



Leader's Guide

11 Steps for a Successful Reflections Program

1. Become an Admin for your school in Utah Reflections Online.

- Reflections is managed online via Utah Reflections Online. To manage your school, you will need to designate at least one person to be your school's administrator (admin).
- Admin access should be set up by the level above you, but can also be set by the previous admin(s) for your school. If you are having trouble finding out who your admin is for the next level, email Reflections@utahpta.org and include your school name.
- When you are set as an admin, if you do not already have a Utah PTA account, you will receive an email instructing you to create a password. You will then have access to log into Utah Reflections Online at www.utahpta.org/ref. If you already have an account, you will not receive an email.
 - Why would you have an account? If you have registered for convention, an online training, or other Utah PTA programs or if you have judged Reflections, you likely already have a Utah PTA account.
- Once you log into the system, click on the red Reflections admin tab. This is where you manage your unit, entries, and judging. Before you launch your program, delete any admins who are no longer involved in Reflections. To do this, click on the admins tab. You will see a list of people who are admins for your school. To remove someone, click on the red "Remove" button to the right of their name.
- Trainings for Utah Reflections Online can be found at www.utahpta.org/reflections.

2. Eligibility and Registration

Eligibility

- Who is eligible to participate in Reflections?
 - PTAs must be in good standing with the Utah PTA to offer Reflections.
 - Bylaws must be current. Membership dues must be paid.
- Reflections is a program offered to students who are enrolled in a PTA school in good standing, as determined by Utah PTA. If you are unsure whether your PTA is in good standing, talk with your PTA president or region director. The following additional guideline applies to students' entries:
- For secondary schools (middle, junior, and high schools), the students must be enrolled in a class that offers credit in order to qualify to participate in Reflections.
- For elementary schools, the students must be enrolled for one class offered during school hours to qualify to participate.
- For students who are enrolled in an online school, that school must have a PTA in good standing to manage the program.
 - Students may only enter through the school in which they are enrolled.



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Registration

- Who needs to register?
- All schools, councils, and regions.
- Where do I go to register my PTA?
 - www.pta.org/reflections
 - Click on “Register with National PTA”
 - You will need to enter your school name, address, 8-digit PTA ID number and bylaws expiration date (ask your PTA president), contact person, email, and phone number.
 - For the contact person and phone number, use the Reflections Specialist’s information and not the school’s.
 - You will see a confirmation screen, but will not receive a confirmation email.
- When is the deadline to register?
 - November 1, 2021
- Why do I need to register?
 - Registering helps National PTA collect data to monitor and improve the program.

Registering with National PTA will not make you an admin for your school in Utah Reflections Online. They are two separate processes.

3. Organize and Plan

- Many hands make light work. Recruit others to be on your Reflections committee. Back to school night is a great time to put out a sign up sheet.
- Join the [Utah PTA Reflections Facebook Group](#). This valuable resource will connect you with Reflections Specialists from all levels of the program.
- Visit www.utahpta.org/reflections to access Reflections resources, information, tips, training and education videos, etc.
- Find judges. Remember judges should not be from your school and should have some knowledge of the category they will be judging. See judging section below for details.
- Dates to remember: At the local level, you get to choose your own deadline. Find out now when the deadline is for the next level and set yours about a month before that date. This will give you ample time for checking entries, judging, scoring, and recognition.
- Suggested Due Dates:
 - Local: October 1st
 - Council: November 1st
 - Region: December 1st



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- Utah Reflections Online (URO)
 - Every school is required to use Utah Reflections Online found at www.utahpta.org/ref.
 - Consider creating a dedicated Reflections email for your school and assigning that email as an admin. This way your school will always have online access and will only need to change the name and phone number associated with the account when a new specialist takes over the program.
- Share the program plans with your PTA and school leaders.

4. Promote Your Program

- Utah Reflections has 7 categories: Dance Choreography, Film Production, Literature, Music, Photography, 2D Visual Arts, and 3D Visual Arts. Students may enter in one or more categories, but may only submit one entry per arts category.
- Each entry will be submitted online at www.utahpta.org/ref using the Entry Form in Utah Reflections Online. If needed, a Consent Form should be uploaded when prompted on the online Entry Form.
- Distribute program details and the submission deadline to students, teachers, and parents. Over-communicate this information!
- Include links to program rules, the Consent Form, and the website to enter, www.utahpta.org/ref.
- Consider using digital communication. QR codes on printed materials and links in email and online could make it easy for parents and students to find the rules.
- A Call for Entries poster with a QR code is available at utahpta.org/reflections-theme-poster. You can fill in the details for your school at the bottom of the poster in Adobe Acrobat.
- Share a link to the video that explains how to submit an entry.
- Rules pages can be found in this handbook or online at utahpta.org/reflections-rules. Each entrant will need to review and adhere to both the Official Rules and the category specific rules.

Program Promotion Tips:

- Introduce Reflections at an assembly or in the classrooms.
- Put a flyer about Reflections in the back to school packet.
- Send program fliers home to parents and post your call for entries on school and/or PTA websites and social media.
- Send email messages to parents about the program, including links to the rules and Utah Reflections Online.
- Create a Reflections bulletin board and put up posters.
- Ask student leaders and/or administration to announce Reflections over the morning announcements.
- Invite teachers, especially Art, Music, and English teachers, to encourage participation.
 - Offer a participation incentive. Studies show that extra recess is a more desirable incentive than a sugary treat. Consider holding a “Reflections Recess” for all participants.



