Tennessee PTA – Local PTA Leader’s Guide

I Matter Because...
2020-2021

#PTAReflections
www.PTA.org/Reflections
www.tnpta.org/reflections.html
FORWARD

This PTA® Reflections guide book has been adapted from the guidance prepared by National PTA® for the Reflections Program nationwide. Although it is consistent with that guidance, it has been customized for the Tennessee PTA® Reflections Program. All Tennessee PTA® local units need to use the links provided in this document or on the Tennessee PTA® website (tnpta.org/reflections.html) to obtain forms and other guidance for Reflections as they may differ from National PTA® through this customization.

If you are not from Tennessee, please refer to your state’s guide for requirements for participating in your state’s program.

If you have any questions on the material in this guide, please contact the Tennessee PTA Reflections Chair – Bala Ramachandran, bramachandran@tnpta.org.
# Tennessee PTA – Local PTA Leader’s Guide

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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.

Students submit their artwork to local PTAs for initial judging. In Tennessee, local winning entries then advance either to council, where applicable, or directly to the state. After council judging, non-advancing artwork should be sent back to the local unit as any PTA school within Tennessee may submit entries directly to the state for judging. Tennessee PTA announces its winners in early March. Top entries from our state PTA Reflections judging (all Awards of Excellence) advance to National PTA for the final round of judging. National PTA awards are announced each May.

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2020-2021 Reflections Program Theme: I Matter Because...

This theme was submitted through the Reflections Theme Search Contest by Rylee Stier, a 1st Grader from Burney Elementary School in Burney, California.

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 announced in March 2021 and will receive $100 and recognition at the National PTA Convention.

The Tennessee PTA Theme Search Deadline is November 1, 2020. Please send entries to: Tennessee PTA – Reflections, 1905 Acklen Ave., Nashville, TN 37212

For theme search student entry form and a list of past themes, see Appendix A.
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.

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.

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.

ADDITIONAL OPPORTUNITIES!

Apply for a Local PTA Arts Enhancement Grant

Tennessee PTA Arts Enhancement Grant: Applications are accepted at any time. See Arts Enhancement Grant Application for grant information.

National PTA provides the Mary Lou Anderson Reflections Arts Enhancement Grant which awards to two Local PTAs $1,000 in matching funds for student-centered programs that increase access to high quality arts learning experiences and new pathways for students to participate in National PTA’s Reflections program. Look for information at PTA.org/Awards.
## 2. Organizing and Planning Your Program

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.

<table>
<thead>
<tr>
<th>Step</th>
<th>Tasks</th>
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<tr>
<td><strong>Step #1: Get started.</strong></td>
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<tr>
<td>[ ] Register your program in the online system by clicking on REGISTER HERE at <a href="https://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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<tr>
<td>[ ] Confirm with your President that your Local PTA is in good standing with the Tennessee PTA.</td>
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<tr>
<td>[ ] Make sure the Reflections program is included in your PTA’s program budget for the school year.</td>
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<tr>
<td>[ ] Consult with other local Reflections chairs to get suggestions for running your program.</td>
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<tr>
<td>[ ] Establish a timeline for your Reflections Program activities. All entries are due to the Tennessee PTA state office by <strong>Friday, January 19, 2021.</strong></td>
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**Step 2: Organize a team of volunteers.**

- Recruit your Reflections Program planning committee.
- Engage school personnel and community members for additional support.
- 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.)

**Step 3: Promote the Reflections Program to students, school personnel, and the community.**

- Distribute rules ([Appendix C](#)) and student entry forms ([Appendix D](#)) – fill in local PTA info on form first!)
- Promote artwork submission deadline and instructions.
- Include information on participating in the program in your newsletter.

**Step 4: Collect and organize artwork for judging.** (Check eligibility before sending to judges.)

**Step 5: Rank judges’ scores of artwork and assign awards.**

**Step 6: Advance winning artwork to council and/or state for judging.**

- Follow council guidelines for judging at that level, if applicable. Then,
- Determine entries to be submitted to state for judging. Complete Inventory form.
- Enter student entry information and upload artwork for your state level artwork.
- Send Inventory and original artwork, with original student entry forms, to state.
- Report your success upon receipt of a post-program survey, as applicable.

**Step 7: Celebrate student participation and achievement.**

- Host a Reflections Celebration Event.

