



PTA REFLECTIONS

Leader's Guide

EXPLORE THE ARTS
AND EXPRESS
YOURSELF!

I WILL
CHANGE
THE WORLD
BY...

DANCE
CHOREOGRAPHY

FILM
PRODUCTION

LITERATURE

MUSIC
COMPOSITION

PHOTOGRAPHY

VISUAL ARTS

2021-2022
CALL FOR ENTRIES!

Learn more and get involved!
[PTA.org/Reflections](https://pta.org/reflections)

2021-2022

LOCAL LEADER'S GUIDE

Host PTA Reflections at your school in 5 steps:

1. Getting Started
2. Promote Your Program
3. Coordinate the Review of Student Submissions
4. Celebrate Your Student Participants
5. Wrap Up and Report Program Success

Tools included:

- Leader's Checklist
- Volunteer Sign-Up Sheet
- Judge Packet
- Program Evaluation
- Event Planning Guide

Find more helpful ideas and printable tools at [PTA.org/Reflections](https://pta.org/reflections)



Leader's Guide

1. Getting Started

Register Your Program at [PTA.org/Reflections](https://www.pta.org/Reflections) and let us know you are participating in the 2021-2022 Reflections program year *I Will Change the World By...*

The Reflections program is largely managed on the state-level. Coordinate with your State PTA to **gather program materials, deadlines and instructions from your [state PTA](#)**.

Understand available arts categories and divisions. All student entrants must follow official guidelines and arts category submission requirements, including a signed entry form (*Please note: National PTA will accept typed signatures*). Review the special artist division rules to learn more about opportunities for students with disabilities.

- **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.

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: 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 needed.

Visit [PTA.org/Reflections/StartYourProgram](https://www.pta.org/Reflections/StartYourProgram) and review the Reflections Leader webinar. You'll become a Reflections expert in no time.



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2. Promote Your Program

Download materials for students: Visit your state PTA website 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.

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.

- **Sample 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, "*I Will Change the World By...*," 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 virtual art gallery and learn more about prizes and scholarships at [PTA.org/Reflections/Awards](https://pta.org/Reflections/Awards).

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.
- **National Arts in Education Week (Sept. 12 –18, 2021)** is the perfect time to announce the program's theme: **I Will Change the World By...** and promote your program with kick-off activities (e.g., Arts Learning events, giveaways). Share your program kick-off activities using **#PTAReflections** and **#ArtsEdWeek** on social media.
- During **National Arts and Humanities Month (October)** offer time, space and materials for students to participate in the arts. Share your support of family arts events, student clubs and visiting artists using **#PTAReflections** and **#ShowYourArt**.



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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.

Qualifying Submissions: Submissions are reviewed by arts category and division. Save time by collecting submissions by classroom. Ask your committee to scan and flag incomplete entry forms and submissions that do not follow program guidelines and submission requirements.

Reviewing Submissions: Give each of your volunteer judges 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. 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, rather than their technical skill or creative process.

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: 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: 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 or cloud based file sharing platforms).
- **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.



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4. Celebrate Your Student Participants

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 and social media
- 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: 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 your [state PTA](#) or 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 celebration events to meet families and learn more about PTA's support for a complete education that includes the arts.

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



Leader's Guide

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 **Thank you letter** at [PTA.org/Reflections/StartYourProgram](https://pta.org/Reflections/StartYourProgram) 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 policies.

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 and National PTA. Your feedback is important to us and we look forward to improving Reflections for future students.

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.



Leader's Guide

Leader's Checklist

Step 1. Getting Started

- Enroll in the national program at [PTA.org/Reflections](https://www.pta.org/reflections).
- Visit your [state's Reflections website](#) to confirm student eligibility and gather important deadlines and materials.
- Determine which arts categories and grade divisions your PTA will offer. New program leaders may consider getting started with one or more arts category and division.
- Plan and budget for your awards, prizes and recognition activities.
- Recruit a committee to help you promote participation, coordinate judging and host events.
- Recruit experienced artists to review student works.
- Share your program plans with your PTA and school leaders.

Step 2. Promote Your Program

- Distribute program rules and entry forms to students and teachers.
- Promote your submission deadline and instructions on how to enter. Don't forget to include any available awards, scholarships and prizes!
- Use **#PTAReflections** to share how your school participates in Reflections during National Arts & Humanities Month this **October**.

Step 3. Review Submissions

- Collect and organize submissions by category and division.
- Qualify entries according to each arts category rules.
- Share judging materials and submissions with your volunteer judges.
- Collect scores from judges and rank submissions.
- Gather awards and prizes and prepare works for exhibition.

Step 4. Celebrate Participants

- Announce awardees to the whole school community.
- Host a Reflections Celebration Event to showcase student work and distribute certificates/awards.
- Offer state and national opportunities for student recognition by sending your finalists to the next judging round.

Step 5. Wrap Up

- Return non-advancing submissions to students.
- Recognize volunteers, community partners, and judges.
- Evaluate your program to consider future improvements.



Leader's Guide

Volunteer Sign-Up

Publicist

To promote Reflections to school leaders and teachers, post fliers in school and around the community, share celebration event invitations with participating families, share announcements with local media outlets.

NAME _____ EMAIL _____ PHONE _____

NAME _____ EMAIL _____ PHONE _____

Judging Coordinator

To recruit volunteer judges, organize artwork for judging, support judges and calculate their scores.