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- Remind students that each piece of artwork must be the work of only one student. Multiple people may perform a dance, star in a film, be in a photo, or play instruments for a music composition, but the creator of the artwork must be one student.
- Frequently remind students of the entry deadline.
- Both the artist statement and title are required. Judges use these to determine the Interpretation of Theme score, which is worth 40% of the total score. Interpretation of Theme is also determined by the actual piece of art.

5. Collect Entries

- Entries will be submitted and judged on Utah Reflections Online.
- Physical entries can be collected at the local level for display purposes, if desired.
- 2D Visual Art and Photography entries which advance to the next level will be advanced physically.
- Communicate with the level above you for details on where/when to turn in the advanced 2D Visual Art and Photography entries.

6. Qualify Entries

- Check for parent email. If missing, obtain the email and add it to the entry.
- Ensure the details section is filled out, if applicable.
- Check for Consent Form, if needed. A consent form is needed for anyone other than the student whose recognizable voice or image is used in the artwork.
- Film, Dance, and Music entries must not exceed 5 minutes.
- Using the rules, check that each entry follows the official rules and the rules for the category.
- Check for plagiarism and copyright violations.
- Make sure each student submitted only one entry per category.

Qualifying Entries Tips

- If an entry qualifies, set the status to accepted in Utah Reflections Online. It is now ready for judging and will appear for the judges when they log in.
- If there are any issues with an entry, set the entry as pending or disqualified, and make a note of the issue(s) in the notes section. Plan in some time, several days to a week, before judging begins, to allow ample time for qualifying entries and communicating with students/parents to give them an opportunity to fix issues that can be addressed quickly. Once an entry with an issue is fixed, change the status to accepted. It is now ready for judging.



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How to tell if an entry is 2D or 3D

- For the purpose of Utah Reflections, 2D art is generally categorized as a piece of art that would hang on the wall for display. A quilt would be an exception and would be entered as 3D art.
- Do not move a student's piece into another category without the knowledge/permission of the student. At the National level, 2D and 3D are combined as Visual Arts. 2D and 3D art are judged separately in the state of Utah. After state judging is complete, the 2D and 3D Awards of Excellence winners are judged against each other to determine which will advance to National Reflections.

7. Judges

- Recruit judges and add them to the judges section of Utah Reflections Online. If they have not judged in Utah Reflections Online before, you will need their names, phone numbers, and email addresses.
- Send your judges the [training video for judges](#). This video will be updated before August of 2021. Find the new video on our facebook page or at www.utahpta.org/reflections.
- Communicate with your judges about what to expect and when they should complete the judging of their assigned entries.
- See Judging section for detailed instructions on judging process.

8. Assign Awards

- Rank your entries by grade division, category, and points as scored by your judges.
- Evaluate scores to determine awards.
- Rank your entries by grade division, category, and points as scored by your judges. **Assign awards based on rankings.**
- Make sure that every PARTICIPATING grade division is represented in the entries you forward on to the next level of judging. See the awards charts showing how many Awards of Excellence to award and advance.
- Once you have determined your awards, change the status of all award earning entries. Click on the entry. Scroll to the bottom and choose "Add Award". Then choose the award.

Awards Tips

- Award of Excellence is the top award and moves on to the next level. Only award the amount you are allowed to send on.
- Award of Merit is like 2nd place. These entries do not move on.
- Award and advance your full allotment of Awards of Excellence. Reflections does not have a minimum score required to advance. Once entries have been qualified by the committee and sent on for judging, they are eligible for awards, regardless of scores. Exceptions to this policy are only appropriate in the rare circumstance where entries fail to show a sincere effort. If you feel you have an entry which should not advance, please make the decision as a committee, get a second opinion from the specialist at the level above you, or reach out to the state at reflections@utahpta.org.



- If you want to give more awards, you may give out Honorable Mentions, Principal's Choice, Students' Choice, etc.

9. Celebrate Participants

- Obtain awards and prepare entries for exhibition, whether in person or online.
- Announce award recipients to the entire school community.
- Host a Reflections celebration event to showcase student work and distribute certificates/awards.

10. Advance Award of Excellence Entries

- In Utah Reflections Online, advance each Award of Excellence entry.
- To advance Award of Excellence winners, click on each entry and scroll to the bottom. Choose "Advance" and follow the prompts. Advance each Award of Excellence Winner. You may also download your entries' files and information in a spreadsheet if desired.

State PTA Policies:

Entries that receive state awards will be displayed at the annual Utah PTA Leadership Convention held in May, as well as other locations throughout the summer. 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 www.pta.org/reflections. Select entries will be featured in a traveling art gallery. National PTA will make every effort to return artwork within two years.

11. Wrap Up

- If you haven't done so already, collect the physical entries for the Award of Excellence recipients in 2D Visual Art and Photography. Prepare to turn them in at the next level.
- Recognize volunteers.
- Evaluate your program to consider future improvements.