Today you will learn about...

1. PTA Reflections® Program
2. Program Planning and Organizing Your Team
3. Promoting Reflections
4. Program Rules and Eligibility
5. Program Structure
6. Preparing Your Entries For The State Level
7. Wrapping Up
About PTA Reflections®

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

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

-Mary Lou Anderson, founder of National PTA’s Reflections Program
Participation in the arts...

All children deserve opportunities to explore and be involved in the arts.

- Levels the playing field for underserved students.
- Develops the whole-child.
- Nurtures creativity and teamwork.
- Connects family, schools, and communities.
It All Starts with a Theme

Annual Theme Search Contest

The search is on for a future program theme!
Additional Opportunities

Tennessee PTA Arts Enhancement Grants

• Applications available at www.tnpta.org
• Applications may be submitted at any time

Mary Lou Anderson Reflections Arts Enhancement Grants

• Applications Available April 1, 2019 at www.PTA.org/Awards
• Applications Due June 30, 2019
Program Planning and Organizing Your Team
Tennessee PTA Reflections Program Guide

2019-2020

Tennessee PTA LOCAL
LEADER’S GUIDE

Find more helpful ideas and printable tools at PTA.org/PTAReflections and TNPTA.org/tnpta/reflections.html
Roles and Responsibilities

- Create a committee
- Establish a timeline
- Communicate with other PTA leaders
- Represent your Local PTA at statewide arts-related events
- Promote Reflections in your school and community
- Provide guidance for students in complying with program rules
- Prepare artwork for next level judging

<table>
<thead>
<tr>
<th>Tasks</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>Step 1: Get started.</td>
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<tr>
<td>Register your program in the online system by clicking on the REGISTER MY PTA button at <a href="http://pta.org/Reflections">pta.org/Reflections</a>.</td>
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<tr>
<td>Read through this guide to become familiar with the program and its requirements.</td>
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<td>Confirm with your President that your Local PTA is in good standing with the Tennessee PTA.</td>
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<td>Make sure the Reflections program is included in your PTA’s program budget for the school year.</td>
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<td>Consult with other local Reflections chairs to get suggestions for running your program.</td>
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<td>Establish a timeline for your Reflections Program activities. All entries are due to the Tennessee PTA state office by Friday, January 19, 2018.</td>
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<tr>
<td>Step 2: Organize a team of volunteers.</td>
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<td>Recruit your Reflections Program planning committee.</td>
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<td>Engage school personnel and community members for additional support.</td>
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<tr>
<td>Recruit creative professionals to judge for each category in which your students will be submitting entries. (New leaders may consider starting with only a few categories.)</td>
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<td>Step 3: Promote the Reflections Program to students, school personnel, and the community.</td>
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<td>Distribute rules (Appendix C) and student entry forms (Appendix D—Fill in local PTA info on form first!)</td>
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<td>Promote artwork submission deadline and instructions.</td>
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<td>Include information on participating in the program in your newsletter.</td>
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<td>Step 4: Collect and organize artwork for judging. (Check eligibility before sending to judges.)</td>
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<td>Step 5: Rank judges’ scores of artwork and assign awards.</td>
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<td>Step 6: Advance winning artwork to council and/or state for judging.</td>
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<td>Follow council guidelines for judging at that level, if applicable. Then,</td>
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<td>Determine entries to be submitted to state for judging. Complete inventory form.</td>
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<td>Enter student entry information and upload artwork for your state level artwork.</td>
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<td>Send inventory and original artwork, with original student entry forms, to state.</td>
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<tr>
<td>Complete online participation by clicking on the REPORT SUCCESS button at <a href="http://pta.org/reflections">pta.org/reflections</a>.</td>
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<td>Step 7: Celebrate student participation and achievements.</td>
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<td>Host a Reflections Celebration Event.</td>
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<td>Step 8: Wrap up.</td>
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<td>Recognize volunteers.</td>
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<td>Return non-advancing student artwork.</td>
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<td>Evaluate your program and consider future improvements.</td>
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<tr>
<td>Collect and return all artwork returned from higher judging levels to students.</td>
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Recruiting Volunteers