NAME _____ EMAIL _____ PHONE _____

NAME _____ EMAIL _____ PHONE _____

Computer Wiz

To organize student entry information for award announcements, printed programs, certificates/awards and provide a list of students advancing to the next round of judging.

NAME _____ EMAIL _____ PHONE _____

NAME _____ EMAIL _____ PHONE _____

Celebration Coordinator

To exhibit artwork, prepare student awards and lead on site event activities (program, refreshments, decorations, etc.)

NAME _____ EMAIL _____ PHONE _____

NAME _____ EMAIL _____ PHONE _____



Leader's Guide

Judge Packet

Welcome Reflections Judge!

Thank you for supporting the artistic and cultural exploration of our students by serving as a volunteer reviewer for the PTA Reflections program! Your artistic expertise and enthusiasm contributes to the vibrancy and creativity of our school community. Before you begin, please familiarize yourself with the following criteria, theme and scoring materials.

Criteria: All PTA Reflections program entries are judged on three criteria:

1. **Interpretation of Theme (40 pts.)**
2. **Creativity (30 pts.)**
3. **Technique (30 pts.)**

Notice how heavily “Interpretation of Theme” is weighted? This is what makes the National PTA Reflections Arts Program unique. A well-developed concept is more important than technique. **If two entries are tied, the entry with the higher score for interpretation of theme receives more recognition.** Use the provided rubric to keep your scores consistent.

Theme: Entries should be judged primarily on how well the student uses his or her artistic vision to portray the **2021-22 theme: “I Will Change the World By...”**

Materials: The following entry information will be provided to you during your review.

- **Title of Artwork** and student’s **Artist Statement:** These may provide insight on the student’s artistic style/genre and the materials the student used. Look for personal meaning and reflection on the theme to help you decide the student’s *Interpretation of Theme* score.
- **Grade Division:** The student’s division may provide insight on student’s range of technical skill, ability and competencies displayed in their submission.
- **Additional Artwork Details:** If noted, artwork details will offer information related to cited material, submission size/length, etc.

Please record points for each entry on the provided score card. To flag questionable entries, contact your PTA Reflections Chair. After scoring your assigned entries, please turn in your scores to the PTA Reflections Chair.



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Judge Packet

Score Card

Criteria / Level	Beginning	Developing	Proficient	Accomplished	Advanced
Interpretation	1-8 pts.	9-16 pts.	17-24 pts.	25-32 pts.	33-40 pts.
How closely the piece relates to the theme, based on the Work itself and the artist statement.	The interpretation lacks clarity and does not communicate the student's concept.	The interpretation lacks clarity and does not fully communicate the student's concept based on the theme.	The interpretation communicates the student's concept based on the theme.	The interpretation clearly communicates the student's concept based on the theme but lacks meaning, purpose, and integrity.	The interpretation clearly communicates the student's whole concept based on the theme with meaning, purpose and integrity.
Creativity	1-6 pts.	7-12 pts.	13-18 pts.	19-24 pts.	25-30 pts.
How creative and original the piece is in its conception of the theme and its presentation.	Work is somewhat original and reflects the theme using very conventional ways.	Work is somewhat original and reflects the theme using conventional ways.	Work is original and reflects the theme using conventional ways.	Work is primarily original and reflects the theme using imaginative ways.	Work is highly original and reflects the theme using unconventional, interesting, imaginative and new ways.
Technique	1-6 pts.	7-12 pts.	13-18 pts.	19-24 pts.	25-30 pts.
The level of skill demonstrated in the basic principles/ techniques of the arts area.	Work demonstrates very limited skill of the arts area.	Work demonstrates limited skill of the arts area.	Work demonstrates capable skill of the arts area.	Work demonstrates expertise of skill of the arts area.	Work demonstrates mastery of skill and knowledge of the arts area.



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Judge Packet

Score Card

Entry	Interpretation (40 pts)	Creativity (30 pts)	Technique (30 pts)	Total Score	Notes
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					



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Program Evaluation

As a part of your program wrap-up, be sure to include program evaluation. Begin with a survey to your school community (e.g., parents, students, teachers) about their experience with the Reflections program. Using the survey responses you gathered and the following to start a conversation with your Reflections Committee and/or school leaders.

School Community Survey:

1. First and Last Name
2. Please check which best describes you:
 - a. Student
 - b. Parent/Guardian
 - c. Teacher
 - d. Other:
3. How did you hear about the Reflections program?
 - a. Note/information from teacher
 - b. PTA newsletters
 - c. School social media
 - d. PTA social media
 - e. Posters
 - f. Other:
4. Overall, how satisfied are you with our PTA/school's Reflections program?
5. Overall, do you feel like you understood how to participate and/or be involved in the Reflections program?
6. Do you have any suggestions/comments that will help us make our PTA/school's Reflections program better?

General Feedback Discussion Questions:

1. What worked?
2. What didn't?
3. Would you revise program promotion in the future? If yes, why?
4. Would you revise your program timeline? If yes, why?
5. Would you revise judge training and/or the review process? If yes, why?

Feedback Discussion Topics:

1. How can we better track and archive important information (contact lists/tips/student participation, etc) from year to year?
2. What community partners (e.g., Donors/Judges/student council/news stations, etc.) did we work with this year? What other partners can we consider next year?



Leader's Guide

Events Planning Guide

What is a PTA Reflections Celebration?

