn in your entries to your council. Contact your council for your due date.
- PTAs NOT part of a council and council leaders will turn in artwork to the WSPTA office:
  Washington State PTA Attn: Reflections Chair
  15 Oregon Avenue, Suite 202
  Tacoma, WA 98409-7463
  - The deadline for turning in artwork to the WSPTA office is Friday, January 24, 2020.

TIP: Make sure to include the Reflections Theme Search in your timeline!

Customize the checklist in this handbook to organize tasks and schedule local program deadlines:
- National Arts in Education Week (Sept. 8–14, 2019) is the perfect time to kick-off your program and announce the program’s theme: Look Within. Share your program kick-off activities with thousands of program leaders across the country using #PTAReflections and #ArtsEdWeek on social media.
- National Arts and Humanities Month (October) is the perfect time for PTA to offer time, space and materials for students to participate in the arts. Share your support of family arts events, student clubs and visiting artists using #PTAReflections and #ShowYourArt.
Recruit a committee of volunteers:
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. Assigning project leaders and dividing tasks will save time and energy. Use the volunteer sign-up sheet in this handbook to help recruit volunteers with specific skills/interests. Keep the National PTA’s Standards for Family-School Partnerships in mind, welcoming all families by collaborating with the community in as many ways as you can.

Recruit a team of arts experts (or enthusiasts!) to review student submissions:
All reviewers should have a working knowledge of their assigned arts area. Use the program flier to help introduce Reflections to local arts professionals.

TIP: Ask arts teachers to help you identify working professionals in your local arts community. Consider local arts agencies, arts and cultural organizations, colleges, community leaders, and prominent artists. Avoid judges who may have a conflict of interest, such as parents of participants, etc.

TIP: It may take up to 5 min. to review dance, film, music and writing submissions whereas photography and visual arts may take only 2 min. Be mindful of your reviewer’s time and recruit additional judges for each category where needed.

2. Promote Your Program

Download materials:
Visit the WSPTA website at www.wastatepta.org/events-programs/reflections/ to download and distribute helpful posters, images to use in print and online, and more.

Available Arts Categories and Divisions:
All student entrants must follow official guidelines and arts category submission requirements, including a signed entry form. Please review the special artist division rules to learn more about opportunities for students with disabilities.

- Offer 1 or more arts category: dance choreography, film production, literature, music composition, photography and visual arts. Students may enter in one or more arts categories.
- Offer 1 or more division: Primary: Preschool-Grade 2, Intermediate: Grades 3-5, Middle School: Grades 6-8, High School: Grades 9-12, Special Artist: All grades.

Tips for Program Promotion:
Our goal is to encourage all students to participate in the arts through PTA Reflections. Take time to introduce the program to families and school personnel. Consider the following ideas:

- Send program fliers home to parents. (Provide a link to the WSPTA Reflections webpage so families can download their own entry packet!)
- Post your call for entries on school and/or PTA website and social media as well as newsletters, blogs and bulletin boards.
- Ask student leaders to hang posters in visible locations and encourage their peers over morning announcements. Willing students might be found in classes, programs and afterschool clubs that involve the creative, literary, media and performing arts.
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- Host a PTA table or student arts showcase at schoolwide assemblies and back to school nights, showcasing prior years’ artwork. Have fliers, participation guidelines and entry forms available.
- Request time at a staff meeting to present the Reflections program to teachers. Gather ideas on how they might encourage their class to participate. Ask how this year’s theme might be linked to curriculum and other learning objectives.
- Host “creation time” workshops before or after school to give students the time to work on their ideas.

SAMPLE MORNING ANNOUNCEMENT: Do you enjoy art, music and dance or have an interest in writing, producing films and taking photos? Then join us and have fun unleashing your inner artist with PTA Reflections! This year’s theme, “Look Within,” calls for your own unique interpretation through the arts. Pick up submission guidelines and an entry form today from <INSERT NAME/ROOM> and return by <INSERT DUE DATE>. For inspiration, visit the Reflections virtual art gallery and learn more about prizes and scholarships at PTA.org/Reflections/Awards.

3. Review Student Submissions

The task of reviewing student entries involves collecting and qualifying submissions as well as providing direction for your team of volunteer reviewers. Download the Judge’s Guide from the WSPTA Reflections website. Note: you are not required to review student submissions if you have less than the allowed amount of entries to submit.

Qualifying Submissions:
Submissions are reviewed by arts category and division. Ask your committee to scan and flag incomplete entry forms and works that do not follow program guidelines and submission requirements.