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

Recruiting Judges

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

Examples:
• Newspaper Editors/Arts Reviewers & Local TV News Producers
• College/university Professors, Graduate Fellows, Undergraduate Students
• Avoid using a parent or teacher in your school for judging
Promoting Your Reflections Program
# Ideas for Promoting Reflections

<table>
<thead>
<tr>
<th>Students &amp; Families</th>
<th>Teachers &amp; Administrators</th>
<th>Community</th>
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<tbody>
<tr>
<td>□ Host assembly</td>
<td>□ Visit staff meetings</td>
<td>□ Serve as judges</td>
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<tr>
<td>□ Provide morning announcements</td>
<td>□ Link Reflections to curriculum</td>
<td>□ Exhibit artwork</td>
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<tr>
<td>□ Hang posters and flyers</td>
<td>□ Plan awards ceremony with school leaders</td>
<td>□ Donate</td>
</tr>
<tr>
<td>□ Post on websites</td>
<td></td>
<td>□ Provide media coverage</td>
</tr>
<tr>
<td>□ Post a blog/newspaper article</td>
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<td>□ Post announcements on bulletin boards</td>
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Announce Your Call for Entries!

Include your program’s...

- Submission deadline & location
- Where to find rules and forms
- Who to contact with questions
- Save the Date for Celebration Event
Tennessee PTA Reflections

We have National PTA winners every year!
Kick Off Your Reflections Program During Arts in Education Week!


September 8-14, 2019
Program Rules and Eligibility
Understanding Program Rules

It is very important to understand Official and Arts Category Rules.

• Official Rules
  • Summary of Arts Category Rules
  • Student Eligibility and Entry Guidelines
• Arts Category Rules (detailed)

This information can be found on the Tennessee PTA website – www.tnpta.org
Art Categories

- PTA Units can participate in one or more arts categories
  - Dance Choreography
    - Film Production
    - Literature
  - Music Composition
    - Photography
    - Visual Arts

- Students can participate in any or all arts categories
Divisions

- Primary – Preschool through Grade 2
- Intermediate – Grade 3 through Grade 5
- Middle School – Grade 6 through Grade 8
- High School – Grade 9 through Grade 12

- Special Artist
  - Option 1 – Enter in the traditional grade division most closely aligned with student’s functional ability
  - Option 2 – Enter in Special Artist Division (all grades)
Summary of Rules and Eligibility

- Students must be affiliated with a PTA/PTSA in good standing, as determined by Tennessee PTA.
- Students may submit entries in more than one arts category, but only one entry per category per student may be submitted to state.
- Artwork must be original, including title and artist statement, and created for the purpose of this contest and this year’s theme.
- Only one student may create the work and be recognized as the award recipient, but other students may appear in the artwork itself.
- Official Rules, specific arts category rules and Special Artist Division rules must be followed at all levels.
TN PTAs/PTSAs in Good Standing

To be in “Good Standing” with Tennessee PTA, a local unit must:

1. Submit current membership list along with membership dues, by December 1
2. Have current Bylaws (or bylaws submitted for review to Tennessee PTA) within the last five years
3. Submit Audit Report to Tennessee PTA by November 1
4. File IRS Form 990 by November 15 and send copy of receipt to Tennessee PTA by November 20
5. Have at least 20 members
Local unit information MUST be complete. Pre-fill before copying for distribution.
- Students ages 17 and under MUST have parent’s signature. Provide all student info.
- Entry MUST show the title of the artwork and include an artist statement (10-100 words)
Limitation on Number of Entries

- Students may enter in any or all arts categories.

- Only one entry per student per category may be sent to state for judging. This includes entries sent directly by the unit together with those sent by council.

- Any student may have as many as six (6) entries at state but each must be from a different category.

- Councils and Local Units are limited to the number available on Inventory Forms in each category (5 in arts category and 6 in Special Artist Division).
Solo and ensemble works of all dance styles are accepted.

