



2017-2018 Reflections Theme:

"Within Reach"

Arizona PTA 2017-18 Reflections Guidebook



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CHANGES FOR 2017-2018

NPTA CHANGES



All PTAs must register their program at www.ptareflections.org at the BEGINNING of the school year. The online registration system opened July 7th for the 2017-2018 program year. It is especially important for Council PTAs to register early to make sure that local PTAs connect correctly. PTA's who have not registered with National PTA Reflections program will find their pieces disqualified. Please be sure to register online prior to submitting your student pieces for judging at Arizona PTA level.



Size Limits

Size limits were adjusted to reflect the improvements in camera technology, as well as to help with the problems that are frequently encountered with larger Visual Arts pieces. Please see category specific rules for more information.

- **The size limit for Photography has been INCREASED to 18"x24"**
- **The size limit for Visual Arts has been DECREASED to 18"x24"**

The 3/8" thickness limit is not changing.



Mounting Pieces

Arizona PTA will disqualify any visual art or photography submissions that are not properly mounted per the criteria listed in this handbook. Please be sure your pieces are mounted prior to submission.

WHERE TO GO FOR HELP

Local: Your PTA Reflections chair (if applicable) or your Region Director
State: Jetuan Whedon-Arizona PTA Reflections - jwhedon@azpta.org

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ONLINE RESOURCES

Reflections Guidebook

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.**

The Reflections program has multiple steps, and it begins with students submitting their artwork to local PTAs for initial judging.

- If your local PTA is a member of a council, then your advancing entries move to the council level for judging. See your council Reflections chair for information on the council Reflections deadline and where to submit your advancing entries.
- Councils and local PTAs send their advancing entries directly to **Arizona PTA Reflections, 2721 N. 7th Ave. Phoenix, AZ 85007, received on or before January 25, 2018. Appointments must be made for hand delivery of entries if necessary before January 20, 2018.**
- Top entries from the Arizona PTA (AZPTA) Reflections contest advance to National PTA for the final round of judging. National PTA awards are announced each May.

2017-18 REFLECTIONS THEME: “ *Within Reach* ”

1.2 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.

ADDITIONAL OPPORTUNITIES

2018–19 Reflections Theme Search Contest

National PTA Reflections sponsors a student-focused Theme Search Contest annually to determine a theme for the next year. The winner will be selected in January 2018 and will receive \$100 from National PTA and recognition at the National PTA Convention. Send the completed theme search form to the Arizona PTA office, 2721 N. 7th Ave. Phoenix, AZ 85007 by November 13, 2017. The theme search student entry form and a list of past themes is located at www.azpta.org/programs/reflections.

Mary Lou Anderson Reflections Arts Enhancement Grants

The National PTA Mary Lou Anderson Grant program 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 at www.PTA.org/Reflections in January 2018.

2. ORGANIZE & PLAN YOUR PROGRAM

Below are some basic steps for a successful Reflections program. The “Reflections Program At-A-Glance” is available at <http://azpta.org/programs/reflections/>

2.1 Establish a Timeline

This year’s Arizona PTA deadline is Wednesday, January 25, 2018!

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 entries and complete the registration process so they may advance to the next round. Therefore, set your local PTA deadline approximately one month before submissions are due to the next round.

Submit all advancing entries directly to **Arizona PTA Reflections,**

2721 N. 7th Ave. Phoenix, AZ 85007 to be received by January 25, 2018.

No late entries will be accepted.

Reflections Chairs

- Based on the Arizona PTA deadline of January 25, 2018, you need to schedule:
 - Program launch and/or local PTA training opportunity
 - Judging date(s)
 - Meeting(s) to review entry eligibility and submission checklist
 - Recognition date(s)
 - Submit all advancing entries directly to **Arizona PTA Reflections, 2721 N. 7th Ave. Phoenix, AZ 85007 received by January 25, 2018.**
No late entries will be accepted.

WHERE TO GO FOR HELP

Local: Your PTA Reflections chair or your Region Director

State: Jetuan Whedon State Reflections Chair – jwhedon@azpta.org

2.2 Organize a Team

As a Reflections chair, you will be responsible for overseeing the administration of the PTA Reflections program in your community.

We 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.

Roles and Responsibilities

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

- Recruit Reflections committee members.
- Oversee the committee's planning and implementation of the Reflections program.
- Establish a program timeline, including a turn-in deadline.

