

# Chapter 9



## PTA Reflections Program

2011 - 2012 Theme -  
“Diversity Means...”



## **About the PTA Reflections Program**

PTA's Reflections Program is designed to enhance quality arts education for students in grades K-12. Over the years this program has encouraged millions of students to explore their artistic talents. The Program helps parents encourage the creativity and lifelong learning of their children. It provides opportunities for children to express themselves creatively, and it provides opportunities to recognize the children's artistic endeavors.

Reflections is a grassroots program in that local PTA units sponsor the program in their schools. Works are selected from the local level to proceed to the Council/Region level. Some from the Council/Region are sent to the State, and some from State are sent to National PTA. Recognition and awards are given at every level. Parents, teachers, and community members all play a critical role in fostering a positive learning environment for the children.

Providing the Reflections Program through your local unit is one way you can promote cultural arts in your home, in your school, and in your community.

### **General Program Information**

Reflections at the National Level offers young artists six categories for creative submissions: Dance/Choreography, Film/Video Production, Literature, Musical Composition, Photography, and Visual Arts. Oregon PTA has added two more categories: Three-dimensional Visual Arts and Theatre.

This Chapter is an overview of the Reflections Program. More detailed information is available from National PTA at the web link: <http://pta.org/2032.asp>. It is also on the Oregon PTA website. Click "Resources," then "Reflections."

### **Establishing a Reflections Program**

You are highly encouraged to participate in the Reflections Program in your local unit. It is important to carefully read and understand all of the rules for participating as well as the procedures for submitting entries to the next level (Council or Region). Other local units that have participated in Reflections in the past are a great resource for ideas and timelines. Your Council President or Region Director can help head you in the right direction.

The first step in establishing the program is gaining support of school personnel. In addition you will want to gain the support of the parents and the community.

### **Gaining Principal and Staff Support:**

- Meet with your principal to explain the Reflections Program and its benefits for students and staff.
- Staff support is very important to a successful Reflections Program. Ask to attend a staff meeting to describe the Reflections Program.

- The Reflections Program supports all the art areas in the Arts Benchmarks for the State of Oregon and can also be used to support benchmarks in writing.
- Describe how Reflections can build self-esteem and provide individual fulfillment, as well as supplement the arts program at your school.
- Ask for their opinions as to the best way for students to participate in the program through your PTA.
- Give them a sense of ownership in the program.
- Pass around a sign-up sheet seeking committee members.

### **Gaining Parent and Community Support:**

- Provide information about the program in newsletters and special flyers.
- Conduct a Reflections orientation workshop to explain the rules and deadlines.
- At your first PTA/PTSA meeting, explain the Reflections Program. It only takes one informed person to get Reflections started at your school. Be enthusiastic.
- Describe how Reflections can build self-esteem and provide individual fulfillment, as well as supplement the arts program at your school.
- The Reflections Program supports all the art areas in the Benchmarks for Art Education in the State of Oregon.
- Pass around a sign-up sheet seeking committee members.
- Appoint or elect a chairperson according to the Standing Rules of your local unit.
- Provide a copy of the Reflections portion of this manual to the committee.
- Keep in mind that it takes time to build a solid program. Don't be afraid to ask for assistance from other local units, your council/region director and from the Oregon PTA Reflections Chair.

From the sign up sheets you have passed around, create a Reflections Program Committee. Have the committee read and review all Reflections rules and guidelines, so they are able to answer questions. All information and correspondence needs the approval of the committee and the local unit president prior to publication and distribution. Contact the principal for specific rules he/she may have for content approval and distribution.

Set up a calendar, working backward from your council/region deadline, allowing plenty of time for student participation, sorting of entries, mounting, display, and preparation of entries for shipment to the next level. Be sure the date of each activity does not conflict with other school activities.