Entrant must be the choreographer and may also be the performer, or one of the performers. If background music is used, cite it on the entry form.

**VIDEO**

File must not exceed 5 min. and 1 GB in size. Accepted formats: AVI, FLV, WMV, MOV, MP4.
Accepted short film styles include: Animation, narrative, documentary, experimental or media presentation.

Entrant must be the screenwriter, cinematographer, editor and producer. *If background music is used, cite it on the entry form.*

**VIDEO**

File must not exceed 5 min. and 1 GB in size. Accepted formats: AVI, FLV, WMV, MOV, MP4. Use of PowerPoint is prohibited.
Accepted forms of fiction and nonfiction include: Prose, poetry, reflective essay, screenplay and play script, narrative, and short story.

Entrants may write in their primary language as long as an interpretive English translation is also attached. Use of copyrighted material is prohibited.

Writing
- Must not exceed 2,000 words.
- May be handwritten or typed.
- Single-sided print on 8 ½x11” paper.
- PDF file.
→ All music styles and combinations of instrumentation are accepted.

→ Entrant must be the composer and may also be the performer, or one of the performers. Use of copyrighted material is prohibited.

→ **AUDIO**
  ◆ File must not exceed 5 min. and 1 GB in size.
  ◆ Accepted formats: MP3, WMA, WAV, ACC, FLAC.

→ **NOTATION**
  ◆ Only required for middle and high school divisions.
  ◆ Score/tablature in PDF format.
Photography

- Photo must be a single print/digital image.
- Collages and collections of photos are not accepted.
- Entrant must be the photographer and may use a variety of digital editing techniques including multiple exposure, negative sandwich and photogram.

**PRINT**
1. Must be no smaller than 3x5 inches and no larger than 8x10 inches.
2. Accepted print formats: Mounted on mat or poster board no larger than 11x14 inches.
3. Framed prints are not accepted.

**DIGITAL IMAGE**
Dimensions must be at least 640x960 (pixels) and 300 dpi (resolution).

Accepted file formats: JPEG, JPG, GIF, PNG.
Works of both fine and design arts are accepted, including but not limited to: architectural drawing and models, ceramics, collage, computer generated images and graphics, crafts, drawing, fashion clothes and jewelry, fiber work, mixed media, painting, printmaking and sculpture.

2D WORKS
- Mounted on sturdy material.
- No larger than 24x30 inches with matting.
- Framed entries are not accepted.
- Include one digital image of artwork with your submission.

3D WORKS
- Include 3 digital images of artwork at different angles.
Options for 3D programs:

National PTA will accept only 1 Visual Arts entry from each division. Tennessee PTA combines 2D and 3D art in Visual Arts.

Programs without 3D Visual Arts
- Expand category to welcome 3D entries OR continue without 3D and only offer 2D Visual Arts.

Programs with existing 3D Visual Arts Categories
- Keep 2D and 3D categories separate and advance entry with the highest score OR integrate 2D and 3D categories.

Judging Tips: All entries are to be reviewed by judges with formal experience/training in a variety of visual art forms.

- Similar to a music composition judge who may be well versed in composing for vocal and instrumental ensembles.

- Similar to a dance choreography judge who may be well versed in choreographing for a single performer or for groups of performers.
2D Forms: Architectural drawing, collages, photographic collages, computer-generated image, drawing, painting, and printmaking.

- Dimensions must not exceed 24x30 inches, including matting.

- Paper entries must be mounted on sturdy material.
3D Forms: Architectural model, carpentry, ceramics, design, dioramas, fiber work, jewelry, kites, metal etching/punch work, mobiles, sculpture and wind chimes.

- Must submit 3 photos of the entry (a combination of angles) for judging and exhibition purposes.

- 3D artwork should not be sent in, but should remain available for display.
Photographic Collage vs. Photomontage

What is it? What category is it? Why?

Photographic Collage = many photo prints pasted on to a flat surface.

