



National PTA Reflections®

Local Leader's Guide

2015-2016 - "Let Your Imagination Fly"

Artwork from Reflections winners: Sarah Winters, Julia Schlemmer, Alexandra Hareworth, Ezekiel Kujow, Sara Farmland, Anna Eklund, Hannah Stroutz, Madeline Balder, Heidi Syler, Haley Young, Katelyn Smith, Gabriel Bowman, Bethany Barnes, Jaden Sano, Karisa Lu





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Visit [PTA.org/ReflectionsToolkit](https://pta.org/ReflectionsToolkit) for template tools and resources.



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1. Start the Arts!

Participation in arts programs—like PTA Reflections—plays a critical role in **students' 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.

1.1 About PTA Reflections

The National PTA Reflections program is PTA's cornerstone arts program. It was developed in 1969 by Colorado's 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 Pre-K through grade 12 are recognized for bringing the theme to life through dance choreography, film production, literature, music composition, photography and visual arts.**

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.

Students submit their artwork to local PTAs for initial judging. In California, local winning entries then advance to their PTA Council (if the unit is in-council) and then their PTA District. Winning entries from PTA Districts will be sent to the California State PTA office for judging. Top entries from our state PTA Reflections contest advance to National PTA for the final round of judging. National PTA awards are announced each May.

1.2 Roles and Responsibilities

As a Reflections Chair of this program, you will play a critical role in promoting exploration of arts and culture in the home, school and community. Students who participate in the Reflections program may not recognize themselves as artists when they sign up—but by the end of the Reflections celebrations, they will.



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As the PTA Reflections Chair, you will be responsible for the following tasks:

- Recruit PTA Reflections Committee members.
- Oversee the PTA Committee's planning and implementation of the Reflections program.
- Communicate with other PTA leaders during online and in-person opportunities.
- Represent your PTA at arts-related events and collaborations.

We strongly encourage you to go to the National PTA website to register your PTA and download the Reflections Leaders Training course at www.pta.org/elearning to learn more.

1.3 The Art of Family Engagement

The arts—and the National PTA Reflections program, in particular—can be a valuable tool for building stronger partnerships in your school community. National PTA developed the [National Standards for Family-School Partnerships](#) to serve as a framework for thinking about, structuring, and assessing family engagement throughout your Reflections program. Visit PTA.org/FamilyEngagement to learn more.



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Additional Opportunities

Join the search for a future program theme!

National PTA Reflections sponsors a student-focused [Theme Search Contest](#) annually to determine a future program theme. The winner will be selected in January and will receive \$100 and recognition at the National PTA Convention.

Students are invited to submit their entries online or by mail no later than **November 1, 2015**.

To submit online, visit <https://www.surveymonkey.com/r/CAPTAThemeSearch>.

To download the theme search entry form, visit <http://downloads.capta.org/ref/ThemeSearch.pdf>.

Apply for a Local PTA Arts Enhancement Grant

The National PTA [Mary Lou Anderson Reflections Arts Enhancement Grants](#) provide 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 at PTA.org/Awards on January 4, 2016 and due Friday, March 11, 2016.

For more information, visit PTA.org/Reflections.

2. Program Planning

Below are the recommended steps for administering your Reflections® program. Use this check list to organize tasks, delegate tasks to your committee and schedule deadlines.

Tasks	Task Leader	Due Date
Step 1. Get Started. <input type="checkbox"/> Confirm with your president that your local PTA is in good standing with the state PTA and eligible to participate.		



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<ul style="list-style-type: none"><input type="checkbox"/> Make sure the Reflections program is included in your PTA's program budget for the school year.<input type="checkbox"/> Visit your state PTA website for program registration information and materials.		
<p>Step 2. Organize a team of volunteers and plan your program.</p> <ul style="list-style-type: none"><input type="checkbox"/> Recruit your Reflections program planning committee and engage school personnel and community members for additional support.<input type="checkbox"/> Recruit creative professionals to judge student artwork.<input type="checkbox"/> Determine which arts categories and divisions your PTA will offer. New program leaders may consider getting started with one or more arts category and division.<input type="checkbox"/> Establish a timeline for the following activities.		
<p>Step 3. Promote the Reflections program to students and school personnel.</p> <ul style="list-style-type: none"><input type="checkbox"/> Distribute program rules and student entry form.<input type="checkbox"/> Promote artwork submission deadline and instructions.		
<p>Step 4. Organize artwork for judging.</p> <ul style="list-style-type: none"><input type="checkbox"/> Collect and organize artwork for judging.<input type="checkbox"/> Rank judges' scores and assign awards.		
<p>Step 5. Celebrate and recognize your participants.</p> <ul style="list-style-type: none"><input type="checkbox"/> Host a Reflections Celebration Event.<input type="checkbox"/> Provide opportunity for state and national recognition by advancing finalists according to state guidelines.		
<p>Step 6. Wrap up.</p> <ul style="list-style-type: none"><input type="checkbox"/> Return non-advancing student artwork.<input type="checkbox"/> Submit Local PTA Unit Participation Form according to state guidelines.<input type="checkbox"/> Recognize volunteers and evaluate your program to consider future improvements.		