### **Reflections Committee Responsibilities:**

- Contact your council/region director to let them know you are participating and to learn the council/region deadline to receive entries.
- Propose options for locations where students may complete their entries.
- Students can also create their entries at home. You may want to provide art materials to make it possible for all children to participate.
- Consider planning an Arts Day at school or elsewhere during which students can create their Reflections entries.
- Plan to reward ALL participants. Decide what form of recognition they will receive. Suggestions include certificates, ribbons, trophies, plaques, art supplies, or gift certificates to art-related stores.
- Create a budget and present it to your unit membership for approval.
- Decide if you will have an art show. Begin planning the details.

## **Kicking off your program:**

- Have a general assembly to explain the program to the students or go to each classroom to talk about the program.
- Give the theme (“Diversity Means...”) and discuss it with them.
- Discuss the rules, but keep it simple.
- Tell them what kind of materials they may use, the size limitations, and the deadline date.
- Stress that students should interpret the theme in their own way.
- Do not tell them what to draw, write, compose, photograph, choreograph, or film.
- Titles and artist statements are essential to assist in determining how the theme has been interpreted.

## **Judging:**

Most local units will send all of their entries forward to be judged at the next level. This is up to the individual school.

All council/region, state, and national entries will be judged on artistic merit, creativity, and interpretation of the theme “Diversity Means...”

## **What to do with entries:**

- Recognize all participants in whatever way you have planned. Publicize selected entries in your local PTA/PTSA newsletter and in the local newspaper.
- Look for opportunities to share the students’ work with the community. **For Student privacy and security, official entry forms should not be visible when art work is displayed.** Display entries in the school’s hallway, display case, or library.
- Contact shopping malls, banks, coffee houses, or the local library to arrange a display of the visual arts and photography entries, or arrange for DVD players, laptops, etc., to play a continuous video loop of Reflections entries.
- Ask a local radio station to play recordings of the music entries. Request the local newspaper to feature the literature entries.
- Ask local cable access stations to play video entries from the Oregon PTA Reflections program.

## **What to do after the entries are submitted:**

- Send a thank you to everyone who helped with the program.
- Ask for written comments from parents and staff.
- What did they like about the program?
- How could it be improved?
- Write a report of your activities so next year’s committee will be able to benefit from your experience.
- Plan to attend the Oregon PTA Convention Reflections Luncheon. Coordinate attendance of any students (and their guests) from your unit whose work had been selected for state recognition.
- Promptly return all entries to the students when the artwork is returned to you.

## Oregon PTA Reflections Rules

Following are the rules for submission of Reflections entries to the state level by local units:

- Entries must adhere to state and National PTA Reflections category rules.
- **A completed National or Oregon Official Entry Form, including student and parent signatures, must be submitted with each entry being forwarded to the next level. It is imperative that this form is completed neatly, clearly and completely, as this form is used to communicate with the local PTA/PTSA and the young artist.** See the category rules for specific instructions about how to attach the Official Entry Form.
- Students must participate in the Reflections Program through their local PTA unit of the school they attend. Home School students may submit entries through the school they would attend if they were not being home schooled.
- Local PTA/PTSA units must meet the following requirements of Oregon PTA to submit entries for consideration at the Council/Region level:
  - ✓ **Officer List** input online at [www.oregonpta.org](http://www.oregonpta.org) by November 30<sup>th</sup> of the current school year.
  - ✓ **Membership fees** received in the state office by November 30<sup>th</sup> of the current school year. Membership lists input online at [www.oregonpta.org](http://www.oregonpta.org).
  - ✓ **Insurance fee** paid to AIM by November 30<sup>th</sup> of the current school year.
- No student identification may appear on the front or back of the artwork.

**The program aspect of Reflections should always be in the forefront. Any type of competition is discouraged at the local level. It is recommended that all entries at the local unit level be forwarded to the council/region level.**

### The Forwarding Process:

- Local PTA/PTSA units in a council must submit entries through the council.
- Local PTA/PTSA units in areas without councils must submit entries through the region director.
- Local PTA/PTSA units may not submit entries directly to Oregon PTA or to National PTA.
- Before forwarding, remove all local unit ribbons or awards from entries being forwarded.
- Complete either National or Oregon Entry Tracking Forms, depending on arts category. Make a copy to keep for local unit records.
- Complete either National or Oregon Participation Forms, depending on arts category. This data is used to track student participation trends.