**Step 8: Wrap up.**

- Recognize volunteers.
- Return non-advancing student artwork.
- Evaluate your program and consider future improvements.
- Collect and return all artwork returned from higher judging levels to students.
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Your Tennessee PTA Reflections Chair is responsible for the overall implementation of the National PTA Reflections program in Tennessee. A key aspect of this role is to provide training to local PTAs on how to implement and promote the program in their communities. A session on Reflections will be available during Summer Leadership Training. If you need other training, please feel free to review Tennessee PTA’s Reflections 101 which can be accessed at www.tnpta.org/reflections.html. For an introduction to Reflections from a nationwide perspective (not specific to Tennessee’s program), consider taking National PTA’s Reflections Leader Training and watch for any other opportunities provided by National PTA.

Register and Report Participation Online at PTA.org/Reflections.

1. Register Your PTA Online: April 1 – February 1 (Register as soon as you know you can.)
2. Report Program Success Online: September 1 – March 1 (Report when entries go to state.)

Upon registering, 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.

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 Vice President for Communications and Student Programs is here to help at every step of the process.

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!
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• 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.

• 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. Use the Volunteer Sign-Up sheet to help recruit volunteers with specific skills/interests.

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.

Celebration Coordinator: The celebration coordinator 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 leaders. This position could also be responsible for uploading student artwork.
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.

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 message with teachers and student leaders to promote the PTA Reflections program. You may find this message works best within a school newspaper, during morning announcements, and at activity fairs promoting school clubs.

- **Do you like to dance and want to try choreographing your own? How about producing a film, writing a poem or story, composing a song, taking a picture or creating a piece of visual art? Try your hand at any or all of these art forms with this year’s PTA Reflections theme: “I Matter Because...”** Pick up a PTA Reflections Entry Form today from `<INSERT NAME/LOCATION>`, create your works of art, and return them with the completed form 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 through **Appendix B**.
- 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:
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- Request **time at a staff meeting** to present the Reflections program to teachers. Highlight the benefits of arts education and invite their ideas about how they might encourage their classes to participate.
- Provide suggestions for how this year’s theme might be linked to curriculum. Ask a teacher volunteer to create a sample lesson plan and share it with peers.
- Engage school staff in **planning the awards ceremony/celebration**. The school might be willing to hold a school-wide assembly or host a special lunch for participants and winners.

**In the Community:** When reaching out to potential community partners, focus on the *impact* of the Reflections program on students, schools and families. For example, share how a local PTA showcases students’ artwork and brings families together to celebrate. Here are some ways 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.

**Kick off your Reflections Program during September 13-19, 2020**
4. Organizing Artwork for Judging

The process of judging student entries for the Reflections program includes distributing and enforcing program rules (Appendix C), 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. If you are submitting entries to a council for judging, be sure to check with that council for their deadline. All entries, whether being submitted by council or local unit, are due to the Tennessee PTA state office by Friday, January 19, 2021.

4.1 Understanding Program Rules

All students must adhere to the Official Rules, as well as the rules for their specific arts category. Program rules and student entry forms are available through the links in Appendix C and Appendix D, respectively. A brief overview of these rules is provided here.

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 Tennessee PTA, i.e., membership dues must be paid with a membership of at least 20, an audit report must be sent to Tennessee PTA by November 1st each year, a copy of your receipt from the IRS for your filing Form 990 must be sent to Tennessee PTA, and your bylaws must have been updated/approved within the last five years. 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, but is limited to one entry per category.
- Each student entry must be accompanied by a paper student entry form, signed by a parent or guardian. This form can be found through Appendix D. Local units must fill in their information on this form before copying for distribution to the students. If you are unsure of your Region, check the map in Appendix I.
- 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 title may not be the theme, but may include the theme. Both title and artist statement must also be the work of the student. The statement must describe the content and include at least one sentence (10 words) but may 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.

   Tennessee PTA honors the top Special Artist Entries in each category with one Award of Excellence and up to four Awards of Merit. The top entries in each category are submitted to National for judging.

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

**Originality:** National rules can be referenced at Appendix C. 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, directing, and editing) 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. A submission will also be ineligible if it does not conform to the rules, e.g., it does not meet size or format requirements; no title or artist statement is provided; it is the work of more than one student; or, as in film production, the camera work and/or editing was not done by the student. Other common reasons for ineligibility are plagiarism, including artist statement, 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 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.