Reviewing Submissions:
Give each of your volunteer judges a copy of the Judge’s Guide. Provide reviewers with the student’s work, as well as the title and artist statement for each of their assigned entries. The title and artist statement will help your reviewers understand each student’s inspiration for their work and how it relates to the theme.

Review Criteria:
The program theme and review criteria are what make Reflections stand out among other arts contests. It’s important for reviewers to notice that “interpretation of the theme” is weighed more heavily than the other considerations. Have judges record their points for each student work on the score card. Add together the points from each judge and rank the artwork accordingly. If two entries are tied, the entry with the higher score for interpretation of theme receives more recognition.

TIP: Set your local PTA submission deadline at least two weeks before submissions are due to the next round. This will allow ample time for organizing, qualifying and scoring submissions, as well as preparing winners for the next round.

TIP: It is recommended for local PTAs to conduct “blind judging”—where reviewers do not see student info. Consider both online and in-person review session ideas:

To host an online review session: Assign numbers to each submission and provide reviewers with a list of submission titles and artist statements by assigned number. Share digital copies of student works using USB drives or cloud-based file sharing platforms.
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To host an in-person review session. Display works on tables around the room. Tri-fold the student entry form to show only the judging information section. Place the title of work and artist statement in front of the student’s work. Instruct reviewers to rotate around the room and score each entry. Place post-it notes over any names on the front of artwork/submissions. Please note that names on artwork is not grounds for disqualification at the state or national level.

Identifying Advancing Entries:
To ensure that all categories are well represented in the state program, WSPTA has established a limit to the number of entries that can be submitted at the state level from each category. Consider these guidelines when determining which entries will advance from the local PTA and council level, getting as close to the percentages as you can:

<table>
<thead>
<tr>
<th>Category Guidelines</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Local (council) PTA, Local (non-council) PTA, and Council PTA</strong></td>
</tr>
<tr>
<td>Visual Arts</td>
</tr>
<tr>
<td>Photography</td>
</tr>
<tr>
<td>Literature</td>
</tr>
<tr>
<td>Dance, Film, and Music</td>
</tr>
</tbody>
</table>

Number of Entries to Advance:

Local PTA (part of a council)
Contact your council for the number of entries allowed. Each council sets their own limit for number of pieces each local PTA may advance.

Local PTA (NOT part of a council)
(8) Eight total entries or 10% or total entries received (whichever is greater)
(6) Six additional special artist entries

Councils
Use the table on the next page to determine the number of entries a council may advance to WSPTA:
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For Councils Leaders Only:

<table>
<thead>
<tr>
<th># PTAs Participating in Reflections</th>
<th># entries accepted at WSPTA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-3</td>
<td>15 + 6 Special Artist</td>
</tr>
<tr>
<td>4-9</td>
<td>22 + 6 Special Artist</td>
</tr>
<tr>
<td>10-14</td>
<td>30 + 6 Special Artist</td>
</tr>
<tr>
<td>15-19</td>
<td>36 + 6 Special Artist</td>
</tr>
<tr>
<td>20-24</td>
<td>48 + 6 Special Artist</td>
</tr>
<tr>
<td>25-29</td>
<td>54 + 6 Special Artist</td>
</tr>
<tr>
<td>30+</td>
<td>62 + 6 Special Artist</td>
</tr>
</tbody>
</table>

All council PTAs may submit six additional special artist entries to WSPTA

4. Celebrate Your Student Participants

Assign Awards:
By student’s division and arts category, assign awards based on your rankings. Recommended award levels include: Award of Excellence; Award of Merit; Honorable Mention and Participant.

You may choose to publicly recognize volunteer reviewers to inspire students and raise the credibility of your program. However, if a question is raised about the status or score of an entry, it is the responsibility of the PTA Reflections Committee to address it. Under no conditions may a reviewer be contacted and/or respond to disputes regarding the status and score of an entry.

Celebrate Student Achievement:
Recognizing your students’ participation and accomplishments will help your PTA create family memories that will last a lifetime. You will grow students’ confidence by hosting opportunities for family members, school personnel and community leaders to value their artistic skills, creative vision and unique interpretation on the theme.

There are many ways to announce winners, distribute awards and showcase works for the whole school and community to enjoy. Consider the following ideas for recognizing student participation and achievement:

- Announce winners on PTA/school website and in newsletters, social media and
- Award certificates, ribbons or prizes donated by local businesses.
- Showcase student works at PTA and school board meetings and display student works throughout school and community venues (e.g. school lobby, community library, arts center).

