

2021-2022

LOCAL LEADER'S GUIDE



The poster features a central globe with the text "I WILL CHANGE THE WORLD BY..." in large, blue, bubbly letters. To the left, a red banner at the top says "NATIONAL PTA REFLECTIONS®". Below it, a white box contains the text "2021-2022 CALL FOR ENTRIES!". At the bottom left, a blue box says "Learn more and get involved! PTA.org/Reflections". To the right of the globe, the text "EXPLORE THE ARTS AND EXPRESS YOURSELF!" is written in red. Below this text are six icons representing different art forms: Dance Choreography (red square with a white figure), Film Production (yellow square with a white video camera), Literature (purple square with a white notepad and pencil), Music Composition (orange square with a white musical note), Photography (green square with a white camera lens), and Visual Arts (dark green square with a white paint palette).

NATIONAL PTA[®] REFLECTIONS[®]

2021-2022
CALL FOR
ENTRIES!

Learn more
and get involved!
[PTA.org/Reflections](https://pta.org/reflections)

EXPLORE THE ARTS AND
EXPRESS YOURSELF!

DANCE
CHOREOGRAPHY

FILM
PRODUCTION

LITERATURE

MUSIC
COMPOSITION

PHOTOGRAPHY

VISUAL ARTS

I WILL
CHANGE
THE WORLD
BY...

Deadline:

November 9th, 2021

Contact Information:

Kim Erkman - reflections@longbeachcouncilpta.org

Karen Wolfe - reflectionstech@longbeachcouncilpta.org



SUGGESTED TIME LINE

Long Beach Council



Spring (Before school ends)

- Promote program theme. Posters, flyers, website, monthly newsletter, social media and network.
- Set calendar for fall
 - ☐ Kick off date
 - ☐ Due date for entries
 - ☐ Start recruiting judges and set judging dates
 - ☐ Recognition Ceremony/Reception
 - ☐ Set budget
- Partner with another school or a neighboring school.

Summertime Prep Work

- Print copies of Reflections rules (or distribute electronically), entry, and FAQs sheet. I would suggest stapling the FAQs sheet behind the rules and entry form. You can find all forms on longbeachcouncilpta.org.
- Print (save) flyer from capta.org and go to "Reflections". The downloaded flyer is in a .doc file and each school can add their information, print a hard copy or send electronically. I suggest converting the flyer to PDF. If you need the Reflections logos contact reflectionstech@longbeachcouncilpta.org.
- At the elementary level, the suggested number of copies is based on projected enrollment numbers plus extras you may want to keep in the school office/work room. Provide each student with a Reflections packet who show interest, this may help increase student participation. Be sure to post copies of the Reflections packet on your PTA website to download.
- For middle and high school, provide your language arts, music, film, and fine arts teachers with 30-60 copies (or electronic copy) depending on whether or not teachers will provide extra credit for participating. Check with the teacher or pathway director to make sure they are on board with the idea of extra credit for submitting a Reflections art entry. Have extra copies of the Reflections packets available in the main office or posted on your unit PTA website. Involving the teachers will excite student participation.
- Calendar Dates – Work with your school principal, administration, activities director/PTA Board in setting up dates for the following activities: Reflections program kick-off (in classroom presentations, assembly), entry due date, Ceremony/Reception: setting up artwork in cafeteria/library/auditorium, judging, and art show.
- Make sure your PTA Unit is in Good Standing.
- Recruit volunteers