Additional tasks:

- Recruit other committee members, Reflections judges and volunteers as needed.
- Distribute and answer questions about the rules, deadlines and student entry forms.
- Promote the Reflections theme search and program to local students, teachers, parents and the community as a whole.
- Collect student entries and verify they meet all eligibility requirements.
- Coordinate the local judging process.
- Host recognition activities for participants and winners.
- Register your PTA and prepare advancing artwork for submission to the next round of judging.
- Return entries to students.
- Evaluate the process at the end of the year and make recommendations for improvements.

Recruiting Reflections Volunteers

- Announce planning meetings widely using all communication methods (website, social media, newsletter, email, in person, flyer, etc.), rather than relying on the same small circle of volunteers. 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—for example, by collecting and organizing student entries.
- 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.

Recruiting Judges

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

- 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.
- **Avoid judges who may have even the appearance of a conflict of interest (i.e. parents or teachers of participants, family friends, etc.)**

3. PROMOTE 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.

- *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 or on www.azpta.org/programs/reflections
- 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.

4. Arizona PTA PROGRAM RULES

Each state has a unique set of rules for their PTA Reflections program. ***When launching your program, please make sure to ONLY use the rules and forms for Arizona PTA.*** For General Participation Rules and detailed category rules please visit www.azpta.org/programs/reflections

4.1 Student Eligibility

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 the 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, please speak 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. This form can be found at www.azpta.org/programs/reflections.
- 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.

4.2 Students With Disabilities

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

Option 1: 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. Qualifying students create their own artwork but may receive non-artistic accommodation and assistance from an adult. National PTA will honor one special artist from across all arts categories to receive an Outstanding Interpretation award. Up to five additional special artists will receive a National PTA Award of Excellence. Special artists receiving awards from Arizona PTA will be recognized at the Reflections Awards ceremony to be determined at a later date.

Option 2: Students who qualify for the special artist division may choose instead to enter in one of the traditional four grade divisions (primary, intermediate, middle or high school). 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. These students are recognized and awarded as part of the general student population, without regard to special needs or challenges.

See the flier promoting the special artist division available at <http://azpta.org/programs/reflections>.

4.3 Originality

Specific rules for each arts category can be found at <http://azpta.org/programs/reflections>

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 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.

4.4 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:

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 entries 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 entries to students; explain why they are being returned.
5. Talk with appropriate school personnel, such as school counselors, 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.
6. If ineligibility is confirmed after judging, determine whether awards (including award money, pins, certificates, etc.) should be returned.

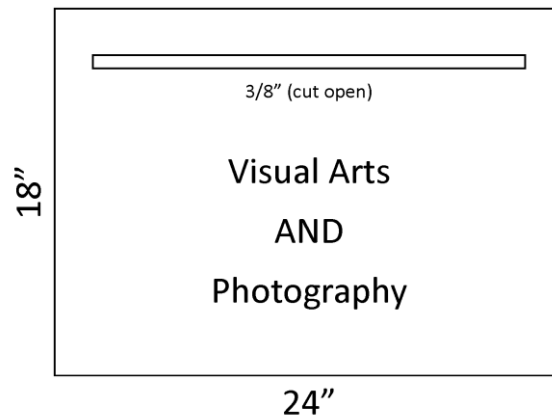
5. COLLECT ENTRIES AND RECORD PARTICIPATION DATA

It is time to collect the entries! Make sure students and staff are aware of the designated turn-in location. Entries may be turned in before the deadline, so have a Reflections committee member assigned to check regularly.

5.1 Sorting the Entries

Schedule a committee “sorting party” to review all entries. You may need the following supplies:

- Category rules
- Sizing board (available at <http://azpta.org/programs/reflections>)
- Painters tape/masking tape
- Pens
- Stickers or Post-It notes (for numbering entries)
- Computer



Sizing Board Sample

Verify all entries meet the category rules (size, thickness, word count, length, file type, etc.) and compare to the “Reflections Submission Checklist” available at <http://azpta.org/programs/reflections>. All entries **MUST** have an original, signed and completed student entry form.

Your Reflections committee should decide ahead of time if all entries received must meet the mounting and wrapping requirements before they are judged, or if your committee will properly mount and wrap advancing entries before moving them to the next level.

You will need to sort the entries by category and division for judging. Judges will need access to the title and artist statement, either on judging forms you create or from the student entry form (with personal information concealed).

5.2 Record Participation Data

You will need to gather your PTAs participation data for the online process, including:

- Total enrollment at your school.
- By grade division, the number of students participating in each of the category. Record this data on your Local PTA Participation Form, available at <http://azpta.org/programs/reflections>.

6. JUDGE & IDENTIFY ADVANCING ENTRIES

The process of judging and identifying advancing entries has three goals:

1. To determine which student entries will advance to the next round of judging.
2. To ensure quality entries advance to the next round of judging.
3. To award other prizes and recognition as determined by your local or council Reflections committee.