TIP: Invite school leaders, policy makers and community leaders to meet families and learn more about PTA’s support for a complete education that includes the arts.
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5. Entering Advancing Artwork Online

National PTA Online Entry: [https://ptareflections.fluidreview.com/](https://ptareflections.fluidreview.com/)

All entries advancing to your council and WSPTA MUST be entered into the National PTA Online Portal. This online database is used for judging by National PTA, as well as used by WSPTA and many councils. You will need to enter everything from the Student Entry Form, including contact information, entry title and artist statement. You will also need to upload a photo of visual arts/photo entries, scanned copy of literature and music notation (middle and high school), and digital file for dance, music and film.

**Step 1. Create an Account**
1. Click “sign up” and enter your full name, email and create a password.
2. Click “register” and receive a confirmation email.
3. Click the unique link in your confirmation email to activate your account.

**Step 2. Submit Entries**
1. From your account’s home page, click “create a submission” for each entry advancing to the next level.
2. Click “Entry Form” to enter information from the student’s signed entry form.
3. Click the provided link to upload a copy of the student’s work.
4. Click “submit entry” to send the submission to Washington State PTA.

**Step 3. Confirm Submission Status**
1. Click “Home” to view a list of all complete and incomplete submissions.
2. Look for the submission’s status of “Submitted.”
3. Receive an email receipt of submitted entry with an attached form for documentation.

**TIP:** Ensure photo of each visual arts entry is taken in good light with all other surroundings cropped out. To ensure best copy of photography entries, you can ask families with advancing entries to email you a digital copy of their photo for you to attach.

6. Wrap Up and Report Program Success

**Recognize Partners and Volunteers:**
After your Reflections program concludes for the year, one of the most important tasks is to thank those who helped make it a success. Use the **acknowledgement letter** on the WSPTA Reflections website to thank student and parent leaders, school personnel, submission reviewers and community businesses for their support.

**Return Student Works:**
Return non-advancing works immediately following judging and/or exhibition and no later than the last day of the school year. Please be sensitive to secondary students needing their artwork for college admission. If student artwork advances, it will be returned according to state and/or national polices.

**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
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smooth transition from one Reflections Chair to the next. Visit the WSPTA Reflections website for a sample program evaluation.

Share Your Success:
After your program concludes, please share program success with your state and National PTA. Your feedback is important to us and we look forward to improving Reflections for future students.

We also encourage you to share your success with your PTA board and school administrator. Visibility of award announcements, attendance at your event and personal quotes from families and community partners will help capture your program’s reach and impact as well as your PTA’s ability to support student success, engage families and build community partnerships.

Follow your students as they advance through council, state and national PTA levels and share those successes with your community, as well!

WSPTA Recognition:
WSPTA award recipients are typically announced in March. The announcement will be made on our website, via our Leadership News email and on social media. The award recipient families will be contacted directly from WSPTA to notify them of their award and to give them details about the WSPTA annual recognition ceremony, which is typically held in April. WSPTA award categories include the following:

- Outstanding Interpretation
- Award of Excellence
- Award of Merit

All students awarded Outstanding Interpretation by WSPTA advance to National PTA for the next round of review.

National PTA Recognition:
Details on the National PTA Reflections awards can be found at: [www.pta.org/home/programs/reflections/awards](http://www.pta.org/home/programs/reflections/awards)
Award recipients are typically announced at the beginning of May, via email, social media and on the National PTA website. National PTA will contact award recipients.

WSPTA Policy:
Washington State PTA may display, copy, sell, sublicense, publish and create and sell derivative works from entries submitted to the Reflections program.

Only visual art and photography entries may be returned. All entries received by WSPTA are retained until after the WSPTA annual convention. Entries are then distributed to local region directors, council Reflections chairs, etc., to be distributed to individual PTAs. WSPTA retains entries that have advanced to National PTA level of the program. Those that place will be sent to the National PTA office.

National PTA Policy:
Visual artworks and photographs are displayed throughout the National PTA headquarters, exhibited at National PTA special events and returned within three years following their submission into the program.
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**Publicist**

To promote Reflections to school leaders and teachers, post fliers in school and around the community, share celebration event invitations with participating families, share announcements with local media outlets.

NAME _______________________ EMAIL _________________________ PHONE _______________________ 

NAME _______________________ EMAIL _________________________ PHONE _______________________ 

**Judging Coordinator**

To recruit volunteer judges, organize artwork for judging, support judges and calculate their scores.

NAME _______________________ EMAIL _________________________ PHONE _______________________ 

NAME _______________________ EMAIL _________________________ PHONE _______________________ 

**Computer Wiz**

To organize student entry information for award announcements, printed programs, certificates/awards and provide a list of students advancing to the next round of judging.