Download template tools and resources at [PTA.org/ReflectionsToolkit](https://pta.org/ReflectionsToolkit).

Your **California State PTA Reflections Program Chair, Charlene Goodman**, is responsible for the overall implementation of the National PTA Reflections program in your state. A key aspect of this role is to provide training to local PTAs on how to implement and promote the program in their communities.

Register your PTA for the Reflections program at [PTA.org/Reflections](https://pta.org/Reflections).



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Throughout the fall, you will have the opportunity to connect with other PTA Reflections leaders. Your Reflections network is a support system comprised of national, state and regional PTA leaders eager to answer your questions and share best practices.

For national events, visit [PTA.org/Reflections](https://pta.org/Reflections).

2.1 Organizing Your Team

As a local PTA Reflections Chair, you will be responsible for overseeing the administration of the PTA Reflections program in your community. This is a big job, but *you are not expected to do it alone!* Your state PTA Arts Chair is here to help at every step of the process (see box).

We also strongly recommend that you 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.

2.2 Tips for Recruiting Volunteers

You may find the following tips helpful when recruiting volunteers to help with your local PTA Reflections program:

- **Announce planning meetings widely**, rather than relying on the same small circle of volunteers. Ask the principal to suggest parents who might be interested in getting more involved, and have your board members extend a personal invitation. You might be surprised who steps up!
- Invite a representative of the student council or student government to participate on the planning team—or ask the **student council** to promote the program and host events, with PTA support.
- Consider recruiting **school staff** who have a natural interest in arts education for your committee. These might include choir or band directors or teachers of other art, music, media, technology, journalism or creative writing classes. School administrative staff might be willing to help too, by collecting and organizing student entries, for example.
- People who don't want to attend planning committee meetings might still be willing to **help with a specific role**. These might include promoting the program through social or traditional media, creating a flyer or banners or making phone calls to solicit community support.



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- Community members such as **arts professionals or teachers** might be interested in participating as Reflections judges. See more about this in the section on “Collecting and Judging Student Entries.”

Suggested Volunteer Job Descriptions

Assigning project leaders and dividing tasks will save time and energy. Use the suggested volunteer job descriptions below to help **recruit volunteers with specific skills/interests**. Remind volunteers they don't have to be on the committee to play an active role in the success of your PTA's Reflections program. Don't forget to publicly recognize your volunteer team members for their dedication!

Consider the following job descriptions to delegate roles and responsibilities.

Publicist: The publicist communicates with teachers, student leaders, and community partners to promote Reflections participation and recognize student achievement.

Judging Coordinator: The judging coordinator recruits judges, collects artwork, and facilitates the judging process.

Recognition Event Manager: The recognition event manager produces an event to recognize student participation and achievement. This event may be an art exhibit, recital, awards ceremony, or a combination of each.

Computer Wiz: The computer wiz organizes student entry information and shares it with PTA

2.3 Recruiting Judges

Inviting professionals in the arts and community leaders who serve as trustees, donors and patrons of arts organizations 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:

- **Parents** who work as professionals in the arts or arts education.
- **School and community teachers** of music, art, dance, theatre, language arts, writing, graphic design and media arts.
- **Working professionals in organizations or companies** such as museums directors, curators, symphony and choral directors, musicians, librarians, editors of newspapers, photographers and local television personalities.



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Always recognize judges in promotions and thank them for their participation. Some PTAs give each judge a small PTA gift or certificate of appreciation.

3. Promoting Reflections

One of your most important tasks is to promote the Reflections program to students and families, to encourage 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.

