



## Workshop Objectives

We are here to help and to give you information on:

- Program Background and Structure
- Changes for 2014-2015
- General Rules for Entry
- Plan, Promote, Collect, & Judge Local Program
- Prepare Entries for County Judging
- Online Process
- Important Dates
- Recognizing Student Participation
- Wrap Up

## What is the PTA Reflections Program?

- Reflections program is a nationwide arts appreciation and recognition program for students in grades PK-12. The program allows students to express themselves artistically based on a **common theme**.
- Since 1969, the PTA Reflections Program has encouraged millions of students across the nation to explore their artistic talents.
- Supporting the PTA Reflections Program is one way you can promote the importance of a quality arts education in your home, your school, and your community.

## Reflections Theme for 2014~2015 The World Would Be A Better Place If...

### Reflections Program Structure: Awards

#### LOCAL PTA LEVEL

- Selects up to six (6) entries for each Art Category and each Grade Division. These entries are advanced to Duval County Council of PTAs.
- It's your choice how to award students.
- Every student who participates should get some type of recognition.
- You could use certificates, medals or ribbons.
- Possible school reception.

#### COUNTY LEVEL

- Award of Excellence: Selects 3 in each category/ division. These are advanced to Florida PTA.
- Award of Merit: Selects up to 5 in each category/ division.
- Winners are invited to the Awards Reception in May 2015.

#### STATE LEVEL

- Award of Excellence: Only 1 entry in each category/ division. These are advanced to National PTA. Excellence Award winners will receive a certificate, a ribbon, and a medallion on a neck ribbon.
- Award of Merit: Up to 6 entries in each category/ division. Merit Award winners will receive a certificate and ribbon.
- Participation Certificate: Each student whose entry is advanced to the state level receives a certificate of participation and a congratulatory letter from Florida PTA. Sent to County Council President for distribution.

#### NATIONAL LEVEL

- Award of Excellence: Selects 3 in each category/division.
- Award of Merit: Select 5 in each category/division.
- Outstanding Interpretation Award: Selects one in each category.

## Changes for 2014-2015

- All participating local PTAs must **register** online at <http://www.pta.org/reflections>.
- All entries **advancing** to the county level will need to be entered and advanced online. This will help with completing Form B.
- Will no longer accept DVDs; must be on **CDs or thumb drives**.
- **Consent forms** are needed if any faces are featured in photography, dance or video.

## General Rules for Entry: Eligibility

Students must participate in the Reflections Program through a local PTA in **good standing**.

### Is your PTA / PTSA in good standing?

- State & National Membership dues must have been paid to Florida PTA.
- Bylaws must be valid through May 1, 2015.
- County Council Dues have been paid to DCCPTA.

## General Rules for Entry: Art Categories

- Dance Choreography, Film Production, Literature, Music Composition, Photography, Visual Arts.
- A student may participate in any or all arts categories.



## General Rules for Entry: Grade Divisions

- Primary (PK-2<sup>nd</sup> grade), Intermediate (3<sup>rd</sup>-5<sup>th</sup> grade), Middle School (6<sup>th</sup>-8<sup>th</sup> grade), High School (9<sup>th</sup> – 12 grade), Special Artist – open to all grades for students with special needs.

## General Rules for Entry: How to Enter

- Students must submit their artwork and student entry form to their local PTA/PTSA Reflections program according to County Council and Florida PTA rules and guidelines.
- All forms and instructions can be found at <http://floridapta.org/programs/reflections/reflections-forms>
- Read rules very carefully for each Art Category, General Participation, and Special Artist Division. Review the Local Leaders Guide.

## Student Entry Form

1. Short cut: Complete all Local PTA information at bottom before you make copies for distribution to the students.
2. Print forms on White Paper only.
3. All required information must be completed by the student.
4. Submit original signature of both parents and students (unless 18 years old).
5. Chairs: Please be sure all forms are completed correctly before advancing to the County and State levels.
6. All **advancing** entries need to be entered online.

**Consent Form:** Consent forms are needed if any faces are featured in photography, dance or film.

## General Rules for Entry: Entry Requirements

- Students submit only new pieces of artwork inspired by the theme.
- Each entry must contain a completed student entry form with artwork title, artist statement, and original signature.
- Only **one student** may create the work and be recognized as the award recipient, but other students may appear in the artwork itself.
- Use of copyrighted material is prohibited, except for recorded music in dance choreography and film production entries when the title, composer, and performer are cited in the submission.