NAME _______________________ EMAIL _________________________ PHONE _______________________ 

NAME _______________________ EMAIL _________________________ PHONE _______________________ 

**Celebration Coordinator**

To exhibit artwork, prepare student awards and lead on site event activities (program, refreshments, decorations, etc.)

NAME _______________________ EMAIL _________________________ PHONE _______________________ 

NAME _______________________ EMAIL _________________________ PHONE _______________________
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Events Planning Guide

What is a PTA Reflections Celebration?

The PTA Reflections Celebration is a powerful tool for encouraging students to explore and be involved in the arts. Together, school leaders and families offer positive reinforcement for participation in the National PTA Reflections program.

Parents and community leaders are welcomed into the school to discover the rich culture and artistic skills presented by student artists. An art exhibit with live student performances and an awards ceremony will showcase the importance of arts education in your school.

During the PTA Reflections Celebration, families will:

- Recognize their child’s participation and achievement in the arts.
- Discover new opportunities to stay involved in their child’s learning through the arts.
- Understand how arts programs provide necessary educational benefits and share their positive experiences with school and community leaders.

Why Is Student Recognition Important?

Celebrating student learning provides an opportunity for schools and families to connect with each other and to their community.

When PTAs and schools celebrate the arts together, all families feel welcomed into the school and are encouraged to take an active role in their child’s learning. Research shows positive recognition and engaged families attribute to higher rates of student success.

Celebration events also serve as a platform for communicating the importance of arts education in your school. Ensure school leaders, policy makers and community leaders recognize the value of learning through the arts.

Steps for Planning Your PTA Reflections Celebration

1. **Build your team** to discuss the objectives for this event, as well as plan event logistics (e.g., space, time, date, promotion).

2. **Decorate the school with student artwork.** Prior to the event, recruit parent and student volunteers to assist teachers with displays of student art in the classrooms and hallways. Place your Reflections exhibit in a prominent location in the school such as the lobby, cafeteria, library or hallway.

3. **Plan your awards ceremony.** Secure a location in the school that is large enough for all attendees, as well as performances (e.g., gym, auditorium, multi-purpose room, library or cafeteria). Then identify student artists to exhibit their art or perform during the awards ceremony. Consider including welcoming or closing remarks from your PTA President, PTA Reflections Chair and/or school principal. You could also invite special guests to deliver remarks. Create a program listing the names of student performers and featured presenters. Also include names of students whose artwork is exhibited.

4. **Gather event supplies** for your awards ceremony and art exhibit. Consider certificates, medallions and prizes to present during your awards ceremony. Visit ShopPTA.com and click on “Reflections” to see options or print your own certificates from the template on the WSPTA Reflections web page. Other supplies may be small.
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gifts to recognize guest speakers, as well as tablecloths, signage for reserved seats, decorations, audio visual needs and a microphone. Art exhibit materials may include name cards, a welcome sign and refreshments.

5. **Promote your event.** All families are welcome to celebrate the arts together. Send personalized invitations to school leaders, community arts advocates and policymakers. Use all your PTA and school communications tools. Feature your award-winning entries in these communications. Invite local media to attend and generate visibility for your school and PTA.

6. **Host your PTA Reflections Celebration.** Revise the schedule below to best fit your school community. This is one example for a 2-hour event with 30 minutes of celebration in the beginning as families congregate, 60 minutes of awards ceremony featuring student performances and guest speakers, and 30 minutes of celebration at the end.

**TIP:** If you’re just starting out or have a small Reflections program, planning a Reflections Celebration during a PTA meeting can be a win-win situation! You can ask for help from your PTA board, and your celebration will boost attendance for the meeting!

**Sample Timeline**

1. **Set-up**
   - Decorate reception room and prepare refreshments, exhibits and awards ceremony space.
   - Prepare the welcome table to include programs, marked school maps of exhibit space, as well as PTA membership information.
   - Hang directional signage where appropriate (including parking areas).

2. **Families Arrive:** Welcome families with a program, encourage them to visit the exhibit.

3. **Opening Reception (30 minutes):** Families visit the PTA Reflections Exhibit and enjoy live student performances.

4. **Awards Ceremony (60 minutes):**
   - Welcoming remarks by school principal and/or PTA President.
   - Keynote speaker such as arts teacher, community arts professional or public official.
   - Presentation of awards.
   - Closing remarks by PTA Reflections Chair, PTA President or student leader.

5. **Closing Reception (30 minutes):** Families visit the PTA Reflections Exhibit and enjoy live student performances.

**After your celebration concludes, thank those who helped make it a success.** Be sure to include all of the following groups in your recognition plan: student leaders, volunteers, school personnel and community partners.