It is best to determine eligibility before passing the artwork to the judges or you may have the judges assist in determining eligibility from a technical standpoint. However, if ineligibility is confirmed after judging and awards presentation, determine whether awards (including award money, pins, certificates, etc.) should be returned.

**Handling 3D Artwork:** 3D artwork has been added to the accepted forms of visual arts. This presents a wonderful opportunity for students to express themselves in a variety of 3D media. It will also present a challenge to local units, councils and the state in handling and judging this art. Please be sure to refer to the visual arts rules for specifics on this artwork. Suggestions for how to judge are presented below. Artwork done in 3D will be submitted to Tennessee PTA using three photographs of the piece. Artwork itself should not be sent in for judging.

**4.2 Judging Process**

The judging process has two goals:
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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:

- **Dance, Film, Literature and Music**: Send digital copies of artwork to judges. Compile digital copies of artwork on a CD/USB drive or online file sharing site for judges to review. Provide judges with a list of artwork titles and artist statements.
- **Photography and Visual Arts**: Host a judging event. Display artwork on tables around the room. Tri-fold the student entry form to hide personal information and place the artist statement in front of artwork. Have judges rotate around the room to score each entry.

Judging 3D art will also present some challenges. Local units may still write their own rules not allowing 3D, but there are ways it can be done without putting too much effort into it. First of all, 3D entries will not be sent to state. Instead, three photographs of the piece will be required. The piece itself will need to be kept by the artist in case it is needed for display either at state or National, but the artist will be responsible for sending it in for that purpose.

Local units may opt to accept the photo method for judging, but may be more comfortable with having the actual artwork. If you do not have space at school to devote to storing the 3D work prior to and after judging, you could specify a particular day that the artwork must be brought in then picked up and have your judge(s) available during that time. The student would still have to submit a student entry form and the three photos by your due date. Their actual art would not come in until you were ready to judge. You would have the judge(s) come in; then have the students retrieve their art. All visual arts entries would be judged together. If the 3D art places locally such that they would go to the next level (council and/or state), the pictures would serve as the entry until the art is otherwise needed. Remember, National will only be accepting the pictures for judging, so the pictures will have to represent the work anyway for that ultimate test.
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

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

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.

The following entry information should be provided to the judges for their review:

- **Title of Artwork** and student’s **Artist Statement**: This may provide insight on the student’s artistic style/genre and materials used when exploring the arts category. They should look for personal meaning and reflection on the theme that contribute to the student’s **Interpretation of Theme**.

- **Grade Division**: The student’s division may provide insight on student’s range of technical skill, ability and competences displayed in their submission.

- **Additional Artwork Details**: If noted, artwork details will offer information related to cited material, submission size/length, etc.
Based on the criteria and allowable points outlined above and all information provided to them on the artwork, judges should use the rubric shown here to determine the relative point values for each criteria:

<table>
<thead>
<tr>
<th>Criteria / Level</th>
<th>Beginning</th>
<th>Developing</th>
<th>Proficient</th>
<th>Accomplished</th>
<th>Advanced</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interpretation of Theme</td>
<td>1-4 pts.</td>
<td>5-8 pts.</td>
<td>9-12 pts.</td>
<td>13-16 pts.</td>
<td>17-20 pts.</td>
</tr>
<tr>
<td>How closely the piece relates to</td>
<td>The</td>
<td>The</td>
<td>The</td>
<td>The</td>
<td>The</td>
</tr>
<tr>
<td>the theme, based on the artwork</td>
<td>interpretation lacks clarity and does not communicate the student’s concept.</td>
<td>interpretation lacks clarity and does not fully communicate the student’s concept based on the theme.</td>
<td>interpretation communicates the student’s concept based on the theme.</td>
<td>interpretation clearly communicates the student’s concept based on the theme but lacks meaning, purpose, and integrity.</td>
<td>interpretation clearly communicates the student's whole concept based on the theme with meaning, purpose and integrity.</td>
</tr>
<tr>
<td>itself and the artist statement.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Creativity</td>
<td>1-2 pts.</td>
<td>3-4 pts.</td>
<td>5-6 pts.</td>
<td>7-8 pts.</td>
<td>9-10 pts.</td>
</tr>
<tr>
<td>How creative and original the</td>
<td>Artwork is somewhat original and reflects the theme using very conventional ways.</td>
<td>Artwork is somewhat original and reflects the theme using conventional ways.</td>
<td>Artwork is original and reflects the theme using conventional ways.</td>
<td>Artwork is primarily original and reflects the theme using imaginative ways.</td>
<td>Artwork is highly original and reflects the theme using unconventional, interesting, imaginative and new ways.</td>
</tr>
<tr>
<td>piece is in its conception of the</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>theme and its presentation.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technique</td>
<td>1-2 pts.</td>
<td>3-4 pts.</td>
<td>5-6 pts.</td>
<td>7-8 pts.</td>
<td>9-10 pts.</td>
</tr>
<tr>
<td>The level of skill demonstrated</td>
<td>Artwork demonstrates very limited skill of the arts area.</td>
<td>Artwork demonstrates limited skill of the arts area.</td>
<td>Artwork demonstrates capable skill of the arts area.</td>
<td>Artwork demonstrates expertise of skill of the arts area.</td>
<td>Artwork demonstrates mastery of skill and knowledge of the arts area.</td>
</tr>
<tr>
<td>in the basic principles/techniques</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>of the arts area.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

