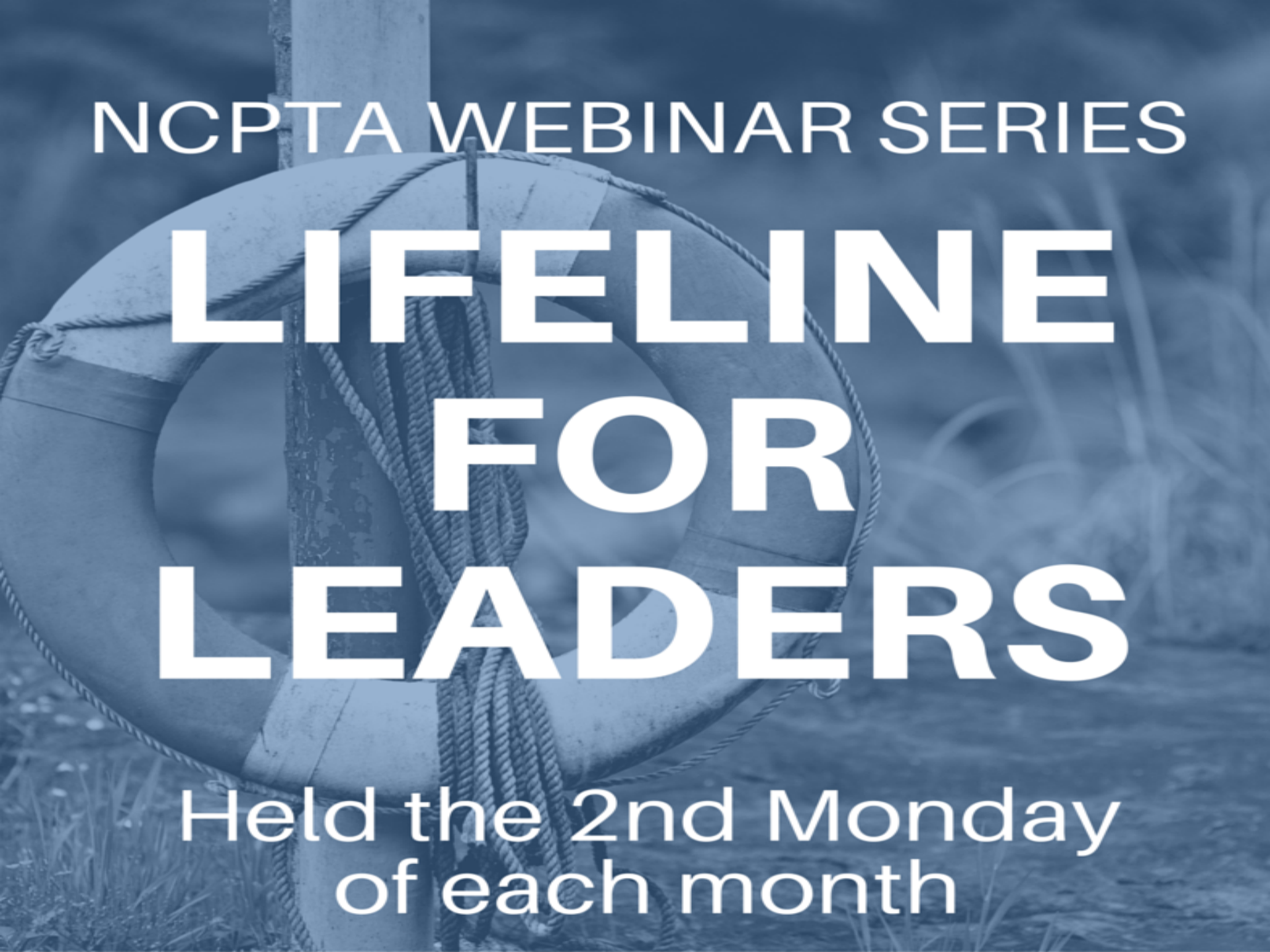

NCPTA WEBINAR SERIES
LIFELINE FOR LEADERS
Held the 2nd Monday of each month

All Things Reflections

Monday, September 12, 2016

7:30 p.m.