Photomontages = 1 seamless print of multiple original photos. Produced digitally using photo editing software.
Computer Generated Image vs. Digital Photos
What is it?  What category is it?  Why?

**Computer Generated Image** = image created from scratch using computer software.

**Digitally Edited Photo** = image created from original photo(s).

Computer Generated Image by Wikipedia

Digitally Edited Photo by Hannah Shoutz, VA
Reflections
Program Structure
Enrolling your Local Unit/Council Online

1. As soon as possible, register the local unit/council in this year’s program – Registration opens on April 1, 2019

2. Go to: www.pta.org/Reflections

3. Click on: National PTA Reflections Online Enrollment “Enroll your school”

4. Follow directions as you go through the process to enter information on your local unit
Reflections Program Structure

1. Set your DEADLINE dates for turning in Reflection Entries. Entries must be in the state office by **January 16, 2020**. If you are participating in a council program, check with your Council for their deadline dates and set yours accordingly. (See next slide.)

2. Collect your Reflection Entries, along with the original entry form. Put forms inside a protective sleeve and attach to the entry.

3. Sort your entries by category and have them ready for your judges.

4. When judging is complete and you have determined which entries will advance (council and/or state), return your non-winning entries to the students.

5. Now it is time to prepare entries to move to the next level of judging.

6. Be sure to recognize your winners and thank your judges.
Council-Level Judging

- When local units belong to a Council, there may be council-level judging available.

- Councils should schedule judging to be complete in time for non-advancing entries to go back to local units for their submission.

- Local units may advance directly to state entries not being advanced by Council.

- Both local units and councils must follow all rules for sending entries to state.
Preparing your Entries for the State Level
Entries Submitted to the State

The **DEADLINE** for Tennessee PTA Reflection Entries is **January 16, 2020**

- All entries sent to the Tennessee PTA State Office must include the original artwork with the original student entry form. (For 3D visual arts, send three photos and student entry form only. Do NOT send in original 3D artwork.)

- You must also include the “Local Unit/Council Inventory Form” for all entries sent to the state level. **Only one form per unit and no more entries than form allows.**

- You must also enter student information/artwork through STUDENT ENTRY PORTAL at pta.org/reflections
Entries Submitted to the State (continued)

- Each Local Unit and Council may send up to five (5) entries for each category, with up to six in the “Special Artist” division. Accordingly, you should send NO more than thirty-six (36) entries total. (Exception — when a local unit covers more than one school; then follow guidance for each school as if a local unit, i.e., up to 36 entries per school.)

- Ensure that all digital files are in the proper format.

- You must enter information using the online system for entries advancing to state; enter student entry information, including uploading student entries, for all entries advancing to state. And don’t forget to complete the process by reporting participation online.

- Verify that all paperwork is included before mailing entries to the state level (Student Entry Form with the artwork and Inventory Form for your unit/council).

- Before sending artwork in, enter/upload entry online.
Online Entry Submission Instructions
Student Entry Portal

1. Sign up at PTA.org/Reflections.
2. Follow the prompts to submit an entry:
   Task 1: Complete an Entry Form.
   Task 2: Upload digital copy of work.
3. Receive a copy of your completed entry form via email.
4. For confirmation, send the appropriate inventory form with advancing submissions to Tennessee PTA.
Inventory Forms
Use the right one!

Local Unit Entry Inventory

Council Entry Inventory
Deliver/Ship/Mail entries to:

Tennessee PTA - Reflections
1905 Acklen Ave.
Nashville, TN 37212
3D Artwork - Reminder

DO NOT SEND IN ORIGINAL 3D ARTWORK

- When submitting 3D artwork, send in three (3) high definition photographs (300 dpi minimum) of the piece from various angles.
Wrapping It Up

1. If you haven’t done it already, complete online student entry for advancing artwork and participation information for your program.

2. Remember the deadline for state entries is January 16, 2020.

3. Don’t forget to thank your judges!


5. Thank your principal, teachers and parent volunteers.
We Are Always Here To Help You

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