



2008 - 2009 Reflections Program Theme: Wow!



Reflections Chair Responsibilities

- Establishing a Network
- Establishing a Timeline
- Determining the Number of Entries
- Distributing of Rules and Forms
- Recruiting Judges
- Determining Recognition
- Keeping Records and Tracking Participation
- Sending Entries to Next Level of Judging
- Announcing Virginia and National PTA Recipients

Reflections Chair Helpful Information

- Originality - Use of copyrighted Materials
- Compact Disk and DVD Information
- Judging Process Tips - Blind Judging
- Return Artwork Policy
- Resources

Virginia PTA

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Arts in Education Chair

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**All forms are available on the Virginia PTA website
at www.vapta.org**

REFLECTIONS PROGRAM AND NATIONAL PTA STANDARDS FOR PARENT/FAMILY INVOLVEMENT PROGRAMS

One very successful and popular PTA program that addresses all six of the standards for parent and family involvement programs is National PTA's Reflections Program. Each year, the Reflections Program recognizes outstanding student works in literature, musical composition, photography, visual arts, dance choreography and film production. Supporting the Reflections Program is one way you can promote the arts in your home, school, and community. The Reflections Program also encourages and promotes the following standards:

- I. Communicating
- II. Parenting
- III. Student learning
- IV. Volunteering
- V. School decision making and advocacy
- VI. Collaborating with community

Reflection Chair Responsibilities

Reflections chairs are responsible for the following aspects of their Reflections Program:

- Establishing a Reflections Program network and answering questions
- Establishing a timeline
- Establishing intake location(s) & procedure
- Determining the number of entries to go to the next level
- Distributing the rules, deadlines, and student entry forms at their level
- Recruiting judges, setting up for the judging process and judging dates
- Recognizing all participants and determine other forms of awards or recognition
- Keeping records and tracking participation
- Submitting entries to next level
- Submitting fully completed and ALL forms required
- Delivering or shipping entries to next level by deadline
- Establishing entry return procedure



Establishing a Network
Establishing a Timeline
Determining Number of Entries

Establishing a Reflections Program Network and Answering Questions

Local Units should create a network with parents, teachers and your County Council Arts PTA Chair to ensure distribution of information about the Reflections Program and answer questions regarding rules and deadlines.

Rules and deadlines differ from each Local Unit PTA, County Council PTA or District Representative. Check with the Reflections Chair at your level for participation rules, for their deadlines and any restrictions. The Reflections chair at your level is best qualified

to answer questions. Local PTA Units and County Council PTAs need to supply contact information to share with their members. The Virginia PTA office does not have this information.

It is important for the Arts/Reflections chairs at all levels to give out correct information. Mistakes can result in a student's entry being disqualified. If you do not know the answer, do not "wing it". Find out the answer and get back to the party in a timely manor. For assistance contact the Virginia **PTA Arts in Education Chair, Patricia Franck at 703-803-6318 or e-mail patricia.franck2@verizon.net**.

Establishing a Timeline

When establishing your deadline, allow ample time for students to create the works of art and for entries to be received and judged at each level of the program to ensure meeting the next level of judging. In setting deadlines, work backwards to the deadline for local units from County Council PTA level from the District level—entries from the District level must arrive at the Virginia PTA State Office by state deadline in mid January, 2009.

Determining the Number of Entries

Virginia PTA may submit up to 24 entries to the national level for judging—one entry for each of the four age divisions of the six arts areas. **Each District PTA may submit to State one (1) entry in each of the four grade divisions in each of the six arts areas, a total of 24.** For Local Units and County Council PTA's it is recommended that they judge no more than 1,000 entries—the time, attention, and number of judges needed to handle more than 1,000 entries can become unmanageable.



Distributing the General Student Participation Rules, Arts Area Rules, and Student Entry Forms

The Virginia PTA Reflections Packet which contains this information can be downloaded from the Virginia PTA web site www.vapta.org in the Reflections Section. All necessary forms are found on the web. These forms are available in Spanish.