SUGGESTED TIME LINE

September

- Set Reflections entry due date: Allow 1-2 weeks for judging from due date. Set reception/celebration date. **Suggested due date for students at your school, is Oct. 22, 2021.** You, at unit level can decide if you want to take digital only submissions or hard copy entry forms and actual artwork. Make sure that you tell the parents to keep artwork safe so you can use it at your reception.
- Advancing entries must be delivered to LBCPTA Council **Nov. 9th from 9-11am**. Drop off will be communicated before November 1st. The usual drop off is Head Start Auditorium (formerly Burroughs Elementary) 1260 E. 33rd St., Signal Hill, 90755. This year for advancing entries to council level you must send them forward digitally. We at council level will be asking for parents to keep actual artwork safe so we can display it at our reception.
- Reflections Kick-off presentation (suggested date, a week to ten days after school starts). This is the day to announce the program, give the theme, explain how to participate, and distribute student packets. Student packets will contain information about entry requirements/rules and student entry form.
- **Order ribbons/Certificates – Once all entries are judged/reviewed, organize and order ribbons. Be aware of available time between ordering and celebration.**
- Order of Ribbons:
 - 1st place, Award of Excellence
 - 2nd place, Award of Merit
 - 3rd Place Award of Recognition
 - Honorable Mention and Participation.
 - LBCPTA uses blue, red, white and yellow for theirs, this is a suggestion only
- Elementary – 2 divisions: Primary (Preschool-Grade 2) and Intermediate (Grade 3-5). Plus Special Artist per category or division allowed.
- Middle School – 1 division - 6 categories plus Special Artist per category allowed
- High School – 1 division – 6 categories plus Special Artist per category allowed.
- Collection Bin/Folders (if you are taking hard copies) – Work with the front office staff and classroom teachers on how to best collect student art entries. Keep in mind most art entries will be turned in during the last week of October. You can provide each teacher with a paper or reusable art folder to collect student entries or a large plastic bin in the office to receive artwork. This allows the entries/art from being crushed or damaged.. Have a plan for storing art.
- Newsletter & E-Blast Announcements – Please have your communications VP/chair announce this year's Reflections theme, due date, and send out an electronic form of the flyer. Post copies of flyer on your PTA bulletin board and/or around campus. Don't forget to post them on all your social media.
- Reserve room (cafeteria, auditorium) with your school front office. Inform Custodial staff with needs like tables, and clean up.



SUGGESTED TIME LINE

October

- Post a Reflections reminder in your school newsletter and E-Blast in mid-October.
- Optional: Reflections committee can offer after school art clinic to help kids start or work on projects.
- Reflections committee checks entry paperwork (physical and electronic). If you need signatures, artists' statements, now is the time to reach out. Keep copies or record all entry information. It is best to contact the student/family as quickly as possible. Do not immediately disqualify entries with incomplete paperwork. Try to help as needed. Make sure all art is within the guidelines.
- Take any photos, scans, and photocopies of entries. You may wish to use them in a Power Point for your ceremony/reception. Inform parents/students to make two copies of all electronic submissions.
- Due date for National Reflections Theme Search Contest is in November. Download application and due dates from CAPTA.org.
- Reflection committee organizes with PTA/School ways of showcasing the student's work. Ideas include: virtual celebrations, displaying art for ceremony/reception or in hallways, celebrating with physical entries or posting on website and social media.
- Judges/Reviewers: Contact local artists, photographers, etc. to help judge student entries. Blind judging by local community members who are experts in their field. It may take 1-2 days to judge the entries, depending on the judges' availability and numbers of entries.
- Judging/Reviewing: Do your best to work with your judges' schedules. Be sure to provide your judges with the list of numbered art entries, rubric guidelines, and artist statements. Emphasize to judges these are children's entries. Optional: Ask judges to write their comments for artists to give feedback and to keep and show at reception/ceremony or if virtual send them to the student with their ribbons, certificates. Sometime after send a Thank You to each judge.



SUGGESTED TIME LINE

November

- Prepare list of division winners/first place entries. Fill out "Local PTA Unit Participation Form". Which is in this guide. A pdf form is available also contact reflectonstech@longbeachcouncilpta.org
- Reception/Ceremony. Reflections committee will run a formal presentation of all entries. Display all entries. Options for ceremony: Paper program listing all the participants and the order of winners. Award of Excellence, Award of Merit, Award of Recognition, Honorable Mention and participation. During ceremony recognize children verbally and present them with a certificate/ribbon. Involve the students in the ceremony. Example: Have a winner/Award of Excellence read their literature, show a dance movie, play piano. Provide snacks, explain the program and recognize judges. Be sure to recognize and celebrate all participants, not just the winners.
- PREPARE, DELIVER AND/OR EMAIL INFORMATION FOR AWARDS OF EXCELLENCE (1st place winners only)
NOV. 9TH, 2021 drop off time and place TBD due to the pandemic.
- Drop off at LBCPTA COUNCIL UNIT PRESIDENT MEETING/HEAD START AUDITORIUM (FORMERLY BURROUGHS ELEMENTARY) 1260 E. 33rd St., Signal Hill, 90755.
- Take down remaining Reflections art entries when appropriate and return projects and participant ribbons to students. Keep the winning division entry certificates/ribbons until PTA Council returns the student artwork to you.
- The LB Council PTA will conduct the next round of judging and forward the selected Council division winners to 33rd District PTA by Exact date TBD. An e-mail will be sent to you with the list of student entries forwarded to 33rd District.
- Communication: Notify all advancing (winning) entries. Also notify those that do not advance. Student entries not forwarded for the next level of judging will be returned to your schools after Long Beach Council Reception/Ceremony.
- **LBCPTA Celebration Reception will be at Eldorado Golf Event Center on April 11th, 2021.**
- Updates on status of advancing art will be communicated.
- Judging at the District and State levels. 33rd District PTA will hold a Tea Ceremony exact date TBD.
- All information is available in Spanish.



