Host PTA Reflections at your school in 5 steps:
1. Getting Started
2. Promote Your Program
3. Coordinate the Judging of Student Submissions
4. Celebrate Your Student Participants
5. Wrap Up and Report Program Success

#PTAReflections
www.PTA.org/Reflections
www.tnpta.org/reflections.html
Quick Reference – Local PTA Leader’s Guide

1. Getting Started

- **Register Your Program at [PTA.org/Reflections](https://www.pta.org/Reflections).** Once you have registered, you will have the opportunity to connect with other PTA Reflections leaders by joining the Reflections network. This is a support system comprised of national, state and regional PTA leaders eager to answer your questions and share best practices.

- **Gather program materials, deadlines and instructions from Tennessee PTA** by visiting the Reflections page on the website: [tnpta.org/reflections.html](http://tnpta.org/reflections.html). Use the *Tennessee PTA – Local PTA Leader’s Guide* for finding detailed requirements of the Tennessee PTA Reflections Program. Customize your checklist to organize tasks and schedule local program deadlines.

- **Kick-off your program during National Arts in Education Week (Sept. 13-19, 2020)** This is the perfect time to kick-off your program and announce the 2020-21 program theme: “I Matter Because....” Use #ArtsEdWeek and #PTAReflections to connect with thousands of program leaders from across the country.

- **Schedule events during National Arts and Humanities Month (October)** This is the perfect time for PTA to offer time, space and materials for students to participate in the arts. Share your support of family arts events, student clubs and visiting artists using #PTAReflections and #ShowYourArt.

- **Recruit a committee of 4-6 parent and teacher volunteers.** Volunteers will enrich the program by bringing a variety of ideas, talents and skills; and they will make your job much easier and more enjoyable by ensuring that program tasks don’t fall on your shoulders alone. Assigning project leaders and dividing tasks will save time and energy. Use the Volunteer Sign-Up sheet to help recruit volunteers with specific skills/interests.

- **Recruit a team of 6 or more arts experts to judge student submissions.** Inviting professionals in the arts community to participate as judges will increase the credibility of your program and exposure for PTA. All judges must have a working knowledge of their assigned arts area. Use the program flier to help introduce Reflections to local arts professionals.

**TIP:** Ask arts teachers to help you identify working professionals in your local arts community. Consider local arts agencies, arts and cultural organizations, colleges, community leaders, and prominent artists.

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

Visit [PTA.org/ReflectionsToolkit](https://www.pta.org/ReflectionsToolkit) for more tips and ideas. Take National PTA’s Reflections Leader e-learning course. You’ll become a Reflections expert in no time!
2. Promote Your Program

- **Download materials for students**: Visit the Tennessee PTA website to download and distribute student materials including official rules and entry form. Please review the Tennessee PTA’s official rules and ensure your PTA/PTSA is in “good standing” status of affiliation with the Tennessee PTA. It is the responsibility of the state and local PTA/PTSA to determine each student’s eligibility in the National PTA Reflections program.

- **Available Arts Categories and Divisions**: All student entrants must follow official rules and arts category submission requirements, including a signed entry form. Please review the special artist division rules to learn more about opportunities for students with disability.
  - **Offer 1 or more arts categories**: dance choreography, film production, literature, music composition, photography and visual arts. Students may enter in one or each arts category. However, a student may submit only one entry per category.
  - **Offer 1 or more divisions, as appropriate**: Primary: Preschool-Grade 2, Intermediate: Grades 3-5, Middle School: Grades 6-8, High School: Grades 9-12, Special Artist: All grades.