Every entry that you receive should be judged; only the best entries should advance to the next round.

6.1 Judging Process

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 - to ensure unbiased results.

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 age appropriate 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.

Theme interpretation is weighted more heavily at the Arizona PTA and National PTA levels. It is recommended that all local PTAs and councils use the same judging rubric. The following is a simple judging rubric your PTA may find helpful in evaluating entries and assigning awards. Notice that interpretation of the theme is weighted more heavily than the other considerations.

Sample Judging Rubric		
Interpretation of theme	How closely the entry relates to the theme, based on the artwork itself and the artist statement	20 pts
Artistic merit/creativity	How creative and original the entry 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 this rubric, 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 entries accordingly. If two entries are tied, the entry with the higher score for interpretation of theme receives more recognition. Having multiple judges score each entry reduces the opportunity for ties and improves the diversity of entries moving forward.

A sample scorecard for judges can be found at www.azpta.org/programs/reflections.

6.2 Judging Tips

- Find a variety of judges with knowledge/expertise of the various categories.
- Tell them the process of what happens after your level (i.e. entries will advance to council or move to state level, etc.).
- Discuss judging forms, rubric (particularly interpretation of theme), and expectations with judges.
- If judges have access to the student entry forms, make sure all personal information is concealed.

- Make sure your judges have no conflict of interest (i.e. a parent or teacher of the participant, family friend, etc.).
- Have multiple judges score each entry.
- Have judges score an entire division to keep scoring fair (apples to apples). They do not have to do the entire category, but an entire division within the category is important.
- Provide plenty of time for your judges to work, they will work at different speeds.
- Have copies of the rules available.
- Have plenty of space for them to work.
- Consider having them judge younger divisions first so their expectations are grade level appropriate.
- All entries can be judged, but make sure entries to do not comply with all rules and eligibility are not moved forward.

6.3 Rank Entries

Prior to judging entries, your Reflections committee should agree upon a method to determine advancing entries (total score, average score, weighted rank, etc.). When reviewing judging results and determining advancing entries, it is important to make sure you rank the entries by category (visual arts, photography, etc.) and division (primary, intermediate, etc.). The best primary visual arts entry is often going to score lower than a high school entry, and should be ranked only with other primary visual arts entries. Take care to move forward the BEST entries from each group.

Sample Judging Results for Primary Visual Arts											
Piece #	Title	Theme	Judge 1			Judge 2				Total Score	Total Theme
			Merit	Medium	Total	Theme	Merit	Medium	Total		
13	Entry C	19	9	9	37	20	9	10	39	76	39
9	Entry A	15	6	7	28	18	8	7	33	61	33
6	Entry D	17	8	7	32	15	8	6	29	61	32
11	Entry B	11	7	4	22	14	6	4	24	46	25

In the example above, the entries are ranked by total score. Entries A and D have a Total Score tie, which was broken by the interpretation of the theme total. Based on the number of entries that may be advanced from this category and division, entries would advance in this order: Entry C, Entry A, Entry D, Entry B.

6.4 Identify Advancing Entries

To ensure that all categories are well-represented at the state competition, Arizona PTA has established a limit to the number of entries that can be submitted at the state level from each category. Consider these guidelines when moving entries on from the local PTA and Council level:

Category Guidelines for Local PTA, and Council PTA	
Visual Arts	No more than 30%
Photography	No more than 20%
Literature	No more than 20%
Dance, Film, and Music	No more than 30%