The PTA Reflections Celebration is a powerful tool for encouraging students to explore and be involved in the arts. Together, school leaders and families **offer positive reinforcement for participation in the National PTA Reflections program.**

Parents and community leaders are welcomed into the school to discover the rich culture and artistic skills presented by student artists. An art exhibit with live student performances and an awards ceremony will showcase the importance of arts education in your school.

During the PTA Reflections Celebration, families will:

- Recognize their child's participation and achievement in the arts.
- Discover new opportunities to stay involved in their child's learning through the arts.
- Understand how arts programs provide necessary educational benefits and share their positive experiences with school and community leaders.

Why Is Student Recognition Important?

Celebrating student learning provides an opportunity for schools and families to connect with each other and to their community.

When PTAs and schools celebrate the arts together, all families feel welcomed into the school and are encouraged to take an active role in their child's learning. Research shows positive recognition and engaged families attribute to higher rates of student success.

Celebration events also serve as a platform for communicating the importance of arts education in your school. Ensure school leaders, policy makers and community leaders recognize the value of learning through the arts.



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Events Planning Guide

Steps for Planning Your PTA Reflections Celebration

1. **Build your team** to discuss the objectives for this event, as well as plan event logistics (e.g., space, time, date, promotion).
2. **Decorate the school with student artwork.** Prior to the event, recruit parent and student volunteers to assist teachers with displays of student art in the classrooms and hallways. Place your Reflections exhibit in a prominent location in the school such as the lobby, cafeteria, library or hallway.
3. **Plan your awards ceremony.** Secure a location in the school that is large enough for all attendees, as well as performances (e.g., gym, auditorium, multi-purpose room, library or cafeteria). Then identify student artists to exhibit their art or perform during the awards ceremony. Consider including welcoming or closing remarks from your PTA President, PTA Reflections Chair and/or school principal. You could also invite special guests to deliver remarks. Create a program listing the names of student performers and featured presenters. Also include names of students whose artwork is exhibited.
4. **Gather event supplies** for your awards ceremony and art exhibit. Consider certificates, medallions and prizes to present during your awards ceremony. Visit ShopPTA.com and click on "Reflections" to see options. Other supplies may be small gifts to recognize guest speakers, as well as table cloths, signage for reserved seats, decorations, audio visual needs and a microphone. Art exhibit materials may include name cards, a welcome sign and refreshments.
5. **Promote your event.** All families are welcome to celebrate the arts together. Send personalized invitations to school leaders, community arts advocates and policymakers. Use all of your PTA and school communications tools. Feature your award-winning entries in these communications. Invite local media to attend and generate visibility for your school and PTA
6. **Host your PTA Reflections Celebration.** Revise the schedule below to best fit your school community. This is one example for a 2-hour event with 30 minutes of celebration in the beginning as families congregate, 60 minutes of awards ceremony featuring student performances and guest speakers, and 30 minutes of celebration at the end.



Leader's Guide

Events Planning Guide

Sample Timeline

1. Set-up

- Decorate reception room and prepare refreshments, exhibits and awards ceremony space.
- Prepare the welcome table to include programs, marked school maps of exhibit space, as well as PTA membership information.
- Hang directional signage where appropriate (including parking areas).

2. Families Arrive: Welcome families with a program, encourage them to visit the exhibit and take a membership card if new to PTA.

3. Opening Reception (30 minutes): Families visit the PTA Reflections Exhibit and enjoy live student performances.

4. Awards Ceremony (60 minutes):

- Welcoming remarks by school principal and/or PTA President.
- Keynote speaker such as arts teacher, community arts professional or public official.
- Presentation of awards.
- Closing remarks by PTA Reflections Chair, PTA President or student leader.

5. Closing Reception (30 minutes): Families visit the PTA Reflections Exhibit and enjoy live student performances.

After your celebration concludes, thank those who helped make it a success. Be sure to include all of the following groups in your recognition plan: student leaders, volunteers, school personnel and community partners.



Entry Form

To be completed by PTA before distribution.

Local PTA _____ Local PTA ID _____

Local Program Chair _____ Email _____ Phone _____

Council PTA _____ District PTA _____ Region PTA _____ State PTA _____

Member Dues Paid Date _____ Insurance Paid Date _____ Bylaws Approval Date _____

Student Name _____ Grade _____ Age _____ Classroom _____

Parent/Guardian Name _____ Email _____ Phone _____

Mailing Address _____ City _____ State _____ Zip _____

Ownership in any submission shall remain the property of the entrant, but entry into this program constitutes entrant's irrevocable permission and consent that PTA may display, copy, reproduce, enhance, print, sublicense, publish, distribute and create derivative works for PTA purposes. PTA is not responsible for lost or damaged entries. Submission of entry into the PTA Reflections program constitutes acceptance of all rules and conditions. I agree to the above statement and the National PTA Reflections Official Rules.

Student Signature _____ Parent/Guardian Signature _____

Grade Division (Check One)

- Primary (Pre-K-Grade 2)
Intermediate (Grades 3-5)
Middle School (Grades 6-8)
High School (Grades 9-12)
Special Artist (All Grades)

Arts Category (Check One)

- Dance Choreography
Film Production
Literature
Music Composition
Photography
Visual Arts

Title of Work _____ Details _____

If background music is used in dance/film, citation is required. Include word count for literature. List musician(s) or instrumentation for music. List dimensions for photography/visual arts.

Artist Statement (In 10 to 100 words, describe your work and how it relates to the theme)



Entry Form

How to Enter

Use the arts to share your personal Reflections on this year's theme: _____

Submissions are due to _____ by _____.

