



Reflections Leaders Guide

10 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 (www.utahpta.org/ref). To manage your school, you will need to designate at least one person to be your school's chair and admin online.
- Admin access should be set up by the level above you, but can also be set by the previous admins 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 already 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. If your student has entered Reflections online, you also likely have an account.
- Once you log into the system, scroll down and 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 specialists 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/ref in the "Info for Reflections Specialists" section. We are working to update to website to remove the word specialist, but for now, specialist, chair, and admin mean the same thing.



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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 Support Committee Chair. 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.

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 Chair's information and not the school's. You will see a confirmation screen, but will not receive a confirmation email. The info collected might be different than what is listed here, as it changes year to year.

When is the deadline to register? November 1st.

Why do I need to register? Registering helps National PTA collect data to monitor and improve the program.



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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 Chairs from all levels of the program.
- Visit www.utahpta.org/ref 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 due date for your school. As early as possible, find out the due date for the next level. Choose and set a due date for your school that is about a month before the due date for the level above you. This will give you ample time for qualifying entries, judging, scoring, and recognition.

Utah PTA Reflections Suggested Due Dates:

Local: October 1st

Council: November 1st

Region: December 1st

IMPORTANT: In Utah Reflections Online, you will be asked to set two due dates for entries. The first is called the “Soft Deadline” and is the date you will advertise as your school due date. The second date is called the “Hard Deadline” and is the date after which late entries will no longer be accepted. The hard deadline **MUST** be at least one day after the soft deadline. We recommend 1-3 days between the soft and hard deadlines. Do not advertise the hard deadline. The purpose of the hard deadline is to have a grace period for those who encounter problems with their entries, problems uploading their entries or with the website, or emergencies that prevent them from entering by the advertised due date.



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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

□ **ART CATEGORIES:** 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.

□ **DIVISIONS:** Students will enter in the grade division which aligns with their current grade. Students with disabilities may either enter in the Accessible Arts division or in the grade division that most closely aligns with their abilities. The divisions in Reflections are Primary (pre K-2nd grade), Intermediate (3rd-5th grade), Middle School (6th-8th grade), High School (9th-12th grade), and the Accessible Arts division.

□ Each entry is submitted online at www.utahpta.org/ref using the Entry Form in Utah Reflections Online.

- If students enter through a student account, they must upload a permission form.
- If admins upload entries through their admin page, they must obtain a signed substitute entry form from the student's parent.

Program Promotion Tips

□ Distribute program details and the submission deadline to students, teachers, and parents. Over-communicate this information!

□ Include links to program rules, 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.

□ Introduce Reflections at an assembly or in classrooms.



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- ❑ 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.
- ❑ A Call for Entries poster is available at utahpta.org/reflections-theme-poster. You can fill in the details for your school at the bottom of the poster in a PDF reader.
- ❑ Share a link to the video that explains how to submit an entry.
- ❑ Rules pages can be found online at utahpta.org/reflections-rules. Each entrant will need to review and adhere to both the Official Rules and the category specific rules.
- ❑ 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.
- ❑ 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.
- ❑ Remind students that 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.)



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5. Collect Entries

- Entries are 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 **MAY** be advanced physically. *Communicate with the level above you for details on if/where/when to turn in the advanced 2D Visual Art and Photography entries.

6. Qualify Entries

- Check parent name and student name. If they are the same, verify that they do have the same name and that a parent account was used. IF a student uploads through a student account, they must upload a signed permission form.
- Using the rules (<https://www.utahpta.org/reflections-rules-category-faqs>), 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. The online system should prevent this, but sometimes students find a way to bypass it.

Qualifying 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. Leave a note for future specialists to explain how the issue was resolved.
- □ Students can edit their entries while they are set to new or pending, but not when they are accepted or disqualified.



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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. Judging

Who Finds Judges?

□ It is the job of the Reflections committee to invite people to judge. Ask arts teachers to help you identify professionals in your local arts community. Consider local arts agencies, arts and cultural organizations, colleges, librarians, community leaders, and prominent artists. The Utah PTA Reflections Facebook group is also a great resource to swap judging with other schools.

What are the qualifications for a judge?

□ All judges must be 18 or older and have a working knowledge of their assigned arts areas. Judges may judge more than one category. At the local level, having an experienced Reflections chair judge may be more useful than a professional in the field.

□ Judges may not judge their children's entries or the entries of students they know.

□ Judges' information must remain strictly anonymous at all times. Under no circumstances should judges' names or contact information ever be given to anyone other than the Reflections committee.

-Hint: It may take up to 5 minutes to judge each entry. Be mindful of your judges' time and recruit additional judges for categories that have a lot of entries.



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□ 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.

How many judges do I need?

□ Each entry that requires judging **MUST** be judged by a **MINIMUM** of three judges. Entries require judging if there are more entries in any given category/division than the number of entries you can, or will, advance. If entries do not require judging, they can be awarded/advanced without being judged. They will still need to be qualified, accepted, and awarded/advanced.