## General Rules for Entry: Finalist Selection and Notification

- Each Local PTA determines its own judges for the programs.
- Entries will be judged primarily on how well the student uses his or her artistic vision to portray the theme, originality, and creativity.

## How to Get Your Program Started

### Meet with PTA and school leaders

- Get necessary approvals, create a committee, recruit volunteers.

### Set YOUR deadline for entries

- Establish **your** PTA deadline for submission. It is recommended that you set your deadline **one month before** the county deadline.

### Get the word out!

- Provide information for morning announcements.
- Customize a participation flyer. Include your deadline for entries, how to submit entries, and contact information.
- Post flyers and posters in hallways.
- Post Rules and Forms on website or Facebook.
- Ask teachers to send student entry forms and flyers home.

### Recruit Judges

- Recruit volunteer judges from outside your school.
- Recruit through local contacts: School staff, the local community, art professionals from galleries, photography and dance studios, professional artists from the community, Art Professors, college art students, newspaper editors, art reviewers, local TV news, etc.
- Aim to find experts in the field to increase the credibility and expand the visibility of your program.

### Collect and sort entries

- Verify that all entries have a complete Entry Form.
- Check all entries to make sure packaging guidelines are followed.
- Thank students for participating in Reflections.

### Conduct Judging

- Prepare artwork for blind judging. Judges must be able to see the required artist's statement to help with their decisions. Sometimes this has a huge impact on the judge's final score.
- Provide judges with rubric and scorecard. See Appendix E for "Information for Judges" and "Sample Judging Score Card".



- Judges select **up to six (6) entries in each Art Category and each Grade Division** to advance to county level.
- Return non-advancing artwork to students.
- Write Thank You note to judges.

### Judging Rubric & Score Card

#### Prepare Winning Entries for County Judging

##### Complete Local PTA Registration Form (Appendix F) (aka Form A)

- Locate form through Florida PTA website <http://floridapta.org/programs/reflections/reflections-forms> (Appendix F).
- Complete all sections.
- Submit this form with the artwork advancing to the County Council on **Friday, December 5, 2014, between 9:00 am – 12:00 pm.**

##### Complete Florida PTA Reflections Award Recipients Log (Form B) (Appendix F)

- Local PTAs may advance **up to six (6) entries** for each Art Category and each Grade Division.
- Submit this form with the artwork advancing to the County Council on **Friday, December 5, 2014, between 9:00 am – 12:00 pm.**

#### Register and Log in Winning Entries Online

- Visit [www.pta.org/Reflections](http://www.pta.org/Reflections). Follow “Step by Step Guide to Online Registration”.
- Create an account and Register your PTA.
- Select step 2: “Submit Student Entry” and enter up to six (6) student entry forms for each Art Category and each Grade Division.
- Follow instructions to complete entry. To create another new student submission, click “Create new student entry”.
- Check for correct and complete spelling, upper/lower case.
- Click “Submit” or “Save” to finish later. Click “View” to download/print a copy.
- Check for email confirming completion of form.

#### Review and Advance Winning Entries Online

- From the Home Page, select either step 4: “Review Student Entries” or step 5: “Advance Student Entries” and your PTA names to view/edit.
- Click task 4 Advance Student Entries to view a list of entries.
- Select “Advance” from dropdown menu next to student names.
- Options to print and download, if necessary.
- Attach original student entry form to back of artwork and send to county judging by **Friday, December 5, 2014, between 9:00 am – 12:00 pm.**
- What do we submit online? Only student entry forms that are being advanced to county level on Friday, Dec 5 (**Up to six (6) entries in each Art Category and each Grade Division**).

#### Packaging Winning Entries:

- All **Photography and Visual Arts** entry forms must be placed in a sheet protector and secured to the back of the entry with masking tape.
- All **Musical Composition, Film/Video, Dance/Choreography** must be in a manila envelope no smaller than 9”x 12” with entry form attached to outside in a sheet protector.
- Submit the original and 3 extra copies of the **Literature** entries in a manila 9” x 12” manila envelope with the entry form attached to outside in a sheet protector.
- Only **one student** may create the work and be recognized as the award recipient, but other students may appear in the artwork itself.