- **Tips for Program Promotion**: Your goal should be to encourage all students to participate in the arts through PTA Reflections. Take time to introduce the program to families and school personnel. Use the Themed Poster and General Promotional Flyer to promote the Program. Consider the following ideas:
  - Send program fliers home to parents.
  - Post your call for entries on school and/or PTA website and social media as well as newsletters, blogs and bulletin boards.
  - Ask student leaders to hang posters in visible locations and encourage their peers over morning announcements. Willing students might be found in classes, programs and afterschool clubs that involve the creative, literary, media and performing arts.
  - Host a PTA table or student arts showcase at schoolwide assemblies and back to school nights. Have fliers, participation guidelines and entry forms available.
  - Request time at a staff meeting to present the Reflections program to teachers. Gather ideas on how they might encourage their class to participate. Ask how this year’s theme might be linked to curriculum and other learning objectives.

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

3. Coordinate the Judging of Student Submissions

The task of judging student entries involves collecting and qualifying submissions as well as providing direction for your team of volunteer judges.

- **Qualifying Submissions:** Submissions will be judged by arts category and division. Save time by collecting submissions by classroom. Ask your committee to scan and flag incomplete entry forms and works that do not follow program guidelines and submission requirements.

- **Judging Submissions:** Give each of your volunteer judges a packet including a *welcome letter*, *instructions*, *rubric* and *score card*. Provide judges with the student’s work, as well as the title and artist statement for each of their assigned entries. The title and artist statement will help your judges understand each student’s inspiration for their work and how it relates to the theme.

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

**TIP:** Set your local PTA submission deadline approximately one month before submissions are due to the next round. This will allow ample time for organizing, qualifying and scoring submissions, as well as preparing winners for the next round. All entries are due to the Tennessee PTA state office by January 19, 2021.

**TIP:** Conduct “blind judging”—where judges do not see student information. Consider both online and in-person judging session ideas:

- **To host an online judging session:** Assign numbers to each submission and provide judges with a list of submission titles and artist statements by assigned number. Share digital copies of student works using CDs, USB drives, online file storage programs (cloud based), etc.

- **To host an in-person judging session.** Display works on tables around the room. Tri-fold the student entry form to show only the judging information section. Place the title of work and artist statement in front of the student’s work. Instruct judges to rotate around the room and score each entry.
4. Celebrate Your Student Participants

To help you plan, use the Reflections celebration guide.

- **Assign Awards:** By student’s division and arts category, assign awards based on your rankings. Recommended award levels include: Award of Excellence; Award of Merit; Honorable Mention and Participant. Tennessee PTA allows each local unit/council to advance five entries in each category and up to six entries in the Special Artist Division. All entries must be submitted with the appropriate inventory form.

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

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

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

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

- **Opportunity for State and National Recognition:** Provide your students with an opportunity to share their work across Tennessee and the nation. PTA Reflections is a multi-layered program offering local, council, state and national levels of recognition. PTAs are encouraged to advance their finalists to the next available round. For more details and instructions, please contact the program leader of the next available level, but remember that local units may submit entries directly to the state even when participating at the council level.

**TIP:** Host a PTA welcome table to distribute arts education resources and recruit new PTA members.

**TIP:** Invite school leaders, policy makers and community leaders to meet families and learn more about PTA’s support for a complete education that includes the arts.
5. Wrap Up and Report Program Success

- **Recognize Partners and Volunteers:** After your Reflections program concludes for the year, one of the most important tasks is to thank those who helped make it a success. Thank school staff, community partners, judges and volunteers for their support using this Thank-you Letter for Volunteers.

- **Return Student Works:** Return non-advancing works immediately following judging and/or exhibition and no later than the last day of the school year. Electronic submissions (video, music, pdf., and digital photos) are typically not returned, but the devices they are submitted on must be. Please be sensitive to secondary students needing their artwork for college admission. If student artwork advances, it will be returned according to Tennessee PTA and/or national policies.

- **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 the next. Use this Sample Program Evaluation as a starting point in your evaluation.

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

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

**Appendix – Template Tools** (Template tools available through the links provided or at tnpta.org/reflections.html.)

- Volunteer sign-up sheet
- Program flier
- Themed poster
- Judging instructions, rubric and score card
- Reflections celebration planning guide