Tips:

The Local Unit Reflections Chair is responsible for completing the local unit section to ensure correctness. **A time saver is to type or print the local PTA information, including the County and/or District you are in, on the bottom section of the Student Entry form prior to copying and distribution.** This form is available at www.vapta.org as a fill in form then you can just type and print it.

Student Entry Form—each entry submitted for judging must include a completed and signed official entry form in order to be accepted. The form must have the signatures of both the student (first and last name) and the parent, unless the student is 18 years old; then only the student's signature is required. **Entries submitted to Virginia PTA without the completed entry form and the appropriate signatures will be disqualified. This form is in a downloadable, fillable .pdf format at www.vapta.org**

Check Specific Category Rules for complete Details

The legal permission section of the Student Entry form gives National PTA and all local, council, district, and state PTAs permission to use student works of art for publicity purposes. **Student entry forms need to be on 8½-inch by 11-inch paper. Do not reduce the size of the form and copy on white paper only.**



Recruiting Judges

Awards & Recognition

Records & Tracking Participation

Sources for judges include:

- Art, literature, and music educators; including college/university professors
- Teachers from other schools participating in the Reflections Program
- Art museum directors, docents, curators, or historians
- Professional photographers and/or local artisans
- Dance teachers and or television stations.

Inviting professionals in the arts or influential community leaders to participate in Reflections Program judging increases the exposure of the PTA, its work, and the wonderful benefits students derive from participating in the arts.

If a judge knows a student participant, the judge should remove him/herself from the judging process for that particular arts area to prevent a conflict of interest. Teachers from the host school serving as judges would also have a conflict of interest, so it is better to arrange an exchange of teachers from another school that also offers the Reflections Program.

Remember to recognize judges in promotions and thank them for their participation. Some PTAs provide each judge with a small gift or certificate of appreciation.

Establish judging dates based on the number of levels and the number of entries reviewed at each level. Refer to the earlier sections, “Establishing a Timeline” and “Determining the Number of Entries,” for additional information.

Determining Awards and Recognition

Virginia PTA recognizes every student that reaches the state level of judging with a letter and certificate of participation. It is recommended that every student that enters receive some form of participation recognition. Each Local Unit PTA, or County Council PTA or District PTA may wish to use formal ceremonies, certificates, ribbons, bookmarks, art supplies, books or plaques as forms of recognition. Students may be recognized by publishing student photographs, visual artwork, or literature excerpts in their newsletter or website. Create a special publication including entries. Prepare a master CD of all Musical entries and a master DVD of Dance and Film entries. Ask students to read or perform their Literature or Musical entries at a PTA or School Board meeting. Show an example of dance and/or film.

Keeping Records and Tracking Participation

Record keeping—before sending entries to the next level make copies of student entry forms for your records.

Tracking Participation and Sending Entries to next level:

Local Unit PTAs are to complete two forms:

(1) **Form A - LOCAL PTA Participation Form**

(2) **Form B – Virginia PTA Reflections Award Recipients Log**

Form A provides Chair's name and address information as well as the number of entries received and forwarded to the next level. **Form B** lists student's school and personal information for each entry and is used to transmit entries to the next level. Retain a copy of these forms for their records, and forward the forms to the County Council PTA and/or District PTA with their entries. These forms are available at www.vapta.org. Local units without a council need to contact their District Representative for next level of judging.

City/County Council PTAs are to complete two forms:

(1) **Form A - COUNCIL PTA Participation Form**

(2) **Form C – Virginia PTA Reflections Award Recipients Log**

Form A provides Chair's name and address information as well as the number of entries received and forwarded. **Form B** lists student's school and personal information for each entry and is used to transmit entries to the next level. Retain a copy for their records and forward the forms to the District PTA with its entries.