7. ADVANCE ENTRIES

7.1 Reflections Submission Checklist

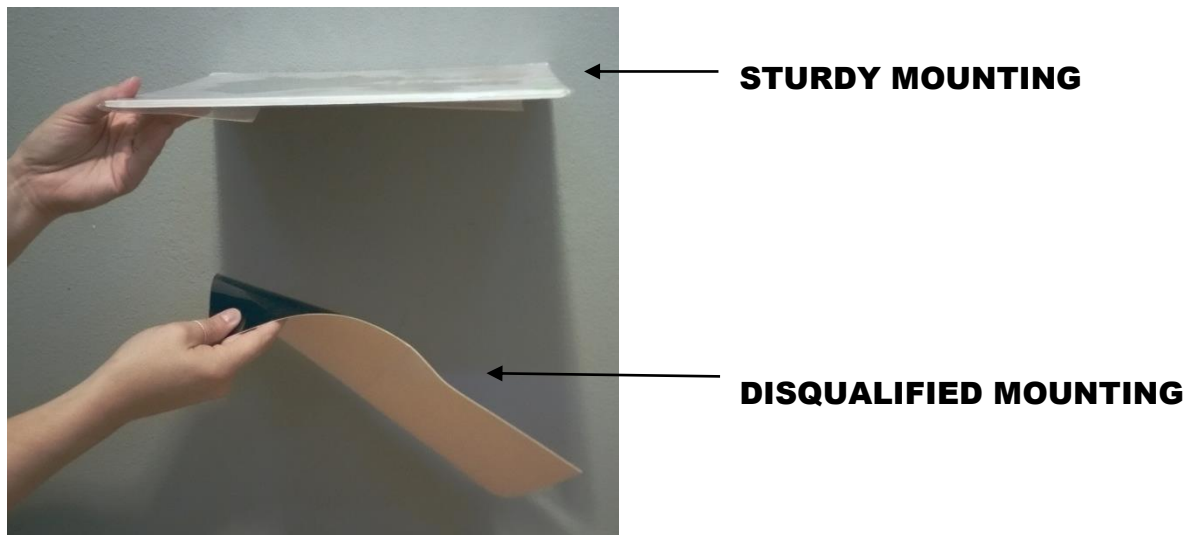
Use this checklist to review all entries prior to advancing them to the next level. The “Reflections Submission Checklist” is available at <http://azpta.org/programs/reflections>.

7.2 Helpful Hints and Common Disqualifications

At the Arizona PTA level, we prefer to avoid disqualifying entries. In order to give every student the best chance of success, we have compiled a list of helpful hints and common disqualifications your local PTA and council levels. While we do our best to protect all entries, once they leave your hands they are handled numerous times. They are stacked and sorted, moved, displayed, possibly exposed to inclement weather, and loaded and unloaded.

HELPFUL HINTS:

- The student entry form **MUST** be complete. This includes all PTA information, all student information, title, artist statement, parent **AND** student signature.
- Encourage students ***NOT*** to write their name on the front of visual arts, photography, and literature entries.
- Compare all entries to the Reflections Submission Checklist.
- Mount all visual arts and photography on sturdy backing. If the entry bends when you hold it by the corner, it is not sturdy (see picture below). Arizona PTA will disqualify pieces that are not properly mounted. Sturdy mounting examples:
 - Foam core
 - Pressboard
 - Canvas board
 - Cardboard (solid piece, no seams or folds)



- After mounting on sturdy backing, make sure to wrap entries securely with cellophane wrap or art sleeves. This protects your entries (and the entries around it) from damage.
- Large entries created directly on mat board are often not sturdy enough for display. Test each piece!
- Place the sheet protector/plastic sleeve with the original signed and completed student entry form on the OUTSIDE of the wrapping. The form needs to be accessible!
- Mark the orientation on the back of visual art and photography entries to make sure that they are displayed and judged properly.
- Use recloseable manila envelopes for literature, music composition, dance choreography, and film production. The student entry form should be in a sheet protector/plastic sleeve on the outside of the recloseable manila envelope. Do not put the literature, CD, or DVDs in anything with an open top.
- Use USB drives if at all possible. This ensures that the files are there and easy to access.
- Remove stickers, labels, Velcro, signage, etc. used during your local PTA or council events.

COMMON DISQUALIFICATIONS:

- Postmarked after the deadline. We will not accept these entries.
- Missing or incomplete student entry form. This includes title, artist statement, and parent signature.
- Artist statement over 100 words, or missing artist statement. When entering an artist statement into the online system, do NOT type “See attached”
- Visual arts and photography mounted improperly – this is the most frequent disqualification by far.

Improper mounting examples:

- No mounting
- Paper
- Construction paper
- Cardstock
- Posterboard
- Scrapbooking paper
- Wood-framed canvas
- Glass

- Visual Arts and Photography over the size limit
- Framed artwork
- Lettering on photography – should be visual arts
- Literature over the word count
- Literature that is mounted or bound
- Music composition, dance choreography, and film production:
 - Incorrect file type
 - File size over 1GB
 - Entry is over time limit
 - Entry cannot be played
 - Entry saved as DVD or CD instead of file

If you have any questions about eligibility, please contact Jetuan Whedon Arizona PTA Reflections Chair –jwhedon@azpta.org before advancing entries.

7.3 Online Process

National PTA offers an online tracking system to support registration of PTAs and advancement of student entries along the path to the National PTA round.

