Table of Contents
Reflections - 2017-2018 “Within Reach”

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>233</td>
<td>National PTA Reflections® Local Leaders Guide</td>
</tr>
<tr>
<td>234</td>
<td>1. Getting Started</td>
</tr>
<tr>
<td>235</td>
<td>2. Promote Your Program</td>
</tr>
<tr>
<td>236-240</td>
<td>3. Coordinate the Review of Student Submissions</td>
</tr>
<tr>
<td>241</td>
<td>4. Celebrate Your Student Participants</td>
</tr>
<tr>
<td>242</td>
<td>5. Wrap Up And Report</td>
</tr>
<tr>
<td>243</td>
<td>Where to Find Reflections Forms and Information</td>
</tr>
</tbody>
</table>
Local PTA Leader’s Guide

2017-2018
NATIONAL PTA REFLECTIONS®
WITHIN REACH

#PTAReflections
Utahpta.org/reflections
Local PTA Leader’s Guide

1. Getting Started

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

- **Roles and Responsibilities.** As a Reflection Specialist, you will play a critical role in promoting exploration or arts and culture in the home, school and community. Students who participate in the Reflections program may not recognize themselves as artist when they sign up—but by the end of the Reflections celebration they will.

- **Gather program materials, deadlines and instructions from Utah PTA.** Customize your checklist to organize tasks and schedule local program deadlines.

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

  **TIP:** It may take up to 5 min. to 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 need.

  **National Arts in Education Week (Sept. 10—16, 2017)** is the perfect time to kick-off your program and announce the 2017-18 program theme: “Within Reach.” Use #ArtsEdWeek and #PTAReflections to connect with thousands of program leaders from across the country.
2. Promote Your Program

- **Download materials for students:** Visit www.utahpta.org/reflections 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.

- **Available Arts Categories and Divisions:** All student entrants must follow official guidelines and arts category submission requirements, including a signed entry form. Please review the special artist division rules to learn more about opportunities for students with disability.
  - **Offer 1 or more arts 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.

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

- **SAMPLE MORNING ANNOUNCEMENT:** Do you enjoy art, music and dance or have an interest in writing, producing films and taking photos? Then join us and have fun unleashing your inner artist with PTA Reflections! This year’s theme, “Within Reach,” calls for your own unique interpretation through the arts. Pick up submission guidelines and an entry form today from <INSERT NAME/ROOM> and return by <INSERT DUE DATE>. For inspiration, visit the Reflections national art gallery and learn more about prizes and scholarships at PTA.org/Reflections.
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. The first step of this process is to determine a deadline for students to submit their work. Expect to need at least two weeks to facilitate the judging process and another two weeks to prepare winners artwork and complete the registration process so that winners may advance to the next round. Set your Local PTA deadline approximately one month before submissions are due to the next round.

Understanding that calendars vary from region to region, the only deadline Utah PTA sets is the day Region entries are due to the state: Monday January 22nd, 2018
Region, councils (where applicable) and locals are encouraged to work backwards from that date to set deadlines that work for your area.

- **Qualifying Submissions:** All students must adhere to the General Student Participation Rules, as well as the rules for their specific arts category. Program rules and student entry forms are provided by your state PTA. To reference rules, visit www.utahpta.org/reflections
- **Student Eligibility and Entry Guidelines:** Students must participate in the National PTA Reflections program through a local PTA/PTSA in good standing, as determined by Utah PTA. It is your local PTA Reflections committee’s responsibility to confirm that your PTA is in good standing and to determine each student eligibility. If you are unsure whether your PTA is in good standing, talk with your PTA president. The following additional guidelines apply to student’s entries:
  - Each entry must be the original work of one student only
  - A student may develop an entry inside or outside of school
  - A student may submit entries in more than one arts category- only one per student per art category.
  - Each Student entry must be accompanied by a paper student entry form, signed by a parent or guardian.
  - Student entries MUST include a title and artist statement, which describes the content and include at least one sentence (10 words), but not exceed 100 words.
  - Reflections is a program offered to students who are enrolled in a PTA school. For Secondary Schools (Middle/Jr and High Schools) you need to be enrolled in a class that offers credits to participate. For Elementary schools, you need to be enrolled for one class offered during school hours to participate.
Local PTA Leader’s Guide