North Carolina PTA®

Reflections is a nationally acclaimed student recognition program to encourage artistic creativity in the classroom and at home. Students of all grades and abilities may participate and explore the arts based on the 2016-2017 theme: *What Is Your Story?*

Art Categories

Students may choose one or all of the available arts categories:

Dance

Film Production

Literature

Music Composition

Photography

Visual Arts

Students may submit multiple entries in one or all categories AND must submit a student entry form for each entry.

Work must be that of the student and can receive no out side help.

Being a Reflections Chair

- Download and review the Local Leaders Reflections Guide
- Promote the Program
- Stay up to date with program information, rules and deadlines
- Establish timelines
- Be sure to use only forms and rules that are provided on the NCPTA website
- Prepare and manage judging of entries
- Prepare and submit the entries that will move on to the next level of judging
- Celebrate ALL students that participated in the program

Things to keep in mind

- In order to participate, your PTA MUST be in good standing with the NCPTA
- Be familiar with the rules-READ the handbook, rules and guidelines and information provided on the NCPTA website
- Have a budget in mind-what will it cost for your PTA to host the Reflections program? (supplies/judges gifts/awards or certificates/ the celebration)

Reflections Theme Search Competition

Choose a Theme for the 2018-2019 Reflections Program!

- **Participation is optional.**
- National PTA Reflections sponsors a student-focused Theme Search Contest annually to determine a future program theme. NCPTA welcomes all students from PTAs in good standing to participate!
- NCPTA will select 5 winning themes in November to represent North Carolina in the National contest for the 2018-19 Reflections Theme!
- **Submission is ONLINE. No paper copies will be submitted to the state office.**
- **The application period for this contest begins on October 1 and ends October 31, 2016. All theme submissions must be entered online by October 31st.**
- Students from PTAs in good standing **may submit up to 5 entries**.
- **Visit www.ncpta.org/reflectionstoolkit to additional information and to submit your entries.**

Why Should I Use the Materials on the NCPTA Website vs National PTA Website?

- NCPTA has specific Reflections rules that apply only to the PTAs in North Carolina. If students or chairs take information and/or materials from the National website and/or another site, these rules may be missed resulting in disqualification(s).
- Also, the National PTA has rules that do not/may not apply to PTAs in North Carolina and could result in additional work and or disqualifications.

How to Promote the Reflections Program

- PTA website and/or school site
  - Be sure that you link to the materials that are posted on the NCPTA website
- Get teachers and staff involved
- Morning announcements
- Use the promotional flyers and posters found on the NCPTA website
- Share at your PTA meetings and/or events
- School/PTA newsletter
- Email (the database will send emails to your members)
- Social Media: Facebook, twitter, etc.
- You get the idea… Any way you communicate with your members!

Establishing Timelines

- As chair, you are responsible for setting the deadline for your Reflections program. This is the absolute last date students can submit work to be judged.
- Here are a few things to keep in mind:
  - Set the dates early enough to allow for judging at the local level!
  - Set your dates such that students have ample notice.
  - Don't forget to allow time for collection of the artwork and ensuring entries are eligible (students' followed program rules)
  - Set your dates so that judges have plenty of time and are not rushed.
  - Allow enough time for you to prep winning entries that are moving on to the next level of judging.
    - Expect to need at least two weeks to facilitate the judging process and another two weeks to prepare winners' artwork so that winners may advance to the next round. Therefore, it is recommended to set your Local PTA deadline approximately one month before submissions are due to the next round.

Forms, Rules, and Guidelines

Go to www.ncpta.org/reflectionstoolkit

- Please remember, the acceptable formats for submission are:
  - Dance: MOV, MPG, MPEG, MP4 file size must not exceed 200 MB.
  - Film: MOV, MPG, MPEG, 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.