3.1 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 and are recognized for their participation and achievement in the arts.
- Every student is recognized for their accomplishments with the opportunity for state and national awards and recognition.
- 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.

3.2 Student Recruitment Messages

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.



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- *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>.*

3.3 Ideas for Promoting Reflections

Use the following suggestions to kick-start your plan to promote the PTA Reflections program.

To Students and Families: Use a variety of channels 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's winners at the local, state and national levels.
- Include messages in students' **morning announcements**.
- Hang **posters and flyers** in visible locations, and send copies of flyers home to parents. You can find sample flyers at [PTA.org/ReflectionsToolkit](https://www.pta.org/ReflectionsToolkit).
- Post the deadline and reminders on signs near **student drop-off** and pick-up locations.
- Post announcements and updates on the **school and/or PTA website** and via **social media** (Facebook, Twitter).
- Write an article about Reflections for a **PTA or school newsletter**. Showcase prior years' winners and/or 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. Willing students might be found in art or dance classes or clubs, school music programs (choir, band, and orchestra) or creative writing or journalism classes.

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.



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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 your community can get involved:

- Invite community members to serve as **judges**.
- Reach out to nearby gathering places (neighborhood centers, barber/beauty shops, coffee houses) to **exhibit student artwork**.
- Local businesses might be willing to support **fundraisers for Reflections** (for example, a local restaurant might host a "dine out" night, with a portion of receipts benefitting the program). Proceeds might help pay for trophies, ribbons or certificates for student participants; food for the celebration; or a supplies scholarship for a student who might not otherwise be able to participate.
- Other businesses might provide **in-kind contributions**. Ask a local arts supply or craft store for donations of paintbrushes, paper or paints; or a local library or print shop might allow students to use their computers and photo-editing software for entries.
- 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.

4. Organizing Artwork for Judging

The process of judging student entries for the Reflections program includes distributing and enforcing program rules, collecting artwork, determining eligibility and hosting judging.

The first step of this process is to determine a deadline for students to submit their work. Expect to need at least two weeks to facilitate the judging process and another two weeks to prepare winners' artwork and complete the registration process so that winners may advance to the next round. Therefore, **set your Local PTA deadline approximately one month before submissions are due to the next round.**

***FINAL ENTRIES ARE DUE IN THE CALIFORNIA STATE PTA OFFICE
BY 5:00 P.M. THURSDAY, JANUARY 14, 2016.***



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4.1 Understanding 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 provided by your state PTA. To reference national rules, visit PTA.org/ReflectionsToolkit.

To review rules and guidelines, visit <http://capta.org/resource/rules-and-guidelines/>.

To download student participant forms, visit <http://capta.org/resource/participant-forms/>.

Student Eligibility and Entry Guidelines: Students must participate in the National PTA Reflections program through a local PTA/PTSA in good standing, as determined by their state PTA. It is your Local PTA Reflections Committee's responsibility to confirm that your PTA is in good standing and to determine each student's eligibility. If you are not sure whether your PTA is in good standing, talk with your PTA president. The following additional guidelines apply to student entries:

- Each entry must be the original work of one student only.
- A student may develop an entry inside or outside of the school.
- A student may submit entries in more than one arts category.
- Each student entry must be accompanied by a paper student entry form, signed by a parent or guardian.
- Student entries must include a title and an artist statement, which communicates the artist's inspiration for the work and how it relates to the theme. The statement must describe the content and include at least one sentence but not exceed 100 words.

Students with Disabilities: Students with disabilities may participate in the National PTA Reflections program in one of two ways.

1. **Enter in Special Artist Division** to receive non-artistic accommodation and assistance from an adult. Students are recognized and awarded prizes as part of the Special Artist Division. The Special Artist Division is an optional division of the Reflections program, accepting students in all grades, for students whose physical, cognitive or mental health challenges meet guidelines set forth in the Americans with Disabilities Act.

National PTA will honor one special artist from across all arts categories to receive an Outstanding Interpretation Award. Up to six additional special artists will receive a National PTA Award of Excellence.

2. **Enter in grade division most closely aligned to the student's functional abilities.** Students are recognized and awarded prizes as part of the general student population



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without regard to special needs or challenges. In this case, students follow all general rules and arts category rules but may submit their entries in the grade division most closely aligned to their cognitive or functional abilities.