A sample score card and information for judges may be found in Appendix E.
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.

5.1 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, including awarding certificates (Appendix G) and/or celebrations (Appendix H). Examples include:

- Presentations at PTA and school board meetings
- School awards nights, banquets or luncheons
- Announcements in the school newsletter or on the website
- Exhibits at community arts galleries or other public spaces (e.g., shopping malls, community centers, coffee shops)
- Features in local newspapers or television broadcasts
- Sharing photos, links, quotes or anecdotes about the Reflections program or related events through social media channels such as Twitter or Facebook
- Invite the media to your celebration! Develop a 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 for a Reflections celebration event planning guide, template certificate, and other celebration tools.

5.2 Advancing Entries to the Next Round

Provide your students with an opportunity to share their artwork across the state and nation. National PTA Reflections is a multi-layered program that has local, council, state and national levels of recognition. We encourage all PTAs to advance their finalists to the next round and remind local units that they may submit entries to state for judging independent of council even when their entries have been judged at that level.

Attach the original student entry form to each submission and follow the instructions below.

If you are submitting your winning entries to council-level for judging, please follow that Council’s guidelines to determine the number you may send, the forms required, and the deadlines for submission. When sending your entries to the Tennessee PTA for judging, please follow these requirements:

- Each local unit and Council may submit up to five (5) student entries per awards category (the Special Artist Division may have six) regardless of the number of Divisions represented in your school/council. The only exception to this is when a local unit (not council) covers more
than one school. In that case, the local unit may submit entries for each school consistent with these guidelines for a single local unit’s entries.

- Each entry submitted must have the original, completed student entry form attached to the work using a clear plastic sleeve, e.g. page protector, such that it is secure, but not sealed, to the artwork or folder/envelope in which it is being submitted. (Appendix D)
- Each set of entries must be submitted with the unit’s/council’s inventory form. (Appendix F) All artwork being submitted must be included on this form. This form provides the means for determining if all artwork has been received at the state office and subsequently returned to the local unit/council. Each local unit/council is limited to the number of entries allowed on one form.
- The registration and participation shall also be completed online along with entering the student information on all entries advancing to the state level for judging. The online registration process may be initiated by pressing “REGISTER HERE” at www.pta.org/Reflections. Although the online system provides the means to submit artwork online, Tennessee PTA requires that the original artwork be submitted to the state office for judging, with the exception of 3D visual arts for which only three photos may be submitted. Local units/councils should enter the artwork advancing to the state for judging online as detailed below, but any work solely advanced this way will not be judged, again with the exception of 3D visual arts entries. Do NOT send in 3D artwork; only submit the three photographs of the 3D piece.
- Do not send in more than one entry per student per category, taking into account any entries that may be submitted through council and local units. One student may enter in one or more categories, but only one entry per student in any one category will be judged.
- Care should be taken to protect the artwork when packaging to send to the state office. However, no packing “peanuts” should be used.
- All entries and forms must be in the Tennessee PTA office on or before Friday, January 19, 2021. The mailing address is: Tennessee PTA – Reflections
  1905 Acklen Avenue
  Nashville, Tennessee  37212

If you are shipping the package, 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 the Tennessee PTA State Office at ptastateoffice@tnpta.org.