LEADER'S GUIDE (From CAPTA)

1. Getting Started

Register Your Program at [PTA.org/Reflections](https://pta.org/reflections) and let us know you are participating in the 2021-2022 Reflections program year *I Will Change the World By...*

The Reflections program is largely managed on the state-level. Coordinate with your State PTA to **gather program materials, deadlines and instructions from your [state PTA](#)**.

Understand available arts categories and divisions. All student entrants must follow official guidelines and arts category submission requirements, including a signed entry form (*Please note: National PTA will accept typed signatures*). Review the special artist division rules to learn more about opportunities for students with disabilities.

- **Offer 1 or more arts category:** dance choreography, film production, literature, music composition, photography and visual arts. Students may enter in one or more arts categories.

- **Offer 1 or more division:** Primary: Preschool-Grade 2, Intermediate: Grades 3-5, Middle School: Grades 6-8, High School: Grades 9-12, Special Artist: All grades.

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 review student submissions. Inviting professionals in the arts community to participate as reviewers will increase the credibility of your program and exposure for PTA. All reviewers must have a working knowledge of their assigned arts area. Use the **[program flier](#)** to help introduce Reflections to local arts professionals.

TIP: It may take up to 5 min. to review dance, film, music and writing submissions whereas photography and visual arts may take only 2 min. Be mindful of your reviewer's time and recruit additional judges for each category where needed.

Visit **[PTA.org/Reflections/StartYourProgram](https://pta.org/reflections/startyourprogram)** and review the Reflections Leader webinar. You'll become a Reflections expert in no time.



LEADER'S GUIDE (from CAPTA)

2. Promote Your Program

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

Tips for Program Promotion: Our goal is to encourage all students to participate in the arts through PTA Reflections. Take time to introduce the program to families and school personnel.

- **Sample 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 Will Change the World By..."*, 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 virtual art gallery and learn more about prizes and scholarships at [PTA.org/Reflections/Awards](https://pta.org/Reflections/Awards).

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.
- **National Arts in Education Week (Sept. 12 –18, 2021)** is the perfect time to announce the program's theme: **I Will Change the World By....** and promote your program with kick-off activities (e.g., Arts Learning events, giveaways). Share your program kick-off activities using **#PTAReflections** and **#ArtsEdWeek** on social media.
- During **National Arts and Humanities Month (October)** 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**.



LEADER'S GUIDE (from CAPTA)

3. Coordinate the Review of Student Submissions

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

Qualifying Submissions: Submissions are reviewed by arts category and division. Save time by collecting submissions by classroom. Ask your committee to scan and flag incomplete entry forms and submissions that do not follow program guidelines and submission requirements.

Reviewing Submissions: Give each of your volunteer judges a **welcome letter, instructions, rubric and score card**. Provide reviewers 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 reviewers understand each student's inspiration for their work and how it relates to the theme.

Review Criteria: The program theme and review criteria are what make Reflections stand out among other arts contests. It's important for reviewers to notice that "interpretation of the theme" is weighed more heavily than the other considerations. 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, rather than their technical skill or creative process.

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: 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: 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.

TIP: Conduct "blind judging"—where reviewers do not see student info. Consider both online and in-person review session ideas:

- **To host an online review session:** Assign numbers to each submission and provide reviewers with a list of submission titles and artist statements by assigned number. Share digital copies of student works using CDs, USB drives or cloud based file sharing platforms).
- **To host an in-person review 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 reviewers to rotate around the room and score each entry.



LEADER'S GUIDE (from CAPTA)

4. Celebrate Your Student Participants

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. Your region/state program leader will offer additional guidance regarding number of awards and/or number of submissions that may advance to the next level.

You may choose to publicly recognize volunteer reviewers 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 reviewer 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 and social media
- 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 the state and nation. PTA Reflections is a multi-layered program offering local, district/council/region, 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 your [state PTA](#) or the program leader of the next available 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 celebration events to meet families and learn more about PTA's support for a complete education that includes the arts.