Originality: Specific rules related to originality for each arts category are provided by your state PTA. National rules can be referenced at [PTA.org/ReflectionsToolkit](https://www.pta.org/ReflectionsToolkit). In general:

- An adult may not alter the creative integrity of a student's work.
- Only one student may be recognized for each entry; 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 alone.
- The artwork must be inspired by the current year's theme and created expressly for the program. Artwork produced before the dissemination of the theme or used for another competition or program may not be submitted.

Use of Copyrighted Materials: Use of copyrighted material is prohibited in the literature, music 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 are cited on the student entry form.**

Film productions, photography and visual art 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.

Addressing Student Ineligibility: Occasionally, entries submitted to the Reflections program are ineligible. One reason for ineligibility is that the local PTA is not in good standing. It is very important that you check with your PTA president to ensure your PTA is in good standing with the state. Other common reasons for ineligibility are plagiarism and resubmission. The following recommended procedures apply to both plagiarized and resubmitted entries:



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1. **Scan entries** to ensure that all are original and have not previously been submitted to Reflections or another art competition.
2. **Alert judges** to the possibility that some pieces may not be original and encourage them to communicate when one may be questionable.
3. **Check questionable entries via Google** or another search engine.
4. **Return ineligible pieces** to students, and explain why they are being returned.
5. **Talk with appropriate school personnel**, such as school counsellors, the principal or teachers about ways to address the seriousness of copying someone else's work or resubmitting artwork with the student and his/her family.

If ineligibility is confirmed after judging, determine whether awards (including award money, pins, certificates, etc.) should be returned.

4.2 Judging Process

The judging process has two goals:

1. To determine which student entries will advance to the next round of judging for our state Reflections program.
2. To award other prizes and recognition as determined by your local Reflections Committee.

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.

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.



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The following 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.

Judging Criteria

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

With these criteria, each entry may receive a total of no more than 40 points from each judge. Have judges record their points for each entry on a score card. Add 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.**

Visit [PTA.org/ReflectionsToolkit](https://www.pta.org/ReflectionsToolkit) for a sample score card and information for judges.

5. Celebrating and Recognizing Your Participants

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 recognize themselves as artists, encourages family engagement and provides opportunities to connect with the community.

7.1 Recognize Students Locally

The Reflections program offers opportunities for PTA visibility throughout the year. There are many ways local PTAs celebrate Reflections participants and winners. Examples include:

- Presentations at PTA and school board meetings
- School awards nights, banquets or luncheons
- Announcements in the school newsletter or on the website



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- 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
- 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 [PTA.org/ReflectionsToolkit](https://www.pta.org/ReflectionsToolkit) for a Reflections celebration event planning guide, template certificate, and other celebration tools.

5.2 Advancing Entries to the Next Round

Register your PTA at www.pta.org/Reflections and click “register now.” Here, you will be able to sign up for a new account or login to an existing account.

1. 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 participant submitting an entry.
2. Click “register” to receive an email confirmation.
3. Click the unique link in your confirmation email to activate your account and continue completing the necessary forms.
4. Need to reset your password? Click “Trouble signing in?” then click the provided link to reset.

Register your PTA & report participation online.

1. To register your PTA, sign into your online account, then click task 1: “Register Your PTA” and complete the PTA Registration Form.
2. 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.”
3. 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.

Submit winning student entries online. From the “Home” page, click the green “submit student entry” button. This button is also available at the top of your PTA’s task page. To complete an entry form, click task 1: Student Entry Form. Have the original entry form available so that you can easily transfer entry information online.

1. To upload a copy of artwork, click the appropriate arts category under task 2: Upload Your Artwork. Click “Browse...” to select your artwork from the computer. Click “submit” to upload and preview your artwork online. Click “Back to Submission” to confirm your task is completed. You may also “edit” or “delete” artwork to upload a new version.
2. Click the orange “Submit Your Student Entry” button to complete your submission.



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3. To view a list of student submissions, click "Home." To submit more student entries, click "create new submission," select "Student" and click "get started."

Additional Notes: If you submit a student entry by accident or need to make edits to completed forms, inform your State PTA. Follow additional steps outlined by your State PTA in your Reflections leader's guidebook.

Entries advancing to the State PTA Round are to be submitted online at PTA.org/Reflections.

- Login to your account and submit a student entry for each submission advancing to the State PTA Round.
- Attach a digital copy of artwork to the student's submission.
- Completed submissions are automatically advanced to the State PTA Round.
- There is no need for districts to enter their winners into the National PTA system. This will be done by the state Reflections Program Committee.