ADVANCING ENTRIES: All entries submitted online will automatically advance directly to the state round. Therefore, only entries being submitted to the state for judging should be entered online. Submitting entries online includes uploading the artwork, i.e., digital files for dance choreography, film production, photography, and music composition; scanned copies or digital files of literature (PDF); and digital pictures of visual arts entries (three photographs of 3D artwork required).
Entries advancing to the State PTA Round are to be submitted online at [PTA.org/Reflections](http://PTA.org/Reflections).

- Login to your account and submit a student entry for each submission advancing to the State PTA Round.
- Attach (upload) a digital copy of artwork to the student’s submission.
- Once you submit an entry you will not be able to edit it, so make sure that you have reviewed your entry thoroughly before pressing the submit button.
- Completed submissions are automatically advanced to the State PTA Round, but only those that are received in the state office and included on the local unit/council inventories will be judged.

### 5.3 Council and State-Level Recognition

Councils will hold their own recognition ceremonies for winners within their council. Check with your Council for details, where applicable. The Tennessee PTA award recipients’ artwork will be displayed at the Tennessee PTA Annual Convention in April 2021. The award recipients will be honored at the Student Awards Celebration which will be held in conjunction with the state convention. Tennessee PTA awards one Award of Excellence and up to three Awards of Merit for each category for each division in which entries are received. Students receiving these awards will be sent a personal invitation to attend the Student Awards Celebration before the end of March 2021. The appropriate Region Directors, Council and local unit representative will also receive notification of winners from their areas. All Tennessee PTA Award of Excellence entries advance to National PTA for judging.

### 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 ([Appendix G](#)), visit [PTA.org/Reflections](http://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:

- 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

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. Artwork submitted electronically, including those in the dance choreography, film production, literature and music composition categories, typically are not returned. However, any device used to submit these pieces will be returned with other artwork.

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: Tennessee PTA will display award-winning artwork as part of the Student Awards Celebration. Artists who attend may pick up their work after the event, unless it is required to be sent to National PTA for display. For artwork belonging to students who do not attend Student Awards, a school representative may sign for it and pick it up. All other work will be returned to the Councils/schools/students through the Region Director.

Non-winning artwork will be returned to the region/council/school/student at the earliest time convenient after judging is completed in February. Any artwork which cannot be returned before convention and/or Student Awards Celebration will be returned with winning entries/awards.

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. Since National PTA office receives electronic files/digital entries in film production, dance choreography, literature, music composition, and photography through the online system, 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. Report your Local PTA or Council PTA participation in the program upon receipt of a post-program survey which will be sent to each registered unit from National PTA sometime in December. They will want to know what divisions you have at your school, how many students participated (submitted entries) in each arts category, some features of your program and any celebrations held, and other general information. Please take the time to complete the information requested.

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.

- **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.

- Find more in Appendix G.
Tennessee PTA – Local PTA Leader’s Guide

APPENDICES –

Please go to the Tennessee PTA website (http://www.tnpta.org/reflections.html) to access these appendices or use the links provided.

Appendix A: Theme Search Entry Form
Appendix B: Posters & Flyers
  • I Matter Because… – Themed Poster
  • General Promotional Flyer
Appendix C: Rules for Participation
  • Official Rules – Summary of Arts Category Rules and Eligibility and Entry Guidelines
  • Special Artist Division Rules
  • Dance Choreography Rules
  • Film Production Rules
  • Literature Rules
  • Music Composition Rules
  • Photography Rules
  • Visual Arts Rules
Appendix D: PTA® Reflections Student Entry Form
  • Student Entry Form
  • Instructions for Completing Student Entry Form
Appendix E: Judging
  • Information for Judges
  • Judging Scorecard
Appendix F: Entry Inventory Forms
  • Local PTA Unit
  • Council PTA
Appendix G: Program Evaluation and Student Certificate Template
  • Program Evaluation Checklist
  • Student Certificate Template
Appendix H: National PTA Celebration Guide
  • Celebration Guide
Appendix I: Current Tennessee PTA Regions (see page 21)
Appendix I: Current Tennessee PTA Regions

Western Area
1 Tan = Memphis-Delta Region
2 Magenta = Northwest Region
3 Blue = Southwest Region

Central Area
4 Red = Mid-Cumberland Region
5 Yellow = Upper Cumberland Region
6 Purple = South Central Region
7 Green = Southeast Region

Eastern Area
8 Orange = East Tennessee Region
9 Pink = First Tennessee Region