Naming Convention-Required

- Required by both National and NCPTA
- Aids chairs in easy submissions to next level of judging
- Prevents wrong files from being uploaded/ submitted

Naming Conventions

Abbreviations for Categories:

- Dance-Dance
- Film-Film
- Literature-Lit
- Music- Music
- Photography-Photo
- Visual Arts- VA

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
Example: Dance-Pri-Smith-Sally

For the complete list go to www.ncpta.org/reflectionstoolkit.

Special Artist

- Students with disabilities may participate in the National PTA Reflections program in one of two ways.
  - Enter in one of the traditional four grade divisions (primary, intermediate, middle or high school) that is most closely aligned to their cognitive or functional abilities.
  - Enter in the Special Artist division.

- Students wishing to participate in the Special Artist Division and not the traditional level will 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 have 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 10, 2017**.

PTAs **WITH** 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
  - Guilford
  - Hickory Public Schools
  - New Hanover
  - Rowan/Salisbury
  - Wake
  - Winston-Salem/Forsyth

North Carolina PTA®

Council Deadline and Submission Chart

Please check your county council's information for the number of allowable entries, deadline, mailing address, and any additional requirements for sending entries to the next level of judging.

View the main Reflections page.

Traditional: Each school may submit up to 10 total entries regardless of category. Special Artist: unlimited

COUNCIL	REFLECTION CHAIR/ CONTACT PERSON	DEADLINE/ DATE/ PLACE/ TIME	NUMBER OF ENTRIES EACH PTA CAN SUBMIT
Chapel Hill/ Carrboro Council	**Sarah Silberstein** silbersteinsarah@yahoo.com 919-240-7229	**Dec. 14, 2016** All entries must be uploaded by midnight, December 14, 2016 to the link provided to the PTA Reflections Chairs. You must use the required naming convention provided in the rules on the NCPTA website.	Traditional: Each school may submit up to 10 total entries regardless of category . Special Artist: unlimited
Charlotte/ Mecklenburg Council	**Kristen Anderson** (704) 604-4617 meckptareflections@gmail.com	**Wednesday, Nov. 30, 2016** 10:30am-12:00pm South County Regional Public Library	Traditional: 15 total entries per age

PTAs **WITHOUT** Councils

- Entries will be submitted electronically to the NCPTA Reflections database.
- If you are in a county **not listed** as having an active Council, your unit will upload its entries directly into the NCPTA Reflections Database ON OR BEFORE **January 10, 2017**.
- 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
- Items to upload in the NCPTA Database
  - Art entry
  - Student Entry Form - Form MUST be manually entered (NOT SCANNED) completed in its entirety.
  - Local Unit Participation Form

Tips when checking entries eligibility:

- Each entry must be the original work of **one** student only.
- A student may develop an entry inside or outside of the school.
- A student may submit entries in more than one arts 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 an artist statement, which communicates the artist's inspiration for the work and how it relates to the theme. The statement must describe the content and include at least one sentence, but not exceed 100 words.**
- An adult may not alter the creative integrity of a student's work.
- Only one student may be recognized for each entry; collaboration with other students is not allowed. Other individuals may appear in or perform a student's work, but the work itself—the dance choreography, film production (i.e., screenplay, camera work and directing) or musical composition (i.e., written score and any lyrics)—must be the creative product of one student alone.
- The artwork must be inspired by the current year's theme and created expressly for the program. Artwork produced before the dissemination of the theme or used for another competition or program may not be submitted.
- Use of copyrighted material is prohibited in the literature, music composition, photography and visual arts categories.
  - 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**.

Judging Process

- The judging process has two goals:
  - To determine which student entries will advance to the next round of judging for the State Reflections program.
  - To award other prizes and recognition as determined by your local Reflections Committee.
- To facilitate the judging process, judges must receive the title and artist statement for each entry and the rules specific to their arts category.
- Distribute **judges' guidelines and score cards,** which are available at www.ncpta.org/reflections-toolkit.