District PTAs are to complete two forms:

(3) **Form A - District PTA Participation Form**

(4) **Form C – Virginia PTA Reflections Award Recipients Entries**

Form A provides Chair's name and address information as well as the number of entries received and forwarded. **Form C** lists student's school and personal information as well as titles and information about each entry and is used to transmit entries to the National level. Retain a copy for your records and forward these forms to the Virginia PTA State Office at 1027 Wilmer Avenue, Richmond, VA 23227-2419. These forms are available on www.vapta.org. Remember that **only District PTAs submit reflections entries to the Virginia PTA.**

National PTA needs to know how many student entries were submitted at the local, council, and state levels. This information is vital to National PTA to secure funding and accurately detail the wide appeal and support of the program. National PTA requires each state to track the number of PTAs that participated and the total number of student works entered in the state's program.

Proofread all original entry forms to make sure that they are completely filled out. Mistakes found at the Local or County Council PTA level may be corrected. **Entries with an incomplete entry form received at the State level will be disqualified.**

Sending Entries to next level of judging

CHECK SPECIFIC CATEGORY RULES FOR COMPLETE DETAILS (AT WWW.VAPTA.ORG.)

Local units should check early with their County Council PTA or District PTA for drop off points or other instructions in order to meet the deadline.

Literature: Send the original **and one copy** of each literature entry. Make sure the students name is on the back of each page in the folder. Submit the entry and copy in a manila file folder with the student entry form **stapled** to the back of the folder. Keep a copy of the entry for your files. Literature entries receiving state awards will NOT be returned from the Virginia PTA state level.

Musical Composition Entries: Send each music entry—both the sheet music and the CD--- correctly marked as indicated in the rules---in its own manila envelope (minimum envelope size 9"x12" with the student entry form in sheet protector taped to the outside of the envelope with masking tape. Keep a copy of the score and CD for your files. Award winning musical composition entries will NOT be returned from the Virginia PTA state level.

Photography and Visual Arts Entries: Place Entry form in a sheet protector, use masking tape to tape it to the back of the work. Please be sure entry form is on the outside of any shrink-wrapping. Local Units, County Councils and Districts are encouraged to make digital photos of the entries that go to the next level of judging for use in displays, newsletters or websites.

Photography and Visual Arts entries are to be mounted on a sturdy material in order to avoid damage. Shrink-wrapping is also suggested to avoid damage. Wrap and pack artwork carefully so that they will not smear, tear or stick to each other. Remember to include your **Participation Form A for your level and Form B** which are available at www.vapta.org

Dance/Choreography and Film: Entries may not exceed 5 minutes. All entries must be on a CD or DVD. Follow recording methods on rules pages. Make sure you test the entry to see if it plays.

Submit the CD or DVD in a plastic or cardboard container. Identify both the CD/DVD and container according the category guidelines.

Pack the CD or DVD in a manila envelope (no smaller than a 9" x 12"). Secure the student entry form to the outside with masking tape.

Make copies if necessary for your records. Award winning Dance Choreography and Film Production will NOT be returned from Virginia PTA.

For Virginia PTA Districts sending entries to the State Office, it is highly recommended to **use a service such as UPS, Federal Express, or U.S. Priority Mail, that can track delivery details and provide guaranteed delivery dates.** District PTAs are responsible for reimbursement to the Virginia PTA for the return of entries.

The Virginia PTA arts in education chair is responsible for sending entries to the national headquarters.

Announcement of State and National Award Recipients

The Virginia PTA Arts in Education Chair will notify the Districts of the Outstanding Interpretation, Award of Excellence and Award of Merit award recipients. Virginia PTA award winners will be posted on website by April, 2009.

State presidents and state arts chairs will receive a list of the national award recipients. The state will contact district directors whose students have received national recognition and post their names on the website.

After the announcement of national award recipients, state PTAs are to send the selected original photography and visual artworks to National PTA headquarters for the preparation of the website virtual gallery.