Experienced artists will review your work for interpretation of theme, creativity and technique. We look forward to celebrating your artistry and achievement in the arts! Save the date for this year's Reflections Celebration _____.

Dance Choreography

Solo and ensemble works of all dance styles are accepted. Entrant must be the choreographer and may also be the performer, or one of the performers. If background music is used, cite it on the entry form. **Video file must not exceed 5 minutes** in length and 1,000 MB (1,000 megabyte) in file size and be in MP4 or AVI format.

Film Production

Accepted short film styles include: Animation, narrative, documentary, experimental or media presentation. Use of PowerPoint is prohibited. Entrant must be the screenwriter, cinematographer, editor and producer. If background music is used, cite it on the entry form. **Video file must not exceed 5 minutes** in length and 1,000 MB (1,000 megabyte) in file size and be in MP4 or AVI format.

Literature

Accepted forms of fiction and nonfiction include: Prose, poetry, reflective essay, screen play and play script, narrative, and short story. Entrants may write in their primary language as long as an interpretive English translation is also attached. Use of copyrighted material is prohibited. **Writing must not exceed 2,000 words** and may be handwritten or typed. Accepted formats: Single-sided print on 8 ½x11" paper, PDF file.

Music Composition

All music styles and combinations of instrumentation are accepted. Entrant must be the composer and may also be the performer, or one of the performers. Use of copyrighted material is prohibited. **Audio recording must not exceed 5 minutes** in length and 1,000 MB (1,000 megabyte) in file size. Accepted audio file formats include: MP3 and WAV. Notation (score/tabature) in PDF format is only required for middle and high school divisions.

Photography

Photo must be a single print/digital image. Collages and collections of photos are not accepted. Entrant must be the photographer and may use a variety of digital editing techniques including but not limited to, multiple exposure, negative sandwich and photogram. Use of copyrighted material is prohibited. **Print image dimensions must be no smaller than 3x5 inches and no larger than 8x10 inches.** Accepted print formats: Mounted on mat or poster board no larger than 11x14 inches. Framed prints are not accepted. **Digital image dimensions must be at least 640x960 (pixels) and 300 dpi (resolution).** Accepted file formats: JPEG, JPG, and PNG.

Visual Arts

Works of both fine and design arts are accepted, including but not limited to: architectural drawing and models, ceramics, collage, computer generated images and graphics, crafts, drawing, fashion clothes and jewelry, fiber work, mixed media, painting, printmaking and sculpture. Use of copyrighted material is prohibited. **2D artworks must be mounted on sturdy material and no larger than 24x30 inches with matting.** Framed entries are not accepted. Include one digital image of artwork with your submission. **3D artwork submissions must contain 3 digital images of artwork at different angles.** Image(s) are used for artwork identification, judging and exhibition purposes. Accepted file formats: JPEG, JPG, and PNG.

Special Artist

Students who identify as having a disability and may receive services under IDEA or ADA: Section 504 may enter in the Special Artist Division **OR** grade division most closely aligned to their functional abilities. **See Official Rules for details.**



Entry Form

Official Rules

By submitting an artwork to the “National PTA Reflections Program,” entrants accept and agree to be bound by the official rules for participation as well as the entry requirements for their specific arts category and division. Additional state program requirements may apply. Any violation of these rules may, at PTA’s discretion, result in disqualification. All decisions of the reviewers regarding this program are final and binding in all respects. (The “PTA” referred to in these rules include all PTAs reviewing the submission).

- 1. ELIGIBILITY.** Students must participate through a local PTA/PTSA. Each student’s eligibility is determined by the state and local PTA/PTSA. A student may develop an entry inside or outside of school.
- 2. ARTS CATEGORIES.** There are six arts categories—dance choreography, film production, literature, music composition, photography and visual arts. Students may enter the National PTA Reflections Program in one or more arts categories. See each arts category rules for additional entry requirements.
- 3. GRADE DIVISIONS.** Students may enter in the appropriate division for their grade (Primary: Preschool-Grade 2; Intermediate: Grades 3-5; Middle School: Grades 6-8; High School: Grades 9-12; Special Artist: All grades welcome).
The Special Artist Division welcomes students from all grades and abilities and offers non-artistic accommodations (e.g. adaptive technology; transcribing; holding a camera) for students to participate fully in PTA Reflections. 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.
- 4. HOW TO ENTER.** Entrants must submit their artwork and student entry form to their local PTA/PTSA program according to local and state PTA procedures. Entrants must follow requirements and instructions specific to each arts category and division. Contact local PTA programs for deadlines and additional information.
- 5. ENTRY REQUIREMENTS.** (All participants must also follow arts category and if applicable, Special Artist Division rules)
 - Only new pieces of artwork inspired by the current year’s theme may be submitted.
 - Each entry must be the original work of one student only. An adult may not alter the creative integrity of a student’s work. Because the program is designed to encourage and recognize each student’s individual creativity, help from an adult or collaboration with other students is not allowed except in the Special Artist Division. Other individuals may appear in or perform a student’s work, but the work itself must be the creative product of one student only. Only one student may be recognized as the award recipient for each entry. See the specific arts category rules and special artist division rules for details.
 - Each entry must contain a title and all entries must include an artist statement. The artist statement communicates what inspired the work, how it relates to the theme, and the content of the work. The statement must include at least 10 words and not exceed 100 words.
 - Use of copyrighted material is prohibited, except for background music in dance choreography and film production entries. If used in dance choreography and film production entries, background music must be cited on the entry form. Plagiarized entries will be disqualified. Use of PowerPoint templates are prohibited.
- 6. FINALIST SELECTION AND NOTIFICATION.** Entries are reviewed at local, regional, state and national levels. Each PTA determines its own reviewers for the program. Entries will be reviewed primarily on how well the student uses their artistic vision to portray the theme, their originality and creativity. The National PTA Reflections® program makes no restrictions on content or subject matter in artwork submitted by the local, regional or state levels. National PTA reserves the right to use its sole discretion in selecting the submissions to be recognized at the national level. Under no condition may parents or students contact a reviewer to dispute the status/score of any entry. Each PTA in its sole discretion will select finalists for exhibition and provide awards/prizes. Awards are announced per local and state procedures. National awards and events are announced May 1, 2021 at PTA.org/Reflections.
- 7. OWNERSHIP AND LICENSE.** Ownership in any submission shall remain the property of the entrant, but entry into this program constitutes entrant’s irrevocable permission and consent that PTA may display, copy, reproduce, enhance, print, sublicense, publish, distribute and create derivative works for PTA purposes. PTA is not responsible for lost or damaged entries. Submission of entry into the PTA Reflections program constitutes acceptance of all rules and conditions.
- 8. PARTICIPATING ENTITIES.** This program is administered by the National Parent Teacher Association (PTA) and PTA affiliates. Parent groups not affiliated with National PTA are not eligible to sponsor this program.