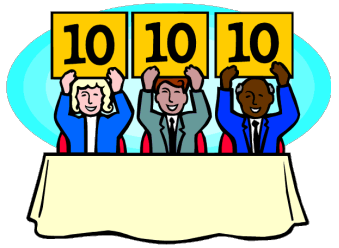
Judging Process

- Entries should be judged on **artistic merit, creativity, mastery of the medium and interpretation of the theme**.
- **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.

The Importance of the Artist Statement?

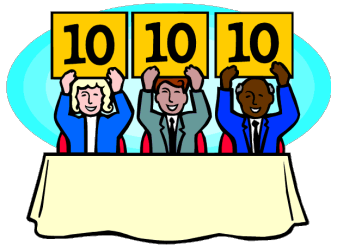
- Artist statement, communicates the artist's inspiration for the work and how it relates to the theme. The statement must describe the content and include at least one sentence, but not exceed 100 words.
- A well written artist statement can be the difference between a "great" submission and a "winning" submission.

Judges



- Who:
  - All judges should have a working knowledge of their assigned arts area. Sources of judges might include:
    - **Members** who work as professionals in the arts or in arts education.
    - **School and community teachers**
    - **Working professionals in organizations or companies** such as museum directors, curators, symphony and choral directors, musicians, librarians, editors of newspapers, photographers and local television personalities.

Judging



- How…
  - **It is important to conduct *blind judging*—**where judges **do not see** the artists' names— 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 online file sharing site for judges to review. Provide judges with a list of artwork titles and artist statements.
    - **Photography and Visual Arts:** 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.

Judging Reminders

- Judges identities should be kept confidential.
- Under **NO** condition may parents, students, or chairs contact the judge to dispute the status of an entry. All decisions of judges are FINAL.

Time to Celebrate

- Now it's time for you to be creative too! Follow your PTA and school traditions or add new ways to celebrate student participation in the arts.
- Check out the ideas in the Reflections Handbook and/or Reflections Celebration Guide on how to recognize your students that participated.
- The more recognition they get -the more likely they will participate again next year! It's also likely that other students will notice and participate too!

How should you celebrate?

- There are many ways local PTAs celebrate Reflections participants and winners. Examples include:
  - Presentations at PTA and school board meetings
  - School awards nights, banquets or luncheons
  - Announcements in the school newsletter or on the website
  - Exhibits at community arts galleries or other public spaces (e.g., shopping malls, community centers, coffee shops)
  - Features in local newspapers or television broadcasts
  - Sharing photos, links, quotes or anecdotes about the Reflections program or related events through social media channels such as Twitter or Facebook
  - Invite the media to your celebration! Customize the template media advisory and press release with your own local details and PTA logo. Email it to the media in your hometown and follow-up with a phone call to encourage their presence or post-event

Awards

- Certificates
- Ribbons
- Trophies
- Pins
- Plaques
- School Merchandise
- Art supplies
- Possibilities are endless…just be sure whatever the award, that it is within the program budget.

HERE WE GROW

2016 NCPTA Leadership Training

North Carolina PTA

Fayetteville Aug. 13 | Goldsboro Aug. 20 | Brunswick Co. Sep. 10 | Elizabeth City Sep. 24 | Waynesville Oct. 8 | Winston-Salem Oct. 22

Membership

Here We Grow! Our 2016-2017 membership campaign and practical tips and advice to grow your membership and increase engagement.

Leadership

How to lead and manage today's PTA, including financials!

Advocacy

Grow where you're planted: a scan of advocacy at the local, state, and national level and what that means for your PTA now.

Registration fee of $10 includes lunch and materials.

Wrap Up

- Questions?
- Should you have any additional questions or need assistance in your Reflections program, please contact the State PTA Office, office@ncpta.org.

Thank you!