

Local PTA Leader's Guide



2017-2018

NATIONAL PTA REFLECTIONS®

WITHIN REACH



Use this guide to help you **spark student creativity** with PTA Reflections.

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#NCPTAReflections
www.ncpta.org/reflections-toolkit

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1. North Carolina Specifics

How to participate

- **Theme Search Contest**

National PTA Reflections sponsors a student-focused Theme Search Contest annually to determine a future program theme. The winner will be selected in January and will receive \$100 and recognition at the National PTA Convention. **Students from PTAs in good standing may submit up to 5 theme entries. All entries must be submitted online at www.ncpta.org/reflections-toolkit. The application period for this contest begins on September 1st and ends October 31, 2017.**

NCPTA will select 5 State entries to represent NCPTA in the national level of the theme search contest. If your theme is selected as one of the five winning entries advancing to National PTA for final judging, NCPTA will contact you to submit additional required paperwork.

For more information on the theme contest, please visit www.ncpta.org/reflections-toolkit.

- **LOCAL UNITS WITH ACTIVE COUNCILS**

Local units belonging to an active council must submit entries directly to their Council. Local units belonging to any of the active councils below, please refer to the Council Contact and Entry Requirements Chart for the specific entry submission guidelines and deadlines for your Council.

If a local unit is in a county where there is an active council, then they have to submit through the council even if the PTA is not a member of the council. The PTA would have to contact the council and see if the council will accept their piece. The only units that are permitted to submit directly to the State Office are those units in counties without a council.

- Items to submit to the council:
- Art Entry
- Paper copy of the completed Student Entry Form for each student entry
- Paper copy of the completed Local Unit Participation Form

- **Active PTA Council are:**

Chapel Hill/Carrboro
Charlotte/Mecklenburg
Cumberland
Durham Public Schools
Johnston
Guilford
Hickory Public Schools
New Hanover
Rowan/Salisbury
Wake
Winston-Salem/Forsyth

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- **PTA COUNCIL CHAIRS: FOR COUNCILS ONLY**
 - **Councils will be responsible for electronically submitting both the Traditional and the Special Artists Division entries into the NCPTA Reflections Database.**
 - **Active Councils may submit:**
 - Up to **30 Traditional entries** (any combination from the 4 grade divisions) from PTAs in good standing electronically into the NCPTA Reflections Database.
 - There is **no limit to the Special Artist entries** a Council may electronically submit into the NCPTA Reflections Database. (**Council determines how many Special Artists submissions each local PTA can submit to the Council.**)
 - **ALL entries MUST be submitted ON or BEFORE the January 9, 2018 deadline.**
 - The Student Entry Form **MUST be** manually entered using the online submission for each entry uploaded into the NCPTA Reflections database for State judging. The Student Entry Form must be completed in its entirety in order for the system to accept the entry.
 - A **Council Participation Form must be** entered into the NCPTA Reflections Database.
- **LOCAL UNITS WITHOUT ACTIVE COUNCILS (COUNTIES NOT LISTED ABOVE)**
 - Entries will be submitted electronically to the NCPTA Reflections database.
 - If you are in a county not listed above, your unit will upload its entries directly into the NCPTA Reflections Database ON OR BEFORE January 9, 2018.
 - Number of Submissions:
 - Elementary:
 - May submit a total of 12 entries in the traditional division, 6 entries from the Primary Division (preschool- grade 2) and 6 entries from the Intermediate Division (Grades 3-5)
 - Special Artist Division-unlimited entries
 - Middle/Junior (Grades 6-8):
 - May submit 6 entries in the traditional division
 - Special Artist Division -unlimited entries
 - Senior (Grades 9-12):
 - May submit 6 entries in the traditional division
 - Special Artist Division -unlimited entries
 - The **Student Entry Form MUST** be manually entered using the online submission for each entry uploaded into the NCPTA Reflections database for State judging. The Student Entry Form must be completed in its entirety in order for the system to accept the entry.
 - A **Local Unit Participation Form must be** entered into the NCPTA Reflections Database

- **Students With Disabilities**

Students who identify as having a disability and may receive services under IDEA or ADA: Section 504 may enter in one of two ways:

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Option 1: enter in the grade division (primary, intermediate, middle or high school) most closely aligned to their functional abilities. 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. These students are recognized and awarded as part of the general student population, without regard to special needs or challenges.