Each PTA district is to create a spreadsheet with all the information for their winning entries and mail it with the art pieces to the California State PTA office by 5:00 p.m. on Thursday, January 14, 2016 at the address below:

Reflections Chairman
California State PTA
2327 L Street
Sacramento, CA 95816

There will be one winner per art category per grade division.

If you are shipping the packet, we recommend that you ship it with a company that offers online tracking capabilities, in case the shipment is delayed or gets lost. Any time you have questions, contact **California State PTA Reflections Program Committee Chairman Charlene Goodman** at reflections@capta.org, or call (916) 440-1985, ext 329.

NOTE CHANGES IN ONLINE SUBMISSION PROCESS INSTRUCTIONS PROVIDED BELOW

ADVANCING ENTRIES: All entries submitted online will automatically advance directly to the state round.

REPORT FEATURE: State PTA Chairs will receive automated (excel) reports that can be filtered by Council/District/Region and shared with respected PTAs via email. Reports contain student submission information and PTA participation information. PTA reports help leaders to organize



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contact information for the purposes of communicating with their network. Student reports organize submission information for the purposes of communicating announcements, creating certificates and exhibit name cards.

5.3 Regional and State-Level Recognition

State-level award recipients are typically announced in March. Recipients of the Award of Merit and Award of Excellence will receive a letter from California State PTA in the mail.

- **Awards of Excellence:** Winning artwork is displayed at the California State PTA convention and recipients will be invited to attend a special Reflections event at convention. Winners will also be honoured by having their artwork posted on the www.capta.org website.
- **Awards of Merit:** Recipients will receive a certificate and medal to honor their achievement.

5.4 National Level 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.

National award recipients will be notified via email by National PTA in May. National awards and certificates are mailed after the National PTA Convention, by the end of July. Any awards or certificates returned to the National PTA office due to insufficient or incorrect addresses will be mailed to the appropriate state office. For more details on national awards and recognition, visit PTA.org/Reflections.

6. Wrapping Up

You're almost done! This section covers other important items including recognizing volunteers, returning artwork and sharing program information with your PTA president.

6.1 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.

Be sure to include all of the following groups in your recognition plan:



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

Use the acknowledgment letter at PTA.org/ReflectionsToolkit to thank volunteers and community partners for any donated goods/services.

6.2 Return Student Artwork

National PTA recommends that original photography and visual arts pieces be returned to student artists as soon as possible after judging and/or recognition. Art works submitted electronically, including those in the dance choreography, film production, literature and music composition categories, typically are *not* returned.

Non-advancing artwork can be returned immediately after judging or after your local PTA celebration. National PTA recommends that artwork be returned by the end 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 policy (see below).

State PTA Policies: Entries that receive state recognition will be returned to the appropriate PTA District office after the California State PTA convention. The district will then arrange for return to the individual PTA unit.

National PTA Policies: Entries that receive national awards will be featured in the online National PTA Reflections Program Gallery at PTA.org/Reflections. National PTA will make every effort to return photograph prints and visual artwork within two years. The National PTA office receives electronic files/digital entries in film production, dance choreography, literature, music composition, and photography and these are not returned.

6.3 Report Participation

After your judging process is complete, share participation information with your state PTA. This information is vital to the future success of the program, everywhere.

Complete the paper participation form, available at <http://capta.org/resource/participant-forms/> and send it to the next round with advancing artwork. Council and District PTA Participation Forms have been emailed to each of the district presidents.



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Use this paper participation form as a guide when submitting your Local PTA, Council PTA, District PTA or Region PTA participation form online at [PTA.org/Reflections](https://www.pta.org/Reflections).

6.4 Evaluate Your Program

Evaluation is a critical part of wrapping up your Reflections program. It is important to understand what worked and what didn't, so that you can plan for an even more successful program next year. Here are a few ideas:

- **Survey Reflections students, parents, school and PTA volunteers, and community partners.** Share quotes in a newsletter, blog or at your PTA and school meetings. With permission, use these quotes to further recognize student achievement on the school or PTA website or share them when seeking funding for your PTA. Visit [PTA.org/ReflectionsToolkit](https://www.pta.org/ReflectionsToolkit) for a sample program evaluation.
- **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.

Visit [PTA.org/ReflectionsToolkit](https://www.pta.org/ReflectionsToolkit) for template tools and resources.