#### Prepare winning Entries for County Judging

- Review County Council CHECKLIST (Appendix K) before advancing winning entries to the county level. **Make sure all submissions adhere to the rules.**
- Is the student entry form complete and signed?
- Do you have proper consent forms?
- Is the entry an original work of art inspired by the theme and submitted by one student only?
- Are the pieces being submitted in the proper format? (i.e., file format, size, proper length, etc.)
- Is everything labeled and is the entry form properly secured?
- Is your PTA in good standing?
- If your answer is yes to all of the above, GOOD JOB!!! We appreciate you!

#### DCCPTA Reflections Important Dates

- **Friday, December 5, 2014, between 9:00 am – 12:00 pm, DCPS, 1701 Prudential Drive, Room 613:** Drop off Local PTA advancing student artwork with entry form attached, Local PTA Registration Form (Form A), and Form B.
- **Tuesday, January 27, 9:30 am, DCPS, Cline Aud.:** Announcement of DCCPTA Award Recipients.



- **Tuesday, January 27 9:30 am, DCPS, Cline Aud.:** Pick up any non-advancing student entries.
- **May 2015:** DCCPTA Reflections Reception.

### **Prepare Winning Entries for County Judging - Summary**

1. Complete **Local PTA Registration Form** (Appendix F) (aka Form A).
2. Complete **Florida PTA Reflections Award Recipients Log** (Form B) (Appendix F).
3. **Register and Log in Winning Entries Online:** Enter up to six (6) student entry forms for each Art Category and each Grade Division.
4. Review and **Advance Winning Entries Online.**
5. **Package Winning Entries:** Attach Student Entry form to art work with sheet protector.
6. Make sure all submissions **adhere to the rules.** Use County Council CHECKLIST (Appendix K).
7. **Drop off:** All advancing artwork with complete student entry form attached, Form A, and Form B on Friday, December 5, 2014, between 9:00 am – 12:00 pm, DCPS, 1701 Prudential Drive, Room 613.

### **Celebrate at all Levels: Recognize every student who participated**

- It's your choice on how to award students. You could use certificates, medals, ribbons, or small gift, etc.
- Display entries in school or on website, Facebook, newsletter.
- Make public announcements at school events, community-wide events, PTA Meetings, etc.
- Hold school reception as soon after judging as possible.

### **Wrap Up**

#### **Recognize and thank everyone who helped**

Students, judges, teachers, school personnel, committee members, PTA & community volunteers, community partners. (Use acknowledgement letter in Appendix I)

#### **Communicate County, State, and National judging results to your school's participants**

#### **Return original student artwork as quickly as possible**

- All entries not advancing are picked up on January 27, 2015, 9:30 a.m., DCPS, 1701 Prudential Drive, Cline Auditorium.
- Please arrange to have someone pick up your entries after DCCPTA Reflections Award Ceremony May 2015.

### **Reflections Procedure Book**

- If you were not given a procedure book, create one NOW!
- Go to <http://floridapta.org/programs/reflections/reflections-forms> and print the Local Leader's Guide.
- Use a 3 ring binder for storing information.
- Print the County Council CHECKLIST (Appendix K) and set a schedule to meet deadlines.
- Make a list of all committee members and judges who will help.
- Make notes as you go along for the next year.
- List what works and what doesn't.
- Where does your school order awards and ribbons?
- Place sample certificates in the book.

### **Other REFLECTIONS OPPORTUNITIES**

#### **2016-2017 Reflections Theme Search**

- Encourage your student to brainstorm and imagine a theme that will appeal to other students.
- Student receives \$100 and recognition at the National PTA convention in June.
- To submit a student's suggestions for a Reflections Program theme, complete the entry form and send it to Florida PTA by November 14, 2014.

#### **Mary Lou Anderson Reflections Arts Enhancement Grants**

Applications Available January 5, 2015 at [PTA.org/Reflections](http://PTA.org/Reflections) / Applications Due March 13, 2015

### **How to Get Help**

- Local PTA Reflections Procedure Book
- Florida PTA– lots of helpful info, all rules, posters, & forms: <http://floridapta.org/programs/reflections/reflections-forms>
- Reflections Training Webinars from 8:30 pm to 9:30 pm ET
  - **Reflections 101:** October 14, 2014
  - **Instructions for Reflections Online Registration:** October 21, 2014
- National PTA: [www.pta.org/programs/artsineducation](http://www.pta.org/programs/artsineducation)
- Network with other PTAs/PTSAs
- Duval County Council of PTAs: Mindy Eisman, Cultural Arts Chair, [reflections@dccpta.org](mailto:reflections@dccpta.org)

### **Questions?**