### Council/Region Selection Process

- Entries must adhere to Oregon and National PTA Reflections rules and be accompanied by a completed Official Entry Form.
- Each region is eligible to submit 24 entries, or the equivalent of one entry per local PTA/PTSA unit meeting the participation requirements, whichever number is greater – for the National PTA categories. All entries for the Oregon categories should be submitted to Oregon PTA for selection.
- Complete either the National or Oregon Participation Forms, depending on arts category. This data is used to track student participation trends.

- **Entries submitted from councils/regions MUST be received by the Oregon PTA Reflections/Cultural Art Chair by February 1, 2012.**
- Once entries have been delivered to the State level, they will remain with the State Reflections Chair until after the Recognition Luncheon at the Oregon PTA Convention in April 2012.

## **Oregon PTA Selection Process**

- Entries for the National PTA Reflections Program submitted to Oregon PTA must adhere to and will be selected in compliance with National PTA Reflections rules.
- Entries for the Oregon PTA Reflections Program must adhere to and will be selected in compliance with Oregon PTA Reflections Program rules.
- An Award of Excellence and an Award of Merit will be chosen for each grade division of each of the eight art categories for the potential of 64 honorees. All of the honorees and an accompanying adult will receive an invitation to attend the Reflections Award Luncheon at Oregon PTA Convention as the guests of Oregon PTA.
- All entries received at the state level will be displayed at the Oregon PTA Convention and returned to students through their council/region director after convention.
- The twenty-four Award of Excellence honorees in the six National art categories will be forwarded to National PTA.

## **Additional Rules and Guidelines**

### **Non-English Entries in Literature, Theater or Video**

If a student's primary language is not English, entries may be submitted in his/her primary language. The original work **MUST** be submitted. However, it needs to be accompanied by a translation. This translation may be done by anyone, but must preserve the vocabulary and grammar of the student.

### **Originality**

**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 designated to encourage and recognize each student's individual creativity, help from an adult or collaboration with other students is not allowed. **Use of copyrighted material is prohibited in the literature, musical composition, visual arts and photography categories.** This includes the use of copyrighted cartoon characters or other such material.

Examples of copyrighted materials:

- Cartoon characters on television, in videos, and in comic books are copyrighted. Even if the character is in a new setting, the character itself is copyrighted and is not to be used.
- Copyrighted Internet material.
- Advertisements – Using print, film, TV or radio advertising ideas is not acceptable.
- Most printed music – Using a musical theme from an existing copyrighted composition is not acceptable.
- Copyrighted recorded music.
- Copyrighted photographs, especially in the print media.
- Copyrighted photographs or stock photographs **may not be used** as a subject for visual arts entries.

Use of copyrighted music in dance choreography or film/video productions entries is acceptable. The title, composer and performer of any music used must be credited and documented on the Official Entry Form. Use of any other copyrighted material is prohibited.

Misuse of the above materials constitutes plagiarism – stealing and passing off another’s ideas or words or inventions as one’s own.

### **Plagiarized and Resubmitted Entries**

Occasionally, entries submitted to the Reflections Program are ineligible. Two of the most common reasons for declaring an entry ineligible are plagiarism and resubmission. The Reflections Program rules define plagiarism as taking and using another person’s ideas, writings or inventions as one’s own. The rules also state that only new pieces of artwork inspired by the theme are acceptable. If a student submits an entry that was created and submitted the previous year, it is ineligible because all artwork needs to express the current year’s theme. Recommended procedures for dealing with both plagiarized and resubmitted entries follow.

Most pieces that are plagiarized are in the Visual Arts category. However, the other categories are vulnerable as well. When students use another artist’s work to gain recognition from PTA, a remedy is needed to protect the integrity of the program.

Here’s what you can do to maintain the program’s integrity:

- Assume that there will be entries that are not original.
- Institute a process to confirm originality.
  1. Alert judges to the possibility that some pieces might not be original.
  2. Seek judges’ guidance for determining originality if a piece is questionable.
  3. Check questionable images via the Internet. The Google search engine is a good tool. For example, if the submitted Visual Arts entry or photograph is of a famous person, type in that person’s name and search listed websites to see if the image is from a book cover or a collection of published photos.