Dance Choreography – Category Guidelines

DANCE CHOREOGRAPHY is the act of creating movement. The *choreographer* (student submitting entry) maybe the performer or one of the performers, but the choreographer does not have to perform in the entry.

Reflect on the 2022-2022 Theme: *I Will Change the World By...*

Consider the following styles and ensembles to portray your original choreography: Ballet, Contemporary, Hip Hop, Jazz, Tap, Folk Dance, Religious Dance, Dance Ensembles (color guard/indoor guard), Ice Skating/Dancing and Gymnastics-floor Routine.

Consider use of background song(s), props and the location to show a clear relation of the dance choreography to the theme. An explanation of the origin of the dance and/or the significance of the choreography might be a useful addition to the artist statement when submitting a dance choreography entry that involves traditional, cultural or regional dances. Whether an entry displays formal dance technique or a simple approach, it will be judged primarily on how well the student uses his or her artistic vision to portray the theme, originality and creativity.

Suggestions for Audio/Visual Quality:

- Use a tripod to hold the camera still.
- Make sure there is plenty of lighting, especially if shooting indoors.
- Turn off all noise-making devices in the room (air conditioners, fans, telephones, etc.).
- Record a short test and listen to it. If needed, change the record volume or microphone location.
- Make sure the background music (if any) is audible on the recording.
- Allow for two seconds of silence at the beginning and end of your recording.

Copyright: Use of copyrighted material is prohibited. Plagiarized entries will be disqualified. Use of background music must be cited on the student entry form.

Submission Requirements:

- Only new pieces of artwork inspired by the theme may be submitted.
- Each entry must be the original work of one student only.
- Video must not exceed 5 minutes in length and 1,000 MB (1,000 megabyte) in file size.
- Accepted file formats include: .mp4, .mov, .avi file format.
- Cite background music (if any) on the student entry form.
- If necessary, label CD/DVD/flash drive with title of artwork, arts category, and division.
- Submit dance video and student entry form according to your PTA's instructions.

All participants must also follow Official Rules for Participation



Film Production – Category Guidelines

FILM PRODUCTION is the process of making a film. The **producer** (student submitting the entry) is not required to appear in the film but if the student chooses to, a camera tripod may be used. All screenwriting, directing and editing must be done by the student producer. All entries must be original student footage. *PowerPoint presentations are prohibited.*

Reflect on the 2021-2022 Theme: *I Will Change the World By...*

Consider the following styles to portray your original work of fiction or nonfiction:

- **Animation:** Demonstrates motion by sequencing still objects or using computer-generated graphics.
- **Narrative:** Tells a fictional story developed by the student.
- **Documentary:** Presents facts and information.
- **Experimental:** Explores movement, light and montage.
- **Multimedia:** Uses a combination of different contents (text, audio, still images, animation, etc.).

An explanation of the storyline and/or the significance of the film style might be a useful addition to the artist statement. Whether an entry displays use of technologies or a simple approach, it will be judged primarily on how well the student uses his or her artistic vision to portray the theme, originality and creativity. *Software can be used to create an entry but only to enhance and/or present the work, not provide the primary design.*

Copyright: Entry may include public places, well-known products, trademarks or certain other copyrighted material as long as that copyrighted material is nonessential to the subject matter of the piece and/or is a smaller element of a whole. Use of background music must be cited on the student entry form.

Suggestions for Audio/Visual Quality:

- Use a tripod to hold the camera still
- Make sure there is plenty of lighting, especially if shooting indoors
- Turn off all noise-making devices in the room (air conditioners, fans, telephones, etc.)
- Record a short test and listen to it. If needed, change the record volume or microphone location.
- Make sure the background music (if any) is audible on the recording.
- Allow for two seconds of silence at the beginning and end of your recording.

Submission Requirements

- Only new pieces of artwork inspired by the theme may be submitted.
- Each entry must be the original work of one student only.
- Video must not exceed 5 minutes in length and 1,000 MB (1,000 megabyte) in file size.
- Accepted file formats include: .mp4, .mov, .avi.
- Use of background music must be cited on the student entry form.
- If necessary, label CD/DVD/flashdrive with title of artwork, arts category and division.
- Submit film and student entry form according to your PTA's instructions.

