

Reflections Arts Program 2023-2024

1



THEME:
**I AM HOPEFUL
BECAUSE...**

Introductions

2

- LWPTSA Council Reflections
 - Chair: Anuraga Gowtham
 - Committee: Ayesa Kaur & Lubomira Batshoun
 - OPEN, VP of Programs (Jory Hamilton: to be appointed acting)
Programs@LWPTSA.net
 - Email for general questions: Reflections@LWPTSA.net
- Facebook Group: LWPTSA Council Reflections Chairs
 - There is also a “WSPTA Reflections” Facebook group; this is great for ideas, but questions about deadlines and processes will get varied answers depending on which Council the responders are part of!
 - For specifics please use LWPTSA website and groups.

LWPTSA Council website: www.LWPTSA.net/Reflections

Reflections Competition Overview

3

The Reflections arts competition is a National PTA 'Arts in Education' Program. It was started in 1969 to encourage and recognize students for their creative talents. Reflections is the largest art program of its kind in the U.S.

4 ROUNDS

1. Local (that's you)
(Sept – Nov)
2. Council (that's us)
(Nov – Jan)
3. State
(Jan – Mar)
4. National
(Mar – May)

5 GRADE DIVISIONS

1. Primary (K-2) *
2. Intermediate (3 – 5) *
3. Middle School (6 – 8)
4. High School (9 – 12)
5. Special Artist
(K-5 & 6-12)

** Primary and intermediate divisions must be judged separately.*

6 ART CATEGORIES

1. Dance
Choreography
2. Film Production
3. Literature
4. Music Composition
5. Photography
6. Visual Arts - 2D

LWPTSA Council Program, 2023-2024

4

- PTA/PTSAs Participating: **44**
- Local PTA/PTSA entries received at Council: **10 per PTSA = 440**
- Council award winners that may advance to state: **62 + 6 special artist**
 - ✦ **Outstanding Interpretation**
 - ✦ **Award of Excellence**
 - ✦ **Award of Merit**
- WA State PTA winners advance to Nationals: **TBA**

LWPTSA Council Program, 2023-2024

5

- **Promote!** Make posters and put them up around your school or use your PTA's newsletter, social media channels, Peachjar, and your school's communication tools to promote Reflections to students and families.
- **Entry forms are VIRTUAL!** Council requires No running out of ink or toner or spending money at Kinkos printing a bunch of paper entry forms. Fillable entry forms are online, and students can type directly into the form. **Make sure your students are using the current forms provided by you/your Reflections Chair.** The WSPTA website is sometimes updated late.
- **All Artwork collection in Round 1 is in DIGITAL format!** Students submit a digital copy of their artwork with their entry form. As needed, Council winners' artwork will be collected physically for display at our OPEN house. *(Share tips with students on how to get a good digital image of their artwork.)*
- **Judging for all rounds is VIRTUAL!** No having to juggle transporting artwork to a judging location. Judges will simply use digital files to judge student artwork and then return the completed judging forms to the chairs electronically. *Information coming soon on our file sharing system*
- **Turn in day is VIRTUAL!** Turn in day will happen from the comfort of your home. No mad rush down to the Resource Center to make your check in time. Chairs will meet with us virtually to confirm your student Reflections entries together. Please note only winning entries at Council are entered into the State Reflections Portal.
- ***Stay tuned for an information session on our file sharing system and how to submit entry forms and artwork***

Local PTA/PTSA: Setting A Deadline

6

- Each local unit sets their own deadline for turning-in entries, and you will need to determine what turn-in will look like for your local PTA (electronic submission, possible turn-in of physical artwork/photography if assistance needed with creating digital file) – Chairs should have discussion with your Board leadership to determine the best processes for your community –when possible, use PTA resources (cloud sites, websites, etc.) rather than personal resources!
- Work backwards from Council's online registration deadline:
** November 20th by 10 pm ** (Don't wait till last minute to turn in)
- Actual time needed depends on number of entries expected; experience of the committee members; and number of helpers.
- **Please note:** If your PTSA/PTAs are not in Good Standing (defined by WSPTA) as of **Nov 20th**, we will not accept your entries. Only PTAs in good standing may participate in Reflections (SOA requirement). You may want to double check with your President right away to confirm your PTSA is in "Good Standing".