The discovery that an artwork is ineligible can be very disappointing. The rules clearly state that plagiarized entries should be disqualified and returned to the student. All levels of the program – local, council/region, state and national – need to be unified in their efforts to deal with this issue. At the level of discovery, the work will be returned to the student. The student will be told why the piece has been disqualified. If the piece is discovered at the council/region, state, or national level, the local arts chair will be notified that the piece is ineligible and the work will be returned to the student.

**2011-2012 PTA Reflections Program**  
**GENERAL STUDENT PARTICIPATION RULES**  
**Theme: “Diversity Means...”**

Students must adhere to the following general participation rules as well as the rules for their specific arts area.

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**1. Theme**

The theme for the 2011-2012 PTA Reflection Program is “Diversity Means...” Only new pieces of artwork inspired by the theme are acceptable.

**2. Student Eligibility through Local PTAs**

Students must participate in the Reflections Program through a local PTA/PTSA which meets Oregon PTA Reflections participation criteria. Parent groups not affiliated with the national PTA organization are not eligible to sponsor this program. It is the responsibility of the state and local PTA/PTSA to determine each student’s eligibility in the Reflections Program.

A student may develop an entry in or outside of school.

**3. Grade Divisions**

Students may enter the Reflections Program in the appropriate division for their grade. The divisions are as follows:

- Primary: **preschool–grade 2**
- Intermediate: **grades 3–5**
- Middle/Junior: **grades 6–8**
- Senior: **grades 9–12**

If students do not fall under specific grade divisions, the national PTA organization suggests that they be grouped as follows:

- Primary: **up to age 7**
- Intermediate: **ages 8–10**
- Middle/Junior: **ages 11–13**
- Senior: **ages 14+**

It is the responsibility of the local PTA/PTSA to determine the appropriate division if necessary.

**4. Arts Areas**

Students may submit works in any of the six National arts areas:

- Literature
- Musical composition
- Photography
- Visual arts
- Dance choreography
- Film production

Or the two Oregon arts areas:

- Theatre
- 3-D Visual Arts

The national PTA organization does not limit the number of entries a student may submit. All entries must include an artist statement that describes how the piece relates to the theme.

## **5. Children with Disabilities**

PTA believes that each child with a disability should be provided a free and appropriate public education. Therefore, the Reflections Program at the national level does not have a special division for students with disabilities. The national PTA organization believes it is the right of parents to place their child in the Reflections Program grade division that best reflects the child's developmental age. However, guidelines for state and local Reflections Programs may vary. Check with your state PTA for its guidelines.

## **6. Deadlines**

Each student must submit his or her work by the deadline established by his or her local PTA/PTSA. Each local PTA/PTSA sponsoring the program will set a deadline for entries in adherence with the state, region, and council needs. These entries are judged, and the selected works are forwarded to the next level of council/region judging. Direct all questions regarding deadlines or rules to your council/region director or state Reflections chair. The national PTA organization does not have deadlines for local, council/region, or state PTAs.

## **7. Judging**

All national entries are judged on artistic merit, creativity, and interpretation of the theme.

The Reflections Program makes no restriction on content or subject in artwork. Students who are submitting entries need to meet school and/or local and state PTA standards. Judges review entries based upon creativity, artistic merit, and interpretation of the theme.

Each PTA determines its own judges for the program. Under no conditions may parents or students contact the judges to dispute the status of an entry. All decisions of judges are final.

## **8. Award Recipient Notification**

State Reflections chairs will notify students who receive national recognition. State Reflections chairs will submit original photography and visual arts pieces to the national PTA organization for the creation of the Reflections Program Gallery on the national PTA website. Any artworks, awards, or certificates returned to the national PTA office due to insufficient or incorrect addresses will be mailed to the appropriate state office.

## **9. Further Information**

Only your state PTA office and state PTA Reflections chair can provide you with information about your state's Reflections Program rules and deadlines.