The Judging Session

□ Let the judges know that all judging will take place in Utah Reflections Online. The judges section has a training video that the judges can watch to teach them how to judge and use the website.

You may also share this document with the judges for written instructions on judging Reflections online. https://www.utahpta.org/files/docs/Judging%20in%20URO%20written_0.pdf

□ The rules and judging rubric are built into the judges section of Utah Reflections Online.

□ Explain that the Accessible Arts division includes all ages of students with disabilities.

□ It is not the job of judges to qualify entries, but they may notify you if they notice an entry violates the rules or have a question.

□ Let your judges know what to expect, when the entries are ready to view and judge, and what the timeline is for judging. You set the judging starting and ending dates in Utah Reflections Online. You will be able to view the progress of the judges.



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The following email templates are available to send to your judges:

- Welcome Email
- Login Information
- Deadline Reminder

These can be accessed by clicking the “Email” button at the right side of the judges list. Choose which template to be used click “send Email” and a personalized message will be sent from utahpta.org with the Unit Admin contact info included.

If you notice a judge has not logged in in a timely manner, try contacting them in an alternate manner (text, phone call). Sometimes emails get sent directly to their junk folder and the judge may never see them.

8. Assign Awards

□ After judging is completed, sort entries by arts category and division.

□ Evaluate scores to determine awards. In each category, give an award of Excellence to the highest scoring entry in each participating division. Entries given an Award of Excellence will automatically advance to the next level.

-If there is a tie for Award of Excellence, use the Interpretation of Theme score as a tie breaker. If there is still a tie, have the entries judged by an additional judge.

□ Reminder: You are **required** to give an Award of Excellence and advance the top scoring entry in each category/division. You **may** choose to award/advance up to three additional entries per arts category.

-If you choose to advance additional entries in any given category, you may choose which division(s) they come from, but they must have received the next highest score(s) in their respective division(s).

□ 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.



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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 similar to 2nd ranking. These entries do not move on. You may give as many of these as you choose, or none at all.

□ Honorable Mention is similar to 3rd ranking. These entries do not move on. You may give as many of these as you choose, or none at all.

-If you want to give more awards, you may give out Awards of Merit, Honorable Mentions, Principal's Choice, Student Choice, etc.

□ 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 Reflections Chair at reflections@utahpta.org.

□ It is **NEVER** appropriate to fail to advance a qualified entry from the Accessible Arts division which scores the highest score in its category/division. There have been repeated instances of students competing in this category, which is for students with disabilities, where their entries should have advanced but were not advanced. Sometimes they have been given Awards of Merit instead of Awards of Excellence or given no award at all. The state Reflections committee will closely monitor these entries each year to check that they are awarded and advanced properly.

-Each level has the ability to download entry files and information in a spreadsheet if desired.



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9. Celebrate Participants

- Notify ALL participants of the results. One of the biggest complaints received at the state level is that participants are not notified when they didn't win.
- 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.

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.

10. Wrap Up

- If you haven't done so already, and have been asked to, 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.



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Copyright, Plagiarism, and Ineligibility Issues

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.

What is plagiarism?

Plagiarism is the practice of taking someone else's work or ideas and passing them off as one's own.

What is copyright infringement?

Copyright infringement occurs when a copyrighted work is reproduced, distributed, performed, publicly displayed, or made into a derivative work without the permission of the copyright owner.

What is the difference between plagiarism and copyright infringement?

Plagiarism is claiming credit for a work you did not author, or using someone else's work without proper credit. Copyright infringement is using someone else's work without first getting their permission.

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 a submission violates the copyrights of another, fall on the side of caution and do not submit that work. Cite all sources, even from the Public Domain, whether it's protected by copyright or not. Uncited works are considered plagiarized. This includes works found in the Public Domain even if the copyrights have expired. 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 was cited correctly and Fair Use applies, PTA Reflections judges would view the work unfavorably if it is not original.



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Identify Violations

Before participating in the Reflections program, each student, and his or her parent/guardian, signs the Student Entry Form, accepting and agreeing to the National PTA Reflections Official Rules for participation. If the PTA has reason to believe, or 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, and 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 Production, Photography, and Visual Arts entries may include public places, well-known products, trademarks, or other copyrighted material if that copyrighted material is incidental to the subject matter of the piece and/or 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 if 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.



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Tips for PTA Leaders

- Utilize your Reflections committee to review 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.

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, copyright infringement, and re-submission.

The following recommended procedures apply to entries with copyright infringement, plagiarism, or entries which are re-submissions:

- Consult with your council, region, or state Reflections specialist before talking with the parents or student.
- Talk with appropriate school personnel, such as school counselors, the principal, or teachers about ways to address the seriousness of copying someone else's work or re-submitting artwork.
- Return ineligible pieces to students and explain why they are being returned.
- If ineligibility is confirmed AFTER judging, determine whether awards and prizes should be returned.