Setting A Deadline

7

September

- Register Your PTA
www.pta.org/programs
Reflections Arts Program
- Sept 18th – Kick-off Meeting
- Begin promoting Reflections
- Allow 5 – 6 weeks for students to work on projects
- Confirm with your president that your PTA is in good standing

October

- Promoting Reflections continues
- Find Judges
- Deadline Date for entries (suggested):
 - Oct 25th if:
 - 1st year Chair
 - # of expected entries is 40+
 - Oct 31st/Nov 1st if:
 - experienced chair
- After deadline, begin prepping entries for judging, allow 1 – 2 weeks
- Communicate with entrants if information is missing/criteria not met that is fixable
- Collect all physical entries from participants

November

- Nov 1st to 3rd – Prepare judging instructions, rubrics and scoring sheets
- Nov 4th to 17th – Judge entries
 - Judging Evening –OR
Sending entries to judges electronically
- Nov 18th to 20th –
 - determine winners
 - prepare winning entries for Turn-In Day
- Nov 20th -
 - Submit winning entries to LWPTSA Council online folders

Local PTA/PTSA: Promoting to Students

8

- What to include:
 - Informational cover letter/flyer with contact name, where to find Rules and Entry Form, deadline date & time, entry drop off point, etc.
 - Consider hosting a “Reflections Kick-off” meeting where parents/students can learn about the opportunity and see where to find information online (your PTA website)
 - Art category rules
 - Student Entry Form (top portion pre-filled) *It’s a fillable PDF this year.

All documents should be obtained from the Council PTA website (not National)! Students should get forms from your PTA website that have already been personalized by your PTA to include your PTA name, date, rules, etc.!

- Be creative and consider how to reduce barriers to entry:
 - Can forms be shared as fillable .pdfs with electronic signatures
 - Create google forms and drives to upload digitally
 - Will PTA offer materials (canvas, photo paper) pick-up options or offer supplies (water colors, paints, markers) for loan to students who may not have them at home?

Promoting to Students

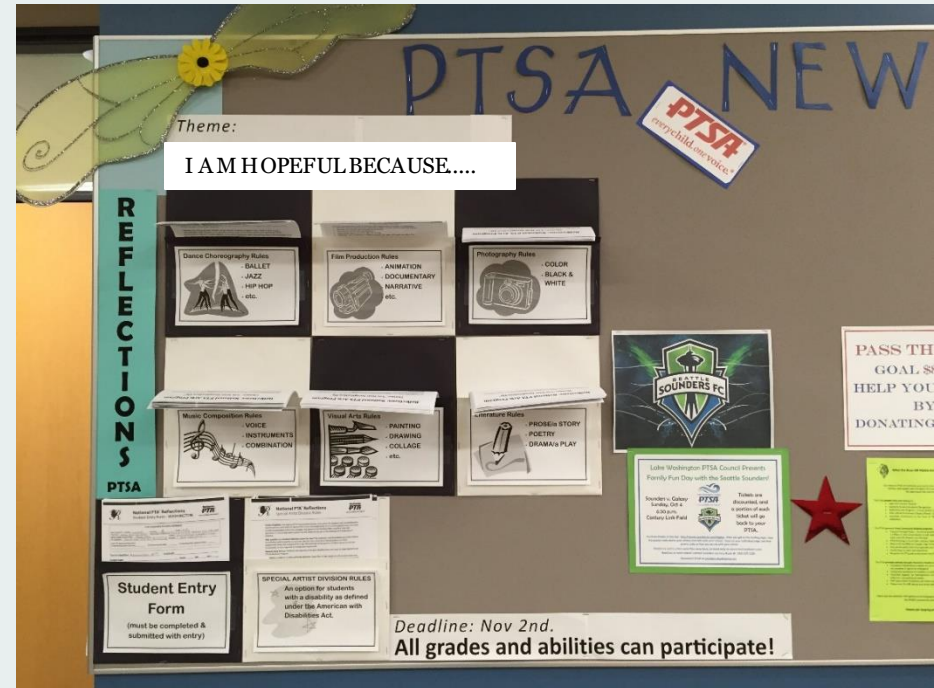
9

How to Distribute Information

- Distribute hard copies in main office, library, lunchroom, etc .
- Post to PTA/PTSA and/or school websites
- Bulletin Board
- Through teacher communications