## 2011-2012 Oregon PTA Reflections Program Requirements Checklist

This requirements checklist is for your use in preparing your Reflections Program packet for submission to the next level (local to council/region, council/region to Oregon PTA). Please keep this list for your records. **If the packet is incomplete, the entries may be disqualified.**

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\_\_\_\_\_ **Confirmed all entries are from PTAs which meet Oregon PTA Reflections participation requirements**

### FORMS

- \_\_\_\_\_ Official Entry Forms, either National or Oregon forms, completely and legibly filled out, Including National PTA ID number (found in upper left corner of mailing labels)
- \_\_\_\_\_ Original signatures of student and parent
- \_\_\_\_\_ Verified that student names are **not** visible on front of entries
- \_\_\_\_\_ Oregon PTA Participation Form completely filled out for all applicable levels
- \_\_\_\_\_ Tracking Form completely filled out (may be done by hand or computerized spread sheet)

### Literature Entries

- \_\_\_\_\_ Student's name written on the **back** of each page
- \_\_\_\_\_ One original and one copy of the entry included in a manila file folder
- \_\_\_\_\_ Original National entry form stapled to the back of the folder

### Musical Composition Entries

- \_\_\_\_\_ Each CD packed must be in a plastic or cardboard container. (CD and container both identified with the student's name, grade, division, state and year) and placed in a manila envelope
- \_\_\_\_\_ Scores included for middle/junior and senior entries
- \_\_\_\_\_ Original National entry form attached to outside of envelope
- \_\_\_\_\_ Entry not to exceed five minutes

### Photography Entries

- \_\_\_\_\_ Mounted on a cardboard mat, poster board or some sturdy material  
**(Frames not acceptable)**
- \_\_\_\_\_ Size must not exceed 11 X 14 inches, including the mat
- \_\_\_\_\_ Original National entry form placed in a clear plastic sheet protector and attached to the back of the artwork with masking tape

### Visual Arts Entries

- \_\_\_\_\_ Must be flat and may not exceed 24 X 30 inches, and may not be more than 3/8 inch deep. **(If work exceeds 3/8 inch depth, enter it into the Oregon Three-Dimensional Visual Arts Category)**
- \_\_\_\_\_ Original National entry form placed in clear plastic sheet protector and attached to the back of the artwork with masking tape

### **Dance/Choreography Entries**

- \_\_\_\_\_ Each DVD packed in a plastic or cardboard container. (DVD and container both identified with the student's name, grade, division, state and year) and placed in a manila envelope
- \_\_\_\_\_ Original National entry form attached to the outside of each envelope
- \_\_\_\_\_ Entry not to exceed five minutes

### **Film/Video Production Entries**

- \_\_\_\_\_ Each DVD or computer disk packed in a plastic or cardboard container (DVD/disk and container both identified with the student's name, grade, division, state, and year) and placed in a manila envelope
- \_\_\_\_\_ Original National entry form attached to the outside of each envelope
- \_\_\_\_\_ Entry not to exceed five minutes

### **Theater Entries**

- \_\_\_\_\_ Each DVD or computer disk packed in a plastic or cardboard container (DVD/disk and container both identified with the student's name, grade, division, and year) and placed in a manila envelope
- \_\_\_\_\_ **Original Oregon entry form** attached to the outside of each envelope

### **Three-Dimensional Visual Art Entries**

- \_\_\_\_\_ CD packed in a plastic or cardboard container (CD and container both identified with the student's name, grade, division, and year) and placed in a manila envelope
- \_\_\_\_\_ **Original Oregon entry form** attached to the outside of each envelope

#### Additional information:

- The student must sign the entry form as well as the parent/guardian.
- A signed consent form must be included from individuals if their recognizable image or voice is included in the submission.
- Grade level must be shown.
- Assure the students title the piece of work, as well as complete the "artist's statement" portion of the entry form.
- The dimensions of the piece of work must be indicated on Photography and Visual Arts entry forms.
- Visual Arts entrants must also indicate the type of media they used.
- Film/Video production entrants must be the director, screenwriter and cameraperson; and may appear on the DVD.
- Any omission in the above areas could leave the entry as a non-winner.