All participants must also follow Official Rules for Participation



Literature – Category Guidelines

LITERATURE is the art of writing. The **author** (student submitting entry) is a person who expresses their own thoughts and ideas through the use of words. Authors submit a single literary work, handwritten or typed, using grade-appropriate grammar, punctuation and spelling. Collections of literary work (such as poems and short stories) are not accepted.

Reflect on the 2021-2022 Theme: *I Will Change the World By...*

Consider the following literary styles to portray your original work of fiction or nonfiction: Prose, Poetry, Drama, Reflective essay, Narrative, Short story.

An explanation of the storyline and/or the significance of the literature style might be a useful addition to the artist statement. Whether an entry displays formal writing technique or a simple approach, it will be judged primarily on how well the student uses his or her artistic vision to portray the theme, originality and creativity. Illustrated entries, including books, with pictures drawn by the student author are acceptable; however, only literary content is judged.

Acceptable Use of Type, Dictation and Translation:

- Be typed by another person as long as the original work or a copy of the original work is attached.
- Be dictated to another person and printed or typed in exact words as spoken by the student if the student is in pre-school, kindergarten or 1st grade. (Transcribers should make every attempt to retain the same level of language and accuracy that is reflected in the student's original work).
- Students for whom English is not their first language may submit literature entries in their own language. **An interpretive translation in English must accompany the entry.**
- Translators should make every attempt to retain the same level of language and accuracy that is reflected in the student's original work.

Copyright: Use of copyrighted material is prohibited. Plagiarized entries will be disqualified.

Submission Requirements:

- Only new pieces of artwork inspired by the theme may be submitted.
- Each entry must be the original work of one student only.
- Entry must not exceed 2,000 words.
- Hand written & typed entries are accepted on 8.5x11 paper (one sided only), PDF file.
- Number each page.
- Include student name, entry title, arts category and division on back of entry.

All participants must also follow Official Rules for Participation



Music Composition – Category Guidelines

MUSIC COMPOSITION is the process of creating a new piece of music. The **composer** (student submitting entry) is a person who expresses their own thoughts and ideas through the use of sound. The student composer may submit an entry performed by an individual or group and/or make use of a sound library generated performance of a composed score. Student composers are not required to perform their composition, but a recording of the composition must be included. *Middle and high school grade divisions must include either music score/notation, either traditional or tablature, or a written reflective statement that provides a musically technical explanation of how the music was created (100 words or less).*

Reflect on the 2021-2022 Theme: *I Will Change the World By...*

Consider the following musical styles and instruments to portray your original composition: A Cappella, Blues, Choral, Country, Electronic, Hip hop, Jazz, Latin, Musical, Orchestral, Pop, R&B, Religious, Rock, Symphonic/Concert Band and Traditional.

All instruments, sounds, styles and combinations are accepted. Software may be used to produce an audio recording. Entries containing algorithmic composition techniques are not accepted. An explanation of the origin of the music and/or the significance of the music style might be a useful addition to the artist statement when submitting a music composition that involves traditional, cultural or regional instruments. Whether an entry displays formal composition technique or a simple approach, it will be judged primarily on how well the student uses his or her artistic vision to portray the theme, originality and creativity.

Suggestions for Audio Quality:

- Do not place the recording device on top of an instrument(s) or speakers.
- Turn off all noise-making devices in the room (air conditioners, fans, telephones, etc.).
- Record a short test and listen to it. If needed, change the record volume or microphone location.
- Make sure the music is audible on the recording.
- Allow for two seconds of silence at the beginning and end of your recording.

Notation & Score: (Middle School & High School Divisions Only)

- Notation is required for the middle and high school divisions. Accepted notations/scores: traditional or tablature music score/notation or a written reflective statement that provides a musically technical explanation of how the music was created (100 words or less).
- Accepted file types include PDF.
- Notation software may be used to create a score.
- Whether the score is hand-written or computer-generated, appropriate instrumentation and voicing are required for the performance.

Copyright: Use of copyrighted material is prohibited. Plagiarized entries will be disqualified.

Submission Requirements:

- Only new pieces of artwork inspired by the theme may be submitted.
- Each entry must be the original work of one student only.
- Audio recording must not exceed 5 minutes in length and 1,000 MB (1,000 megabyte) in file size.
- Accepted audio file formats include: MP3 and WAV.
- If necessary, label CD/DVD/flash drive with title of artwork, arts category and division.
- Submit entry and student entry form to your PTA Reflections Chair.

All participants must also follow Official Rules for Participation



Photography – Category Guidelines

PHOTOGRAPHY is the process of creating an image. The *photographer* (student submitting entry) is a person who captures their own thoughts and ideas with a camera. By focusing on objects using various lenses, filters and light sources, photographers may demonstrate the use of photographic techniques conventionally or digitally.

Reflect on the 2021-2022 Theme: *I Will Change the World By...*

Accepted forms of photography include: A single photo, panoramic, photomontage (one print of multiple original photos), a multiple exposure, negative sandwich or photogram. Original black-and-white and color images are accepted.

Non-accepted forms of photography include: Entries with added graphics over the image, including lettering, are not accepted. Collages and collections of photos are not accepted. Original film (negatives or transparencies) and multidimensional pieces are not accepted.