Option 2: The Special Artist Division welcomes all grades and all abilities and offers non-artistic accommodations (e.g. adaptive technology; transcribing; holding a camera) for students to participate fully in PTA Reflections. Student assistants must refrain from being involved in the artistic process (e.g. developing an artist statement, choreography, music lyrics, storyboards, etc. Student recognition and awards are announced as part of the Special Artist Division.

NCPTA will select one Outstanding Interpretation Award and up to five Awards of Merit. The Outstanding Interpretation winner will be forwarded on to National PTA for competition. NCPTA reserves the right to send additional Special Artist entries to the National Level of judging should the opportunity arise. Special Artist winners will receive recognition at the NCPTA Reflections Celebration.

How to enter the Special Artist Division Category:

Students wishing to participate in the Special Artist Division and not the traditional level will also submit to their Local Unit Reflections Program. Entries in the Special Artist Division must be uploaded into the NCPTA Reflections Database. (See below for information on who is responsible for this task.)

Local units WITH an Active Council: will submit Special Artists entries to their Council. Please see the Council Contact and Entry Requirements Chart for the specific entry guidelines for Special Artist. Councils determine the number of Special Artists submissions each PTA may submit.

Local Units WITHOUT an Active Council: There is no limit to the number of Special Artist entries that may be submitted by local PTAs without active councils. All Special Artist entries must be electronically submitted by the local chair along with the traditional submissions directly in to the NCPTA Reflections Database on or before **January 9, 2018**.

Required Naming Convention and file formats

Required File Formats:

Please remember, the acceptable formats for submission are:

- Dance: AVI, FLV, WMV, MOV, MP4, file size must not exceed 200 MB.
- Film: AVI, FLV, WMV, MOV, MP4, file size must not exceed 200 MB
- Music: MP3, MP4. MP4 must be audio only and cannot exceed 200 MB in file size. Scores and lyrics must be PDFs. PDFs cannot exceed 3MB in file size.
- Literature: PDF- Do not take pictures of literature entries. Entries need to be scanned PDF files. File size cannot exceed 3 MB.
- Photography: JPEG, JPG. File size cannot exceed 3 MB.
- Visual Arts: JPEG, JPG. File size cannot exceed 3 MB. 3D entries must submit 3 JPEG or JPG from varying angles.

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All files submitted to the next level of judging by a PTA will need to be in the following formats. Please note: that if you are a local unit WITH an active council-this information may not apply to you. You will need to contact the Reflections Chair for your Council.

This information **WILL** apply to Council Reflections Chairs and Local Unit Chairs that do not have an active council (Units submitting directly to the NCPTA Database).

Required Naming Convention

Required Abbreviations for Categories:

Dance-Dance
Film-Film
Literature-Lit

Music- Music
Photography-Photo
Visual Arts- VA

Required abbreviations for Divisions:

Primary- Pri
Intermediate- Int
Middle- Mid
High- High
Special Artist- SA

This applies to Dance, Film, Literature, Music, Photography, and 2D Visual Arts Submissions:

Single Entry:

Category-Division-Last-First
Ex: Dance-Pri-Smith-Sally

Multiple Entries for the same student (submission of more than one entry in a category)

Category-Division-Last2-First
Category-Division-Last3-First

Ex: Dance-Pri-Smith2-Sally
Dance-Pri-Smith3-Sally

How to name music scores:

Music-Division-last-first.PDF

3D Visual Arts Submissions: all 3D Visual Arts entries are required to submit 3 photos of varying angles

Single Submissions:

VA-Division-Last-First-1
VA-Division-Last-First-2
VA-Division-Last-First-3

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Ex: VA-Int-Jones-Tom-1
VA-Int-Jones-Tom-2
VA-Int-Jones-Tom-3

Multiple Entries for the same student

VA-Divion-Last2-First-1
VA-Divion-Last2-First-2
VA-Divion-Last2-First-3

Ex: VA-Int-Jones2-Tom-1
VA-Int-Jones2-Tom-2
VA-Int-Jones2-Tom-3

2. Getting Started

- **Gather program materials, deadlines and instructions from the NCPTA website, www.ncpta.org/reflections-toolkit.** 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.