To help you plan, visit PTA.org/Reflections for an event planning guide, template certificate and other celebration tools.



LEADER'S GUIDE (from CAPTA)

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. Use the **Thank you letter** at PTA.org/Reflections/StartYourProgram to thank student and parent leaders, school personnel, submission reviewers and community businesses for their support.

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. 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 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.

Share Your Success: After your program concludes, please share program success with your state and National PTA. Your feedback is important to us and we look forward to 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.



LEADER'S CHECKLIST (from CAPTA)

Step 1. Getting Started

- ☐ Register your PTA at [PTA.org/Reflections](https://pta.org/reflections).
- ☐ Confirm that your local PTA is in good standing with the state PTA and eligible to participate.
- ☐ Make sure the Reflections program is included in your PTA's program budget for the school year.
- ☐ Visit your state PTA website for program deadlines and student materials.
- ☐ Recruit volunteers and engage school personnel and community members for additional support.
- ☐ Recruit creative professionals to review student works.
- ☐ Determine which arts categories and grade divisions your PTA will offer. New program leaders may consider getting started with one or more arts category and division.
- ☐ Establish a timeline for your program according to deadlines set by your state PTA.

Step 2. Promote Your Program

- ☐ Distribute program rules and student entry form.
- ☐ Promote submission deadline and instructions.

Step 3. Review Submissions

- ☐ Collect and organize submissions by category and division. Qualify entries according to category rules.
- ☐ Facilitate judging and support judges as needed.
- ☐ Collect judges' scores and rank entries. Assign awards and prepare works for exhibition.

Step 4. Celebrate Participants

- ☐ Announce awardees to the whole school community.
- ☐ Host a Reflections Celebration Event to showcase student work and distribute certificates/awards.
- ☐ Offer state and national opportunities for student recognition by sending your finalists to the next judging round.

Step 5. Wrap Up and Report Program Success

- ☐ Return non-advancing submissions to students.
- ☐ Recognize volunteers and evaluate your program to consider future improvements.
- ☐ Report student participation totals and program success at [PTA.org/Reflections](https://pta.org/reflections).



California State PTA Local PTA Unit Participation Form

OFFICIAL PTA COUNCIL NAME: _____ PTA DISTRICT #: 33 STATE: CALIFORNIA

OFFICIAL PTA/PTSA NAME: _____ NATIONAL 8-DIGIT ID NUMBER: _____

REFLECTIONS CHAIR NAME: _____ PHONE: _____ EMAIL: _____

CITY: Long Beach STATE: CA ZIP: _____

TOTAL SCHOOL ENROLLMENT: _____

CHECK ALL DIVISIONS THAT YOUR PTA/PTSA REFLECTIONS PROGRAM OFFERED:

☐ Primary (Grades PK-2) ☐ Intermediate (Grades 3-5) ☐ Middle School (Grades 6-8) ☐ High School ☐ Special Artist (All Grades)

By division, how many entries did your PTA receive in each arts category?

	Dance Choreography	Film Production	Literature	Music Composition	Photography	Visual Arts	Total
Primary							
Intermediate							
Middle School							
High School							
Special Artist							
Total							

GRAND TOTAL NUMBER OF ENTRIES RECEIVED: _____

By division, how many entries did your PTA advance to the next judging round in each arts category?

	Dance Choreography	Film Production	Literature	Music Composition	Photography	Visual Arts	Total
Primary							
Intermediate							
Middle School							
High School							
Special Artist							
Total							

GRAND TOTAL NUMBER OF ENTRIES ADVANCED: _____



VOLUNTEER SIGN-UP

Publicist

To promote Reflections to school leaders and teachers, post fliers in school and around the community, share celebration event invitations with participating families, share announcements with local media outlets.

NAME _____ EMAIL _____ PHONE _____

NAME _____ EMAIL _____ PHONE _____

Judging Coordinator

To recruit volunteer judges, organize artwork for judging, support judges and calculate their scores.

NAME _____ EMAIL _____ PHONE _____

NAME _____ EMAIL _____ PHONE _____

Computer Wiz

To organize student entry information for award announcements, printed programs, certificates/awards and provide a list of students advancing to the next round of judging.

NAME _____ EMAIL _____ PHONE _____

NAME _____ EMAIL _____ PHONE _____

Celebration Coordinator

To exhibit artwork, prepare student awards and lead on site event activities (program, refreshments, decorations, etc.)