Consider use of objects, lighting and the location to show a clear relation of the photo to the theme. An explanation of the photography process/form might be a useful addition to the artist statement. Whether an entry displays use of technologies or a simple approach, it will be judged primarily on how well the student uses his or her artistic vision to portray the theme, originality and creativity.

Copyright: Use of copyrighted material, including copyrighted cartoon characters or other such material, is not acceptable in any photography submission, with the following exception:

- Photographs may include public places, well-known products, trademarks or certain other copyrighted material as long as that copyrighted material is incidental to the subject matter of the piece and/or is a smaller element of a whole. The resulting work cannot try to establish an association between the student and the trademark/business/material, or influence the purchase/non-purchase of the trademarked good.

Submission Requirements:

- Only new pieces of artwork inspired by the theme may be submitted.
- Each entry must be the original work of one student only.
- Print must be no smaller than 3x5 and no larger than 8X10 inches.
- Print must be mounted on sturdy material such as cardboard or poster board not to exceed 11x14 inches, including matting.
- Framed photos are not accepted.
- Submit photo and student entry form according to your PTA's instructions.
- Dimensions must be at least 640x960 (pixels) and 300 dpi (resolution).
- Accepted file formats: JPEG, JPG, and PNG.

All participants must also follow Official Rules for Participation



Visual Arts – Category Guidelines

VISUAL ARTS include many art forms that are visual in nature. The artist (student submitting entry) is a person who captures their own thoughts and ideas to create a visual piece of art.

Accepted forms of visual art include: Architecture (2D/3D), carpentry, ceramics, collages, photographic collages (multiple photos cut/pasted), computer-generated image, crafts, design, dioramas, drawing, fiberwork, jewelry, kites, metal etching/punch work, mobiles, painting, printmaking, sculpture and wind chimes. Reproductions or enlargements of other artwork are not accepted.

Reflect on the 2021-2022 Theme: *I Will Change the World By...*

An explanation of the art form might be a useful addition to the artist statement. Whether an entry displays use of formal technique or a simple approach, it will be judged primarily on how well the student uses his or her artistic vision to portray the theme, originality and creativity.

Copyright: Use of copyrighted material, including any copyrighted cartoon characters or likeness thereof, is not acceptable in any visual arts submission, with the following exceptions:

- Visual artwork may include public places, well-known products, trademarks or certain other copyrighted material as long as that copyrighted material is incidental to the subject matter of the piece and/or is a smaller element of a whole. The resulting work cannot try to establish an association between the student and the trademark/business/material, or influence the purchase/non-purchase of the trademarked good.
- Visual arts collages may include portions of existing copyrighted works, such as photographs, magazine clippings, internet images and type cut out of a newspaper, as long as those portions of copyrighted works are used to create a completely new and different work of art.

Submission Requirements:

- Only new pieces of artwork inspired by the theme may be submitted.
- Each entry must be the original work of one student only.
- 2D artwork (e.g. painting)
 - Dimensions must not exceed 24x30 inches, including matting.
 - Paper entries must be mounted on sturdy material.
 - Include one digital image of artwork with your submission.
- 3D artwork (e.g. sculpture)
 - Must include packaging materials and 3 photos of the entry (a combination of angles) for judging, ID and exhibition purposes (entries that require assembling/repairing from transporting will be disqualified).
- Framed artwork and artwork containing loose materials is not accepted. Matting is accepted.
- Label back of entry/entry packaging with student name, title of artwork, arts category and division.
- Submit artwork and student entry form according to your PTA's instructions.
 - Accepted file formats: JPEG, JPG, and PNG.

All participants must also follow Official Rules for Participation



Special Artist – Division Guidelines

SPECIAL ARTIST ELIGIBILITY. The National PTA Special Artist Division is an option for students with disabilities who receive services under IDEA or ADA: Section 504 to have the opportunity and accommodations they may need in order to participate fully in the program. The Special Artist Division offers modified rules and guidelines to ensure that every student has the chance to be part of the National PTA Reflections® program.

Who qualifies as a disabled individual under the law? The Americans with Disabilities Act (ADA) defines an individual with a disability as a person who: (1) Has a physical or mental impairment that substantially limits one or more of the major life activities of that person; (2) Has a record of such an impairment; or (3) Is regarded as having such impairment.

HOW TO ENTER. Students who identify as having a disability have two ways to enter the National PTA Reflections® Program. All students may enter in only one division. Student Entry Form requires parent/legal guardian signatures.

Option 1. Enter in Grade-Level Divisions: Regardless of age, students with special needs may enter in the grade division most closely aligned to their functional abilities. Students may not receive assistance other than that which is allowed for all children. The divisions are as follows: Primary (preschool – grade 2); Intermediate (grades 3-5); Middle School (grades 6-8); High School (grades 9-12). *Students are recognized and awarded prizes as part of the general student population without regard to special needs or challenges.*

Option 2. Enter in Special Artist Division: Eligible students entering the Special Artist Division create their own artwork, but may receive non-artistic accommodation and assistance from an adult. *Students are recognized and awarded prizes as part of the Special Artist Division.*

SPECIAL ARTIST GUIDELINES. Special artists should follow the general rules and guidelines outlined in the arts category student rules specific to their submissions, modified only by accommodations for individuals with disabilities. The accommodation, in general, should be both specific and limited to the student's disability.

