



## 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**.

## REFLECTIONS THEME FOR 2015-2016

*"Let Your imagination Fly!"*

## ART CATEGORIES

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

## 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.

## 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 for judging.

### COUNTY LEVEL

- Award of Excellence: Selects 3 in each category/ division that will be advanced to Florida PTA for judging.
- Award of Merit: Selects up to 5 in each category/ division.
- Winners are invited to the County Awards Reception in May 2016.

### STATE LEVEL

- Award of Excellence: Only 1 entry in each category/ division will be advanced to National PTA for judging. 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.

### 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 2015-2016

- Student Entry Form
  - Attach artist statement to form.
  - Artwork Details. See Category Instructions.
- Visual Arts
  - Two dimensional (2D) work no longer restricted to 3/8-inch thick maximum and overall dimensions DECREASED from 24x30 to 24x20 inches maximum.
  - Three dimensional (3D) artwork is now accepted.
- Photography
  - Dimensions INCREASED from 11x14 to 24x20 inches maximum.
- Music Composition, Film Production, Dance Choreography
  - Audio/Video must be at least 1 minute and not exceed 5 minutes.
- Local Units must be in Good Standing (see below for new requirements)
- Local Units upload artwork files to National PTA database, especially dance, music, film, photography, and 3D art.
- Local PTA Unit Participation Form was revised. Eliminated the need for Form B.



## **LOCAL PTAS PARTICIPATING IN REFLECTIONS MUST BE IN GOOD STANDING.**

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

- State & National Membership dues must have been paid to Florida PTA **no later than December 4, 2015.**
- A current 990 is filed with IRS.
- Bylaws must be valid with an approved date no older than **June 30, 2013.**
- County Council Dues have been paid to DCCPTA.

## **GENERAL RULES FOR ENTRY: HOW TO PARTICIPATE**

- 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://www.floridapta.org/programs/reflections>
- **Submission Requirements have changed** this year so be sure to read all the rules carefully to prevent disqualification.

## **STUDENT ENTRY FORM**

- **Short cut:** Complete all Local PTA information at top before you distribute copies.
- Print forms on White Paper only.
- Chairs: Please be sure all forms are completed correctly before advancing to the County levels.
- Only entries **advancing** to the county are entered online.

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

## **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 signatures.
- 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.

## **FINALIST SELECTION**

- Each Local PTA determines its own judges.
- Entries that relate the artwork to the **theme** receive highest scores. Interpretation of Theme is worth 50% of the total judges' score, Artistic Merit/Creativity 25%, and Mastery of Medium 25%.

## **HOW TO GET YOUR PROGRAM STARTED**

**Meet with PTA and school leaders:** Get necessary approvals, create a committee, and 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.
- 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.

## PREPARE ADVANCING ENTRIES FOR COUNTY JUDGING

### Complete Local PTA Unit Participation Form

- Locate form through Florida PTA website <http://www.floridapta.org/programs/reflections>
- Complete all sections.

### Register and Log in Advancing Entries Online

- Visit [www.pta.org/Reflections](http://www.pta.org/Reflections) Follow "Guide to Online Registration"
- What do we submit online? Student entry forms and artwork file that are being advanced to county level.

### Packaging Advancing 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 ADVANCING ENTRIES FOR COUNTY JUDGING

- **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, dimensions, 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 4, 2015, between 9:00 am – 12:00 pm, DCPS, 1701 Prudential Drive, Room 613:** Drop off all advancing student artwork with entry form attached and Local PTA Unit Participation Form.
- **Tuesday, January 26, 9 am, DCPS, Cline Auditorium:** Announcement of DCCPTA Award Recipients and pick up any non-advancing student entries.
- **May 2016:** DCCPTA Reflections Reception.



## PREPARE ADVANCING ENTRIES FOR COUNTY JUDGING - SUMMARY

1. Complete **Local PTA Unit Participation Form**.
2. **Register and Log in advancing Entries Online**: Enter up to six (6) student entry forms and artwork file for each Art Category and each Grade Division.
3. **Package Advancing Entries**: Attach Student Entry form to art work with sheet protector.
4. Make sure all submissions **adhere to the rules**.
5. **Drop off**: All advancing artwork with complete student entry form attached and Local PTA Unit Participation Form on **Friday, December 4, 2015, between 9:00 am – 12:00 pm, DCPS, 1701 Prudential Drive, Room 613**.

## CELEBRATE: RECOGNIZE EVERY STUDENT WHO PARTICIPATED

- It's your choice how to award/recognize students participants. (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.

## WRAP UP

- **Recognize and thank everyone who helped**: Students, judges, teachers, school personnel, committee members, PTA & community volunteers, community partners.
- Communicate County, State, and National judging results to your school's participants
- Return original student artwork as quickly as possible
- **Reflections Procedure Book**
  - If you were not given a procedure book, create one NOW!
  - Make a list of all committee members and judges who will helped.
  - 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

### 2017-2018 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 directly to Florida PTA by October 30, 2015.

### Mary Lou Anderson Reflections Arts Enhancement Grants

[www.pta.org/Reflections](http://www.pta.org/Reflections) due March 11, 2016

## HOW TO GET HELP

- Local PTA Reflections Procedure Book
- Florida PTA– lots of helpful info, all rules, posters, & forms: <http://www.floridapta.org/programs/reflections>
- National PTA: [www.pta.org/Reflections](http://www.pta.org/Reflections)
- Network with other PTAs/PTSAs
- Duval County Council of PTAs: Mindy Eisman, Cultural Arts Chair, [reflections@dccpta.org](mailto:reflections@dccpta.org)