NAME _____ EMAIL _____ PHONE _____

NAME _____ EMAIL _____ PHONE _____



National PTA Reflections® Special Artist Division



2 Ways to Enter ... The Choice is Yours!

Enter in Traditional Grade Divisions

Qualifying students follow all general and arts category rules, but receive accommodation to submit Reflections entries in the grade division most closely aligned to their functional abilities. They are recognized and awarded prizes as part of the general student population without regard to special needs or challenges.

Enter in Special Artist Division

The Special Artist Division is non-graded and limited to students whose physical, cognitive, or mental health challenges meet ADA guidelines. Qualifying students entering this division create their own artwork but may receive non-artistic accommodation and assistance from an adult. At the national level, one Special Artist from across all arts categories will be selected to receive an Outstanding Interpretation Award. Up to five additional Special Artists may be selected to receive national Awards of Excellence.



The Special Artist Division is an optional division of the National PTA Reflections Program. Please check with your State PTA Office regarding state availability. For complete guidelines and rules governing the Special Artist Division and the National PTA Reflections Program, please visit PTAreflections.org.

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INSTRUCTIONS FOR JUDGES

Welcome Reflections Judge!

Thank you for supporting the artistic and cultural exploration of our students by serving as a volunteer reviewer for the PTA Reflections program! Your artistic expertise and enthusiasm contributes to the vibrancy and creativity of our school community. Before you begin, please familiarize yourself with the following criteria, theme and scoring materials.

Criteria: All PTA Reflections program entries are judged on three criteria:

- 1. Interpretation of Theme (40 pts.)**
- 2. Creativity (30 pts.)**
- 3. Technique (30 pts.)**

Notice how heavily “Interpretation of Theme” is weighted? This is what makes the National PTA Reflections Arts Program unique. A well-developed concept is more important than technique. **If two entries are tied, the entry with the higher score for interpretation of theme receives more recognition.** Use the provided rubric to keep your scores consistent.

Theme: Entries should be judged primarily on how well the student uses his or her artistic vision to portray the **2021-22 theme: “I Will Change the World By...”**

Materials: The following entry information will be provided to you during your review.

- **Title of Artwork** and student’s **Artist Statement:** These may provide insight on the student’s artistic style/genre and the materials the student used. Look for personal meaning and reflection on the theme to help you decide the student’s *Interpretation of Theme* score.
- **Grade Division:** The student’s division may provide insight on student’s range of technical skill, ability and competencies displayed in their submission.
- **Additional Artwork Details:** If noted, artwork details will offer information related to cited material, submission size/length, etc.

Please record points for each entry on the provided score card. To flag questionable entries, contact your PTA Reflections Chair. After scoring your assigned entries, please turn in your scores to the PTA Reflections Chair.



INSTRUCTIONS FOR JUDGES

Rubric

Criteria / Level	Beginning	Developing	Proficient	Accomplished	Advanced
Interpretation	1-8 pts.	9-16 pts.	17-24 pts.	25-32 pts.	33-40 pts.
How closely the piece relates to the theme, based on the Work itself and the artist statement.	The interpretation lacks clarity and does not communicate the student's concept.	The interpretation lacks clarity and does not fully communicate the student's concept based on the theme.	The interpretation communicates the student's concept based on the theme.	The interpretation clearly communicates the student's concept based on the theme but lacks meaning, purpose, and integrity.	The interpretation clearly communicates the student's whole concept based on the theme with meaning, purpose and integrity.
Creativity	1-6 pts.	7-12 pts.	13-18 pts.	19-24 pts.	25-30 pts.
How creative and original the piece is in its conception of the theme and its presentation.	Work is somewhat original and reflects the theme using very conventional ways.	Work is somewhat original and reflects the theme using conventional ways.	Work is original and reflects the theme using conventional ways.	Work is primarily original and reflects the theme using imaginative ways.	Work is highly original and reflects the theme using un-conventional, interesting, imaginative and new ways.
Technique	1-6 pts.	7-12 pts.	13-18 pts.	19-24 pts.	25-30 pts.
The level of skill demonstrated in the basic principles/ techniques of the arts area.	Work demonstrates very limited skill of the arts area.	Work demonstrates limited skill of the arts area.	Work demonstrates capable skill of the arts area.	Work demonstrates expertise of skill of the arts area.	Work demonstrates mastery of skill and knowledge of the arts area.