Marketing Materials

- Flyer & poster template available on the LWPTSA website:
<https://www.lwptsa.net/reflections/>
- Create your own materials



Promoting to Students

10

- Have an information table at lunch time where students can stop by and ask questions and get information packets or individual documents.
- Have a table in the lunchroom with a blank banner and markers. Invite students to think about the theme and then decorate the banner with their ideas. Then use the banner to promote your program.
- Distribute a Power Point presentation that could be shown by teachers to introduce Reflections and encourage participation.
- Use posters, school and PTA/PTSA newsletter, flyers, Facebook/social media, and work with teachers to encourage students to participate.
- Announcements – Morning announcements /Weekly newsletters through school
- After School – a meeting or workshop

Note: Committee member names and contact information should be on all written communications as well as your PTSA's logo.

- Other ideas????
- Refer also to the Reflections Local Leaders Guide on Washington State PTA website

Promoting to Students

11

Student Entry Form:

- Download a copy of the official entry form from www.LWPTSA.net and pre-fill your PTA information at the top of the form before making copies.
- Pre-Filling the Entry Form (a fillable PDF)
 - District/Council = Lake Washington.
 - Region = 2 / State = WA
 - PTA/PTSA – Use the full name of school (e.g., Ben Franklin Elementary PTSA and not Franklin Elementary)
 - State and National ID numbers from PTA/PTSA President or Treasurer
We have a list of all PTA local and national ID numbers on our website: www.lwptsa.net/reflections/
 - PTA/PTSA email should be your personal or school's Reflections program email. Do not use Council's information.

Promoting to Students

12

Student Entry Form (cont'd):

- Pre-Filling the Entry Form
 - PTA/PTSA Address is the school's address.
 - Chairperson phone number should be your personal phone number. Do not use your school's phone number or Council's.

Make sure information is legible!

This section to be completed by PTA before distribution.

LOCAL PTA _____ LOCAL PTA National ID _____

LOCAL PROGRAM CHAIR _____ EMAIL _____ PHONE _____

COUNCIL _____ COUNCIL CHAIR EMAIL _____ WA STATE PTA

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

Promoting to Students

13

How many entries should be expected?

Elementary School: 20 to 50

Factors for variance:

- Language barrier
- Access to materials
- Lack of support from PTA, school staff, teachers

Middle School: 10 to 40

High School: 5 to 25

Factors for variance for MS/HS:

- Less parental involvement therefore up to student to participate
- Busier schedules
- More homework

Recognition is important to increasing participation!

Promoting to Students

14

Important Reminders:

- **Visual Arts – 3D** art is **not** being accepted by LWPTSA Council; only 2D entries are allowed. Examples of 3D: architecture, carpentry, ceramics, jewelry, kites, dioramas, mobiles, etc.
- **Visual Arts – 2D:** size and thickness
 - Maximum size is 24" x 30" (includes matting).
 - Thickness is 1/2" (includes matting), No framing or loose materials.
- **Photography:** minimum and maximum sizes of photo
 - Minimum size is 3" x 5" & Maximum size is 8" x 10"
 - Photo + Mat is no bigger than 11" x 14" (No framing or loose materials.)
 - Dimensions must be at least 640x960 (pixels) and 300 dpi (resolution).

Since you will only be seeing a digital image of the art, it is important that these criteria are stressed with participants. If entries advance to Washington State PTA or National PTA, the physical artwork may be collected and must meet these criteria – or they will not be accepted!
- **Music, Film and Dance:**
 - 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 for Film and Dance
 - Accepted audio file formats include: MP3 and WAV.

Local PTA/PTSA: Judging Entries

15

Finding Judges

- Start looking for judges now while students are working on their entries!
- At least 2 judges per category. Three per category is recommended especially if many entries in the art category, such as Visual Arts.
- Consider asking teachers, librarians and parents at other schools and private teachers (music, dance)
- Recruit people who are experienced in the art category they are judging as a professional or a hobby
- NO teachers or staff from your own school.
- Parents: NO parents who have a child participating! If no child participating, may consider a parent if you believe they are capable of being impartial.
- Judges may judge more than one category if they have a working knowledge in both areas
- Preference will be to distribute materials and entries for judging electronically. Gives you and your judges the opportunity to work at their comfort.