- **Students with Disabilities:** Students may participate in the National PTA Reflections program in one of two ways:
  - Enter in Special Artist Division to receive non-artistic accommodation and assistance from an adult. Students are recognized and awarded prizes as part of the Special Artist Division. The Special Artist Division is an optional division of the Reflections program, accepting students in all grades whose physical, cognitive or mental health challenges meet guidelines set forth in the Americans with Disabilities Act. National PTA will honor one special artist from across all arts categories to receive an Outstanding Interpretation Award. Up to six additional special artists will receive a National PTA Award of Excellence.
  - Enter in grade division most closely aligned to the student’s functional abilities. Students are recognized and awarded prizes as part of the general student population without regard to special needs or challenges. In this case, students follow all general rules and arts category rules but may submit their entries in the grade division most closely aligned to their cognitive or functional abilities.

- **Preventing, Identifying and Addressing Copyright Violation and Plagiarism**
  
  **DISCLAIMER:** This section is not legal advice and is intended for general information purposes only. Legal advice depends on the specific facts and circumstances that are brought to the attention of qualified legal counsel. Anyone seeking specific legal assistance or advice should contact an attorney.

- **Preventing Violations.** PTA Reflections participants are responsible for educating themselves on plagiarism and copyright issues. The entrant and PTA can still be held liable for copyright violations even if they didn’t think they were violating another person’s rights. Copying a protected image without permission is not always intentional, but it is unlawful.

- **Tips for Students:**
  - **Be cautious.** If you question whether or not a submission violates the copyrights of another, fall on the side of caution and do not submit that work.
  - **Cite all sources,** even works from Public Domain, whether it’s protected by copyright or not. Uncited works are considered plagiarized. This includes works found in Public Domain because even if the copyrights expire, the student’s work could be a copyright violation, if copied from a copyrightable photograph or reproduction of the original.
  - **Be original.** Even if the submission were cited correctly and Fair Use applies, PTA Reflections judges would view work unfavourably if it is not original.
Identify Violations. Before participating in the Reflections Awards, each student and their parent/guardian sign a form accepting and agreeing to the National PTA Reflections Official Rules for participation. If the PTA has reason to believe/evidence that a submission violates the participation terms, the student submission will be disqualified. In this event, the PTA may refuse or revoke the award and related prizes of an award, and take such other measures, including the recall or removal of the awarded work, as the PTA deems appropriate. Bear in mind that this policy is in the interest of both the student and the PTA, since the display or distribution of an infringing submission could result in financial liability for both the student and the PTA.

Use of copyrighted material is prohibited in the literature, music composition, photography and visual arts categories. This includes the use of copyrighted cartoon characters, copyrighted material from the Internet, advertisements or advertising ideas, musical themes from existing copyrighted compositions, copyrighted recorded music, copyrighted photographs or stock images. Use of copyrighted music in dance choreography and film production entries is acceptable when the title, composer and performer of any music in the submission are cited on the student entry form.

Film productions, photography and visual art may include public places, well-known products, trademarks or other copyrighted material, as long as that copyrighted material is incidental to the subject matter of the piece and is a smaller element of the whole. Visual arts collages may include portions of existing copyrighted works, such as portions of photos, magazine clippings, internet images and type cut out of a newspaper, as long as those pieces of copyrighted works are used to create a completely new and different work of art. A collage should be judged for its whole—not its parts—and its creativity as an original work of art. Misuse of the above materials constitutes plagiarism—taking and using another’s words, ideas or inventions as one’s own.

Tips for PTA Leaders:
• Utilize your Reflections Committee to qualify artwork prior to judging. Use online resources and search databases (e.g. Google Image Search) and other available software to investigate all work considered for Awards.
• Train your judges with program rules and criteria describing the importance of originality. Ask judges to report plagiarized/copyrighted works to the Reflections Committee. Your Committee will ultimately determine if a work is plagiarized or in violation of copyrights. Do not make this decision on your own.
• Develop a policy/protocol for your PTA to follow when issuing a disqualification/consequence and use the template copyright infringement letter.
Local PTA Leader’s Guide

Addressing Student Ineligibility. Occasionally, entries submitted to the Reflections program are ineligible. One reason for ineligibility is that the local PTA is not in good standing. It is very important that you check with your PTA president to ensure your PTA is in good standing with the state. Other common reasons for ineligibility are plagiarism and resubmission.