INSTRUCTIONS FOR JUDGES



Score Card

2021-2022 Theme: I Will Change The World By... Reviewer Name: _____ Date: _____

	Division/Arts Area	Title of Entry	Interpretation of Theme Max 40 pts	Creativity Max 30 pts	Technique Max 30 pts	Total Score	Rank Ex. 1 st , 2 nd , 3 rd
1	Ex. Primary/Literature						
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							
16							
17							
18							
19							
20							



PROGRAM EVALUATION

As a part of your program wrap-up, be sure to include program evaluation. Begin with a survey to your school community (e.g., parents, students, teachers) about their experience with the Reflections program. Using the survey responses you gathered and the following to start a conversation with your Reflections Committee and/or school leaders.

School Community Survey:

1. First and Last Name
2. Please check which best describes you:
 - a. Student
 - b. Parent/Guardian
 - c. Teacher
 - d. Other:
3. How did you hear about the Reflections program?
 - a. Note/information from teacher
 - b. PTA newsletters
 - c. School social media
 - d. PTA social media
 - e. Posters
 - f. Other:
4. Overall, how satisfied are you with our PTA/school's Reflections program?
5. Overall, do you feel like you understood how to participate and/or be involved in the Reflections program?
6. Do you have any suggestions/comments that will help us make our PTA/school's Reflections program better?

General Feedback Discussion Questions:

1. What worked?
2. What didn't?
3. Would you revise program promotion in the future? If yes, why?
4. Would you revise your program timeline? If yes, why?
5. Would you revise judge training and/or the review process? If yes, why?

Feedback Discussion Topics:

1. How can we better track and archive important information (contact lists/tips/student participation, etc) from year to year?
2. What community partners (e.g., Donors/Judges/student council/news stations, etc.) did we work with this year? What other partners can we consider next year?



EVENT PLANNING GUIDE

What is a PTA Reflections Celebration?

The PTA Reflections Celebration is a powerful tool for encouraging students to explore and be involved in the arts. Together, school leaders and families **offer positive reinforcement for participation in the National PTA Reflections program.**

Parents and community leaders are welcomed into the school to discover the rich culture and artistic skills presented by student artists. An art exhibit with live student performances and an awards ceremony will showcase the importance of arts education in your school.

During the PTA Reflections Celebration, families will:

- Recognize their child's participation and achievement in the arts.
- Discover new opportunities to stay involved in their child's learning through the arts.
- Understand how arts programs provide necessary educational benefits and share their positive experiences with school and community leaders.

Why Is Student Recognition Important?

Celebrating student learning provides an opportunity for schools and families to connect with each other and to their community.

When PTAs and schools celebrate the arts together, all families feel welcomed into the school and are encouraged to take an active role in their child's learning. Research shows positive recognition and engaged families attribute to higher rates of student success.

Celebration events also serve as a platform for communicating the importance of arts education in your school. Ensure school leaders, policy makers and community leaders recognize the value of learning through the arts.

Steps for Planning Your PTA Reflections Celebration

1. **Build your team** to discuss the objectives for this event, as well as plan event logistics (e.g., space, time, date, promotion).
2. **Decorate the school with student artwork.** Prior to the event, recruit parent and student volunteers to assist teachers with displays of student art in the classrooms and hallways. Place your Reflections exhibit in a prominent location in the school such as the lobby, cafeteria, library or hallway.



EVENT PLANNING GUIDE

3. **Plan your awards ceremony.** Secure a location in the school that is large enough for all attendees, as well as performances (e.g., gym, auditorium, multi-purpose room, library or cafeteria). Then identify student artists to exhibit their art or perform during the awards ceremony. Consider including welcoming or closing remarks from your PTA President, PTA Reflections Chair and/or school principal. You could also invite special guests to deliver remarks. Create a program listing the names of student performers and featured presenters. Also include names of students whose artwork is exhibited.
4. **Gather event supplies** for your awards ceremony and art exhibit. Consider certificates, medallions and prizes to present during your awards ceremony. Visit ShopPTA.com and click on “Reflections” to see options. Other supplies may be small gifts to recognize guest speakers, as well as table cloths, signage for reserved seats, decorations, audio visual needs and a microphone. Art exhibit materials may include name cards, a welcome sign and refreshments.
5. **Promote your event.** All families are welcome to celebrate the arts together. Send personalized invitations to school leaders, community arts advocates and policymakers. Use all of your PTA and school communications tools. Feature your award-winning entries in these communications. Invite local media to attend and generate visibility for your school and PTA
6. **Host your PTA Reflections Celebration.** Revise the schedule below to best fit your school community. This is one example for a 2-hour event with 30 minutes of celebration in the beginning as families congregate, 60 minutes of awards ceremony featuring student performances and guest speakers, and 30 minutes of celebration at the end.