General Program Information

Originality:

Each entry must be the original work of one student only. An adult may not alter the creative integrity of a student's work. Because the program is designed to encourage and recognize each student's individual creativity, help from an adult or collaboration with other students is not allowed. **Use of copyrighted material is prohibited. This includes the use of copyrighted cartoon characters or other such material in visual arts or photography entries. Musical composition and literature entries are not to borrow from copyrighted material either.**

Examples of copyrighted materials not allowed:

- Cartoon characters on television, in videos, and in comic books are copyrighted. Even if the character is in a new setting, the character itself is copyrighted and is not to be used.
- Copyrighted Internet material.
- Advertisements—using print, film, TV, or radio advertising or advertising ideas is not acceptable.
- Most printed music—using a musical theme from an existing copyrighted composition is not acceptable.
- Copyrighted recorded music.
- Copyrighted photographs, especially in the print media.

Use of the above materials constitutes plagiarism—stealing and passing off another's ideas or words as one's own.

Plagiarized and Resubmitted Entries

The Reflections Program rules define plagiarism as to take and use another person's ideas, writings or inventions as one's own. The rules also state that only new pieces of artwork inspired by the theme are acceptable. Seek judges' guidance for determining originality if a piece is questionable.

Discuss plagiarism and the fact the work will be disqualified. At the level of discovery, the student's family should be notified. If judging has already occurred, the arts chair

and committee members determine if awards should be returned. If not too late, identify another piece for recognition and forward that piece to the next level.

Check questionable images via the internet. The Google search engine is a good tool. For example, if the submitted visual arts entry or photograph is of a famous person, type in that person's name and search listed websites to see if the image is from a book cover or a collection of published photos.

Judging Process Tips

National PTA Judging Process

All national entries are judged on artistic merit, creativity, and interpretation of the theme.

- **Tie breakers**—if two entries are judged as equal in all areas, **the entry that best interprets the theme** receives more recognition.
- **Outstanding Interpretation selection**—all of the awards of excellence in each arts area at the National level are reviewed together. The one piece that best interprets the theme is selected as Outstanding Interpretation for National PTA.

Blind Judging

It is important to conduct *blind judging*—where judges do not see artists' names—in situations or settings where judges may know the student or the work the judge should disqualify them self from that age category. A numbering system could also be used.

- **Literature entries**—distribute photocopies of **only** the front side of each literary entry. However, send the *original* form of each winning entry plus a copy on to the next level of judging. Cover the students name if on the front of the entry.
- **Musical compositions**—prepare a master CD of all of the entries and a list of the entries using a code or number system for the student's name.
- Include the grade, division, title, playing time, and artist statement.
- **Photography and visual arts**—do not have student's name on front of work. Cover the personal information on the student entry form or fold the form for judging. If possible type the artist statement and stick to the front of the entry. Post It Notes work well. This helps the judges understand where that student may have been coming from.
- **Film Production and Dance Choreography** – prepare a master DVD or CD of all entries and a list of the entries using a code or number system for the students name,
- Include the grade, division, title, playing time and artist statement.

Judging Different Musical Genres

The Reflections Program welcomes a variety of musical composition styles. We encourage local PTAs to consider diverse styles of composition by recruiting judges who have the ability to judge a variety of musical genres.

Michael Blakeslee, associate executive director for programs at the National Association for Music Educators, suggests the following guidelines for judging different genres of musical compositions:

“All styles and genres of music are accepted and encouraged; the judging will be on the consistency of the use of the elements of music [rhythm, harmony, melody, instrumentation, or orchestration] within the piece [rather than the style]. Judges will then be looking at the artistic validity of the piece rather than at its validity as a reggae piece, rock piece, or classical piece.”

Returning Visual Arts and Photography Entries to Participants

Each Local Unit, County Council and District needs to establish its own process for returning entries to participants.

State PTA Artwork Return Policy

Entries not placing at the state level are returned to the District Director or Reflections Chair by the end of April. If works cannot be picked up at the state office District Reflection Chairs need to contact the State Office for arrangements of payment since they are responsible for the expense of shipping. Photography and Visual Arts entries receiving *Award of Excellence* or *Award of Merit* will be retained for display at Virginia PTA functions and are to be picked up by the District Director or Reflections Chair at the close of the Virginia PTA convention in November.