Allowable Accommodations: Given the diverse range of physical and mental disabilities that exist, it would be impossible to outline specific accommodations for each and every disability, but the following provides a non-exhaustive list of allowable accommodations:

- The Special Artist Division will not be divided by age or traditional school grade level.
- Use of adaptive technology is allowed.
- All submissions must be solely created by the special artist. However, a parent, teacher or other adult may assist the special artist with typing, holding a camera, etc.

Accommodations that are Not Allowed: Individuals providing assistance to special artists may not, in any way, involve themselves in the actual artistic process by:

- Personally selecting a title for artwork.
- Writing, editing or interpreting a student's artist statement, story, poetry or script.
- Choreographing a dance, composing music or writing lyrics.
- Drawing, painting or personally creating a visual arts submission, choosing a camera angle, etc.

All participants must also follow Official Rules for Participation



Theme Search Judging Instructions

The search is on for a future National PTA Reflections program theme!

One child's theme search submission will be chosen to inspire the creativity and imagination of thousands of students across the country and in U.S. schools overseas.

Only **five** state finalists will be chosen to advance to the national round and one national winner will be selected in February. The winner's theme will be used the year after next (i.e., the theme is chosen two years in advance).

Use the considerations and scale below to score each theme submission.
Please send your scores to <EMAIL> by <DATE>.

Considerations:

- Theme is **unique**, inspiring and unlike past program themes.
- Theme is **focused** without being too narrow or too broad.
- Theme is **clear**, concise and appropriate for all grade levels.
- Theme is **applicable** to all arts categories.
- Theme **promotes PTA values**.
- Theme is **relevant in 2 years**.
- *Past themes and duplicate entries are not considered.*

Score Range:

- 10 pts Exceptional Theme
- 8 pts Strong Theme
- 6 pts Appropriate Theme
- 4 pts Weak/Basic Theme
- 2 pts Less Appropriate Theme
- 0 pts Disqualified



Theme Search Entry Form

The search is on for a future Reflections theme!

National PTA's Reflections program has helped students explore their own thoughts, feelings and ideas, develop artistic literacy, increase confidence and find a love for learning that will help them become more successful in school and in life.

Each year, over 300,000 students in Pre-K through Grade 12 create original works of art in response to a student-selected theme. In response to this theme, students create works of art in one or all the available arts categories: Dance Choreography, Film Production, Literature, Music Composition, Photography, Visual Arts.

Help us pick the theme idea that will spark fun and creativity during the 2022—2023 Reflections program! The student who submits the winning entry will receive \$100 prize from National PTA.

Past themes and duplicate submissions are not considered. This means we're looking for the most original theme ideas.

To participate, complete this form and submit to **your state PTA** by **November 1, 2021**.

Theme Idea:

Student Name _____ Grade _____

Address _____

City _____ State _____ ZIP _____

Parent/Guardian Phone _____ Email _____

Student Signature _____ Parent/Guardian Signature _____

This box is to be completed by PTA before distribution.

PTA LEADER NAME _____ EMAIL _____ PHONE _____

PTA ID _____ PTA NAME _____ STATE _____

COUNCIL PTA _____ DISTRICT PTA _____ REGION PTA _____

MEMBER DUES PAID DATE _____ INSURANCE PAID DATE _____ BYLAWS APPROVAL DATE _____



Past Program Themes

1969-1970 Reflections: Children and Youth, Mirror Their World

1970-1971 Reflections: Children and Youth, Look to Tomorrow

1971-1972 Reflections: America, The Beautiful, The Ugly

1972-1973 Reflections: This is Our Country

1973-1974 From Sea to Shining Sea

1974-1975 Our Heritage—Our Hopes

1975-1976 Spirit of '76—Miracle of America

1976-1977 What the World Needs Now

1977-1978 Love Is...

1978-1979 Look Out Your Window

1979-1980 Behind the Gates of Tomorrow

1980-1981 What a Family Means to Me

1981-1982 What Makes Me Smile

1982-1983 Life in These United States

1983-1984 I Have a Dream

1984-1985 What Sparks My Imagination

1985-1986 From Liberty's View

1986-1987 In Celebration: A Past to Remember, a Future to Mold

1987-1988 Wonders of the World

1988-1989 Proud Experiences

1989-1990 Where Does the Sky End?

1990-1991 If I Had a Wish

1991-1992 Exploring New Beginnings

1992-1993 Imagine That

1993-1994 If I Could Give the World a Gift

1994-1995 Dare to Discover

1995-1996 Just Open Your Eyes and See

1996-1997 It Could Happen

1997-1998 Wouldn't It Be Great If...

1998-1999 Suddenly You Turn Around And...

1999-2000 Anything is Possible...

2000-2001 It Would be Really Strange If...

2001-2002 I Hold in My Hand...

2002-2003 Signs of Courage

2003-2004 I Am Really Happy When...

2004-2005 A Different Kind of Hero

2005-2006 I Wonder Why...

2006-2007 My Favorite Place

2007-2008 I Can Make a Difference By...

2008-2009 Wow!

2009-2010 Beauty Is...

2010-2011 Together We Can...

2011-2012 Diversity Means...

2012-2013 The Magic of a Moment...

2013-2014 Believe, Dream, Inspire

2014-2015 The World Would Be a Better Place If

2015-2016 Let Your Imagination Fly

2016-2017 What Is Your Story?

2017-2018 Within Reach

2018-2019 Heroes Around Me

2019-2020 Look Within

2020-2021 I Matter Because...

2021-2022 I Will Change the World By...

2022-2023 Show Your Voice!