The following recommended procedures apply to both plagiarized and resubmitted entries:
1. Scan entries to ensure that all are original and have not previously been submitted to Reflections or another art competition.
2. Alert judges to the possibility that some pieces may not be original and encourage them to communicate when one may be questionable.
3. Check questionable entries via Google or another search engine.
4. Consult with your Council, Region or State Reflection Specialist before talking with the parents or student.
5. Return ineligible pieces to students, and explain why they are being returned.
6. Talk with appropriate school personnel, such as school counsellors, the principal or teachers about ways to address the seriousness of copying someone else’s work or resubmitting artwork with the student and his/her family.

If ineligibility is confirmed after judging, determine whether awards (including award money, pins, certificates, etc.) should be returned.

• Reviewing Submissions: Give each of your volunteer reviewers a packet including 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.

The judging process has two goals:
1. To determine which student entries will advance to the national round of judging.
2. To award other prizes and recognition as determined by your State PTA Reflections Committee.

All PTA Reflections program entries should be judged on interpretation of the theme (20 pts.), creativity (10 pts.) and technical skill (10 pts.). Notice how interpretation of the theme is weighted? This is what makes the Reflections program unique. 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.
Local PTA Leader’s Guide

To facilitate the judging process, judges should receive the title and artist statement for each entry and the rules specific to their arts category. It is important to conduct blind judging—where judges do not see the artists’ names—in situations where judges may know a student. Here are some tips for facilitating judging:

- **Dance, Film, Literature and Music:** Send digital copies of artwork to judges. Compile digital copies of artwork on a CD/USB drive or on an online file sharing site for judges to review. Provide judges with a list of artwork titles and artist statements.
- **Photography, Visual Arts and 3D:** Host a judging event. Display artwork on tables around the room. Tri-fold the student entry form to hide personal information and place the artist statement in front of artwork. Have judges rotate around the room to score each entry.

The following judging criteria is to be used by judges when reviewing entries. Notice that interpretation of the theme is weighed more heavily than the other considerations.

- **Interpretation of Theme (20 pts.)** How closely the piece relates to the theme, based on the artwork itself and the artist statement.
- **Creativity (10 pts.)** How creative and original the piece is in its conception of the theme and its presentation.
- **Technical Skill (10 pts.)** The level of skill demonstrated in the basic principles/techniques of the arts area.

With these criteria, each entry may receive a total of no more than 40 points from each judge. Have judges record their points for each entry on a score card. Add together the points from each judge and rank the artwork accordingly. If two entries are tied, the entry with the higher score for interpretation of theme receives more recognition.

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

**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, online file storage programs, etc.
- **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.
4. Celebrate Your Student Participants

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

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

- **Opportunity for State and National Recognition:** State level award recipients are announced the first week of March. Visit www.utahpta.org/reflections for announcements related to state awards and events. National-level awards recipients are announced annually on May 1st. Visit pta.org/reflections for announcements related to national awards and events.

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

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

- **Recognize Partners and Volunteers:** After your Reflections program concludes for the year, one of the most important tasks is to thank those who helped make it a success. Use the acknowledgement letter at utahpta.org/reflections 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 polices.

  **State PTA Policies:** Entries that receive state awards will be displayed at the annual leadership convention, as well as other locations throughout Utah. Entries may take up to a year to be returned.

  **National PTA Policies:** Entries that receive national awards will be featured in the online National PTA Reflections Program Gallery at pta.org/reflections. National PTA will make every effort to return artwork within two years.

- **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 by emailing ideas to reflections@utahpta.org

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.

**Visit utahpta.org/reflections for templates tools and resources**
Rules, Forms and Current Information on Reflections can be found in the Reflections Local Leaders Guide which is available on the thumb drive received at Convention or online at www.UtahPTA.org/Reflections.

Printed copies of the Reflections Local Leaders Guide are available from the Utah PTA office for a small fee.

801-261-3100