National PTA Artwork Return Policy

- Literature, musical composition, film production and dance/choreography entries are not returned. *Make copies of these entries and musical composition scores for your files just in case the family did not keep a personal copy*
- Visual artworks and photography that are to be in the Reflections Program Gallery will not be returned until early 2010.

RESOURCES

National PTA distributes to each local unit President an Annual Resources packet. It contains Reproducible Materials, Program Planning guides and other helpful information. This year the National PTA plans to launch a big Reflections Program unit to help local units run a great program this anniversary year. (July, August)

Check the National PTA website for the Reflections Program Gallery at www.pta.org.

At the Virginia PTA's web site (www.vapta.org) you can find Ready-made flyers, along with all forms necessary to run a Reflections program. Reflections Information in Spanish is also available.

The Virginia PTA will send a CD of all PTA functions and programs to all local PTA units. This CD will be available in the summer.

Reflections at a Glance

Primary = Preschool through Grade 2
Middle/Junior = Grade 6 through Grade 8

Intermediate = Grade 3 through Grade 5
Senior = Grade 9 through Grade 12

Visual Arts

Printmaking
Painting
Drawing
Collage
Fiberwork

No Larger than 24" x 30"
Including Mat

No Thicker than 3/8"

No Frames
No 3-D Art Work

Tape Entry Form to
Back of Art Work
in Sheet Protector

Mount Art Work on a
Sturdy Backing

Musical Composition

Original Composition
With or Without Lyrics
Not to Exceed 5 Minutes

Score Size
No Larger than 11" x 14"

Place Score and CD
in a Clasp Envelope

Answer Required Questions

on Entry Form

Masking Tape Entry Form
In sheet protector to
Outside of Envelope

Photography

Color
Black and White

Single Prints or Collage

Many Photographic
Processes Accepted
Mount on Sturdy Material

No Larger than 11" x 14"
Including Mat

Masking tape entry form in
Sheet protector to back of photo

No Frames
No 3-D Entries
No Slides
No Transparencies

Dance Choreography

Choreographer Not Required
To Be Performer

Not to Exceed 5 Minutes

Submit on CD or DVD
in a Plastic or Cardboard
Container with All Proper
Identification Per Instructions

Package Computer Disk or DVD
in Large Envelope and Masking Tape
Entry Form in sheet protector
to Outside of Envelope

Film Production

Student Submitting Entry Not
Required To Be in Production

Not to Exceed 5 Minutes

Submit on DVD, or
Computer Disk, in a Plastic or
Cardboard Container with All
Proper Identifications

Computer Disks Must Use
Quicktime, Windows Media, or
RealVideo with Resolution of
320 x 240 or Higher

Package DVD or Disk
in Large Envelope and Masking Tape

Entry Form in sheet protector
to Outside of Envelope

Literature

Fiction or Nonfiction

Prose, Poetry, Drama

No Larger Than
8 1/2" x 11"

Not to Exceed 2000 Words

Submit Original & One Copy

Grade Appropriate
Grammar, Punctuation,
and Spelling

Helpful Hints

Complete All Forms
in Their Entirety

Read All Rules

For County, District Deadline
Contact Your Council or District

Check and Recheck

Attend Reflections Workshop
at Council, District and/or
Leadership Conference

If in Doubt, Call Your
Chair or State Office

Numbers of Entries

Local Units Must Submit
To City/ County Councils

Non-Council Units Contact
District Representatives

Districts May Submit
1 Entry Per Grade Division
Per art category

For a Total of 24 Entries

Special Education

Student Must Have
an IEP on
File at School
Encourage these students to participate

Same General Rules
Apply in
All Divisions

Get National Rules

National PTA & Virginia PTA
Do Not Have a
Category For
Special Education