Sample Timeline

1. Set-up

- Decorate reception room and prepare refreshments, exhibits and awards ceremony space.
- Prepare the welcome table to include programs, marked school maps of exhibit space, as well as PTA membership information.
- Hang directional signage where appropriate (including parking areas).

2. Families Arrive: Welcome families with a program, encourage them to visit the exhibit and take a membership card if new to PTA.

3. Opening Reception (30 minutes): Families visit the PTA Reflections Exhibit and enjoy live student performances.



EVENT PLANNING GUIDE

4. Awards Ceremony (60 minutes):

- Welcoming remarks by school principal and/or PTA President.
- Keynote speaker such as arts teacher, community arts professional or public official.
- Presentation of awards.
- Closing remarks by PTA Reflections Chair, PTA President or student leader.

5. Closing Reception (30 minutes): Families visit the PTA Reflections Exhibit and enjoy live student performances.

After your celebration concludes, thank those who helped make it a success. Be sure to include all of the following groups in your recognition plan: student leaders, volunteers, school personnel and community partners.



VIRTUAL REFLECTIONS

Given the impact of COVID-19, student participation in the arts, particularly in arts programs like [Reflections](#), is now more important than ever to help them process their thoughts and feelings. As many school communities will be learning remotely, National PTA supports and encourages our PTAs to run their Reflections programs virtually.

Try these tips, from PTAs across the country, on how to host a Reflections program online.

Program Promotion and Participation

Without a physical school building, you'll have to get creative to promote Reflections! Use our [theme and program materials](#) to get started and try some of these ideas to get the word out:

- Reach out to school and PTA leaders to learn the best methods for communicating with your school community. Be flexible, innovative and persistent—if something doesn't work, don't give up!
- Some State PTAs offer ways for students who are not affiliated with a local PTA to participate in the Reflections program. Check with your [State PTA](#) to see if there are opportunities for homeschool and private school students to take part. If not, work with your state PTA to create avenues for these students to participate in the program. If so, be sure to ask your council or district if they would be able to share Reflections information to reach all eligible students.
- Create email campaigns to make a call for submissions and communicate key program dates and deadlines through social media. Don't be hesitant to repeat information on multiple platforms. The more references people have, the more likely they are to connect with the program.
- Connect with your school's teachers and ask them to include [informational flyers](#) in their beginning-of-the-year materials for students.
- Be sure to utilize the school and/or PTA website and other virtual learning platforms to outline and promote your Reflections program.
- Place signage on popular drive-by locations. Does your school have a fence or a manual or electronic sign? Consider decorating with [theme-specific signs](#) from [Shop PTA](#). You can also use dollar store yard signs and DIY your own Reflections signage!
- Consider tailoring your messaging to today's world by highlighting the importance of the arts for students' social-emotional needs.
- Promote the program during virtual meetings. Use technology platforms (e.g., BAND, Facebook groups, Google Suite) your school community is already using to insert Reflections announcements, promotions and deadlines. Consider sharing links to materials and websites in the chat function. ○ [The basics to using BAND](#)



VIRTUAL REFLECTIONS

- Some parents have decided to home-school their students this year due to COVID-19, so don't miss out on communicating with them. Work with your [state PTA](#) to learn about or create avenues for these students to participate in the program. Some state PTAs have 'home' school or community PTAs that offer member benefits, like Reflections participation.

Collecting Student Information and Entries

Make sure you are collaborating with your [state PTA](#) to ensure you are collecting pieces in a manner that will be accepted at the next levels of the program. For example, you'll want to check that artwork can be submitted and reviewed virtually and that typed signatures on the Student Entry Form will be accepted at all levels. National PTA will accept all virtual entries from state PTAs.