- **Make sure to register your PTA to participate as soon as you launch your program!**
- In our state, all local PTAs and councils are **REQUIRED** to register and advance student entries through the online process.
- Any waivers of the online requirement must have prior approval of the Arizona PTA Reflections Chair.
- Original signed and completed student entry forms and the local PTA/council participation form must accompany entries submitted for advancement.
- It is not necessary to include a printed copy of the online student entry form with advancing entries.

For the most current online process instructions, see the “Online Process – Step By Step” guide, available at www.azpta.org/programs/reflections.

8. CELEBRATE & RECOGNIZE 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.

8.1 Local Recognition

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

- Awarding certificates, ribbons, or prizes to participants and/or winners.
- Displaying all entries in your school (library, display cases, office, etc.)
- Finding a way to show music composition, dance choreography, and film production entries.
- Presentations at PTA and school board meetings.
- School awards nights, assemblies, banquets, luncheons, art walks, or other events.
- Announcements over the PA system, in the school newsletter, eblasts, or on the website.

- 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 media advisory template available at <http://azpta.org/programs/reflections-arts-in-educati/> 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.

8.2 Arizona PTA Recognition

Arizona PTA award recipients are typically announced by mail in March and are notified by the Arizona PTA Reflections committee. Councils and local PTAs will be subsequently notified via email, and the Arizona PTA website. Award recipients are recognized at the annual Arizona PTA awards ceremony and convention.

Arizona PTA award categories include the following:

- Outstanding Interpretation
- Awards of Excellence
- Awards of Merit

8.3 National PTA Recognition

Arizona PTA Outstanding Interpretation award entries are advanced to the National PTA level of competition. Awards of Excellence and Awards of Merit are returned to the region directors after convention.

National PTA award categories include the following:

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

National PTA award recipients are typically announced via news release and on PTA.org at the end of May. State PTA presidents and state PTA chairs are notified via email. Each state PTA contacts the students who receive national recognition (except for the Outstanding Interpretation award recipients—see below).

The National PTA notifies Outstanding Interpretation Award recipients directly and coordinates their travel to the National PTA convention, where they are recognized. National PTA mails certificates to students who received Awards of Excellence and Awards of Merit following the National PTA convention, at the end of July. For more details on national awards and recognition, see “National Awards and Recognition” available at www.azpta.org/programs/reflections.

9. WRAP UP

You’re almost done!

9.1 Recognize 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:

- Volunteers

- School personnel
- Judges
- Community partners that provided donations, such as prizes, supplies, or exhibit space

Use the acknowledgment letter available at www.azpta.org/programs/reflections as a guide to thank volunteers and community partners for any donated goods/services.

9.2 Return Student Entries

National PTA recommends that non-advancing photography and visual arts entries be returned to student artists as soon as possible after judging and/or recognition. Literature, music composition, dance choreography, and film production entries typically are ***not*** returned. National PTA recommends that entries 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.

If your PTA is holding onto entries for a later event (Art Walk, Student Assembly, etc), please notify the student and/or parents so that they don't think an entry is lost.

Arizona PTA policy

Arizona 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 are returned. All entries received at the state level are retained until after the Arizona PTA convention. Entries are distributed to their respective Arizona PTA region directors during convention to be returned to the local PTAs and/or councils following the event. Arizona PTA retains entries that have been advanced to National PTA level until winners are announced. Remaining entries that do not place at National PTA are given to the Arizona PTA region directors to return to local PTAs and/or councils.

National PTA Policy

National PTA's award-winning entries are featured online at www.PTA.org/ReflectionsGallery. 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 to National PTA.

9.3 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, and volunteers. 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 <http://azpta.org/programs/reflections> for a sample survey 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.

ONLINE RESOURCES

FORMS

Student Entry Form
Theme Search Entry Form
Local PTA Participation Form
Council Participation Form

RULES

Changes for 2016-2017
Dance Choreography Rules
Film Production Rules
General Rules for Participation
Literature Rules
Music Composition Rules
Photography Rules
Special Artist Rules
Summary of Rules for Participation
Visual Arts Rules

PROGRAM RESOURCES

Donation Request Letter
Helpful Hints and Common Disqualifications
Information for Judges
Judging Rubric
Judging Score Card
National Awards
NPTA Reflections Webinar Training and Registration
Online Registration and Process
Program Evaluation
Reflections-at-a-Glance
Reflections Celebration Guide
Reflections Committee Volunteer Job Descriptions
Reflections Submission Checklist
Reflections Visual Standards
Size Verification Board
Template - Certificate
Thank You Letter for Volunteers
Timeline

Logos & Promotional Resources (posters, flyers, and media guides) are located
at www.PTA.org/Reflections

Spanish forms and documents (when available) are located at <http://azpta.org/programs/reflections>