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3. Promote Your Program

- **Download materials for students:** Visit the NCPTA website, www.ncpta.org/reflections-toolkit to download and distribute student materials including **official guidelines** and **entry form**. Please review the official rules and ensure your PTA/PTSA is in “good standing”, <https://www.ncpta.org/awards/goodstanding/gs.aspx> with NCPTA. It is the responsibility of the local PTA/PTSA to determine each student’s eligibility in the PTA Reflections program.
- **Available Arts Categories and Divisions:** All student entrants must follow the NCPTA specifics rules and the 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.

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4. 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.

- **Qualifying Submissions:** Submissions will be reviewed by arts category and division. Save time by collecting submissions by classroom. Ask your committee to scan and flag incomplete entry forms and works that do not follow program guidelines and submission requirements.
- **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.
- **Review Criteria:** The program theme and review criteria are what make Reflections stand out among other arts contests. It's important for reviewers to notice that "interpretation of the theme" is weighed more heavily than the other considerations. Have judges record their points for each student work on the 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.

Reminder: Local Units belonging to an active council must submit directly to their council, for more information please refer to the Council Deadline and Submissions chart at www.ncpta.org/reflections-toolkit . Local units without active councils must upload their entries into the NCPTA Reflections Database on or before January 9, 2018.

All PTA Reflections program entries should be judged on artistic merit, creativity, mastery of the medium and interpretation of the theme. Mastery of the medium refers to the level of skill the student demonstrates in the basic principles and techniques of the arts area. However, 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.

Under NO condition may parents, students, or chairs contact the judge to dispute the status of an entry. All decisions of judges are FINAL.

NCPTA reserves the right not to forward any entry on to any level of judging that the judges do not feel meet the standards of a national competition.

Please note: There may not be a winner in every category and/or division.

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Instances occur when not every category has more than one entry at every grade level. Judging is based on quality of work. Therefore, an entry may not place at the State Level even if it is the only submission in the category.

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.

5. Celebrate Your Student Participants

To help you plan, visit [PTA.org/ReflectionsToolkit](https://www.pta.org/ReflectionsToolkit) 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.

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- 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:** Provide your students with an opportunity to share their work across the state and nation. PTA Reflections is a multi-layered program offering local, district/council/region, state and national levels of recognition. PTAs are encouraged to advance their finalists to the next available round. For more details and instructions, please contact the program leader of the next available level.

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.

State-Level Recognition

North Carolina PTA State-level award recipients are typically announced in March. Results are posted on the NCPTA website (www.ncpta.org) and announced through the NCPTA E-News.

First, second, and third place State winners and up to six winners in the Special Artist category, and theme search contest winners are individually notified and invited to be recognized at the NCPTA Reflections Celebration usually held in April. If a State winner is unable attend the Reflections Celebration, his/her award will be sent directly to the student the week following the Reflections Celebration.

National –Level Recognition

National-level award recipients are announced annually on **May 1**. Visit PTA.org/Reflections for announcements related to national awards and events. National PTA award categories include the following:

- **Outstanding Interpretation Awards:** Seven Outstanding Interpretation Awards are given—one to the submission in each arts category, including the Special Artist Division, that best interprets the theme.
- **Awards of Excellence:** These are given to the top three scores for each arts category in each division and one special artist of each arts area.
- **Awards of Merit:** These are given to the next five highest scores for each arts category in each division.

National award recipients will be notified via email by National PTA in May. National awards and certificates are mailed after the National PTA Convention, by the end of July. Any awards or certificates returned to the National PTA office due to insufficient or incorrect addresses will be mailed to the appropriate state office. For more details on national awards and events, visit PTA.org/Reflections.

6. 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

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[PTA.org/ReflectionsToolkit](https://pta.org/reflectionstoolkit) 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.

NCPTA Policies: NCPTA does not collect the original artwork since entries are uploaded into our Reflections Database.

Please note: The original Visual Arts and Photography artwork of winners at the National level of competition must be sent directly to National PTA by either the Council Chair or Local Unit Chair if the student is from a county that does not have an active council.

Local unit and/or council Reflections Chairs should keep first place State winners in the Visual Arts and Photography categories until National PTA winners are announced.

- **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. Visit [PTA.org/ReflectionsToolkit](https://pta.org/reflectionstoolkit) for a sample program evaluation.
- 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.

Appendix

- Volunteer sign-up sheet
- Program flier
- Themed poster
- Reviewer instructions, rubric and score card
- Reflections celebration planning guide
- Student Certificate