- Try using a fillable [Student Entry Form \(en español\)](#). If you intend to advance pieces to the next level of the program, make sure that the form you use is accepted by your [state PTA](#).
- Consider using Google Forms to collect student information and have students upload pieces to [Google Drive](#). Many PTAs are choosing this method for the collection of pieces and find the platform user-friendly and robust, with plenty of storage. Create different folders for the arts categories and Special Artist division and label files consistently to stay organized.
 - [How to set up a Google Form](#)
 - [How to add file upload question on Google Form](#)
 - You will likely not need to increase the storage capacity of Google Drive, but if you do, the options are affordable and found [here](#).
- If Google Drive isn't a good fit, try another online storage platform that you and your community are proficient in, such as: ○ [Dropbox](#) ○ [OneDrive](#) ○ [Box](#)
 - [Amazon Cloud Drive](#)
- Share your name, email address and phone number with your Reflections participants to assist with the technology needs that may arise. Be flexible in allowing entries to come via email or flash drives for anyone having trouble with the technology.
- Offer a socially distanced art drop-off option if you do not wish to collect pieces virtually or choose a hybrid model. Use [CDC guidelines](#) to ensure the health and safety of your community.
 - Set up a mailbox or central location for drop off (e.g., the school, PTA leader home, central library or other public location).
 - Host a socially distanced and touch-free drop-off event. Provide a large window of time when artwork can be dropped off.
 - Encourage students to save and submit artwork onto jump drives in order to avoid storing larger physical pieces.
 - Provide clearly labeled and multiple bins for the artwork to ensure that the works can be dropped off with no-touch ease. Let the artwork sit for several days before handling.



VIRTUAL REFLECTIONS

Reviewing Student Entries

Once collected, the online review process will also require some creative thinking due to the important step of anonymizing the student submissions and providing judges with “blinded” pieces for review.

- If you used Google Forms or Google Drive for collection, consider creating an anonymized Google Sheet that includes the student’s Title of Work, Artist Statement and a link to Google Drive storage place. ○ [How to use Google Sheets](#)
- Host a virtual judging event via Go to Webinar or Zoom, where your reviewers can learn more about the program and are trained to judge remotely. You could even try live judging with breakout rooms to provide judges with a private “space” to review the pieces in their respective categories.
- Consider creating a new form for the judges that has the student’s Title of Work and Artist Statement but removes the student’s personal information to ensure blind virtual judging. By using a fillable Student Entry Form, you can easily cut and paste this information. Give student entries a number or code to easily keep track of blinded forms.
- If you choose to collect physical pieces, host a socially distanced review event with your judges at school or in a public location. Use [CDC guidelines](#) to ensure the health and safety of your community. Display works at a distance to ensure no-touch judging. Provide a large window of time when artwork can be reviewed.

Celebrating

A remote program opens new opportunities to celebrate your amazing artists, and celebration events (even virtual ones!) give communities something fun to look forward to during these difficult times.

- Plan, promote and communicate with your school community about your celebration events early and often to get everyone excited.
- Create and post celebratory videos and online exhibits on social media. Consider creating a PowerPoint presentation of the artwork. Check out National PTA’s virtual exhibit [here](#).
- Host a live, virtual event to announce and award your winners and/or to celebrate your young artists. Try Facebook Live or YouTube. Check out how Georgia PTA celebrates winners online [here](#).
- Order or create certificates and awards as a keepsake. Consider sending medallions instead of trophies to curb the celebration budget. Use [Shop PTA](#) to buy and ship awards directly to winning students and participants.
- Host a socially distanced award pick-up day for participants. In winner communications, clearly outline safe pick-up instructions to ensure health and avoid confusion.



VIRTUAL REFLECTIONS

- Ask students to send you photos and create a video compiling footage from winners holding or opening their awards, reading their artist statement or reflecting on their creative process. Check out how National PTA incorporated student interviews in our celebration video [here](#).



SUBMISSION CHECKLIST

Make sure you ...

- ☐ Fill out top portion of student entry form before making copies to give to students. If you are going to use a hard copy entry form.
- ☐ Make sure to fill out the top portion of student entry form if you use fillable pdf forms. Or give entrants that information so they can fill it out.
- ☐ If using a Google form entry form, make sure the parents have the information for the top portion of the student entry form.
- ☐ Make copies of entry forms before sending to judges/reviewers for yourself.
- ☐ Make copies of Film entries before sending to judges/reviewers for yourself.
- ☐ Makes copies of Dance entries before sending to judges/reviewers for yourself.
- ☐ Make copies of Music entries before sending to judges/reviewers for yourself.
- ☐ Make copies of Literature entries before sending to judges/reviewers for yourself. (scan, take a photo or, photocopy)
- ☐ Make copies of Photography entries before sending to judges/reviewers for yourself. (scan, take a photo or, photocopy)
- ☐ Make copies Visual Arts entries before sending to judges/reviewers for yourself. (take a photograph)
- ☐ Submit advancing entries digitally through Google Form from Council Reflections along with digital copies of all artwork. Council is not taking physical entry forms or artwork this year.