Preparing for Judging Entries

16

Student Entry Form: Is available on-line at the LWPTSA Council website.

- Student Portion
 - Is it complete – all fields?
 - Is it legible – all fields?
 - Is it signed by student and parent? If over 18 years old, parent signature not required.
 - Check if email is correct by emailing parent at least once.
 - Does it have a Title?
 - Are the art dimensions stated for Visual Arts and Photography? If not, you, as the Chair can fill it in. Size includes the mat, e.g., Photo + Mat = dimensions
 - Is the Artist Statement 100 words or less? Please count before submitting; if an entry is moving on to Council, the artist statement will be cut off at 100 words when entering into the Online Registration system.
 - Artist Statement should NOT continue on the back of the form. It should continue on a separate page or be submitted on a separate page.

Judging Entries

17

Preparing entries for Judging:

- No name associated with entry –use a numbering system

We will be using a unique file name to connect the entry form information and the entry file(s) for all entries advancing to Council. Here is how you will create this unique file identification:

- ▶ The last number in your local PTA ID: 2.8.xxx (3 digits...use 0s if your number is less)
- ▶ Two letters to represent the art category: VA, PH, DC, MC, FP, LT
- ▶ One letter to represent the age category: P, I, M, H, S
- ▶ The students' first and last initial
- ▶ The number of the entry from your local PTA: two digits please, 01-15 (16-21 for Special Artist entries)
- ▶ This will give you a 10-character file name
- ▶ Example: Lake Washington HS PTSA is 2.8.95; a photography entry from Graham Hay is the 4th entry from LWHS PTSA advancing to Council...the identification and file name for this entry is "095PHHGH04" (095PHHGH04.jpg)

Judging Entries

18

Miscellaneous Information

- Use only the forms and documents provided by LWPTSA Council. Forms and documents from WSPTA and NPTA will not be accepted and may be different than our local documents.
- All forms and documents needed will be hosted on the LWPTSA website by the end of the week.
- Local PTA/PTSAs may accept multiple entries from a single student at their discretion.
- An entry must be the work of ONE student. Other people can perform or appear in a student's original work but may not do any of the creative work.

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Create a spreadsheet (word table or excel spreadsheet) and enter the following information:

A.) Name of student, B.) art category, C.) grade, D.) email, E.) title of artwork, F.) judging score (total or average), and G.) advancing (use \*)

Cut and paste information from online form, then assign an “entry number” to use for identifying the entry anonymously throughout the evaluation process

This document can be useful for many things throughout the process: a record of entries in one place, emailing students, creating labels, etc. Saves a lot of time further on in the process.

# Spreadsheet example

19

## Columns To Include:

Last Name:

First Name:

Category:

Title:

Teacher:

Completed?:

Grade:

Age:

Artwork Details:

Artist Statement:

Parent Name:

Parent Email:

Parent Phone:

Address:

City:

Zip:

Notes:

# Judging Entries

20

- Judging must be blind and impartial.
- At the elementary level, entries must be separated into Primary (K-2) and Intermediate (3-5) entries and then again by art category. Primary and intermediate entries must be judged separately from each other.
- Special Artists have their own category.
- Judge all entries even if you only have a few entries. Please do NOT send all entries to Council.
- Disqualified entries (did not meet the rules): do not judge but hold on to for displaying in the school (e.g. art show). Let student/family know why disqualified.
- *Use the judging scorecard and rubric available from the LWPTSA Reflections webpage. Each judge has their own judging scorecard. (Note: the scorecard is a Word doc so Chairs can type in Title of Entry.)*
- Make sure your judges have access to the artist statements only (no personal information is to be provided).
- Provide the judges the Rules for the Art Category they are judging.
- Judges' scores are confidential. Do not share them outside of your Reflections committee. Parents may ask about their student's scores. Do not share scores with parents after the event.

# Judging Entries

21

LWPTSA Judging Rubric will be available on LWPTSA website this week.

**Reflections Reviewer 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      |                         |                     |                    |             |       |

**Reflections Reviewer Criteria**

| 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.                                                          |

# Judging: Selecting the Winners

22

## Selecting the Winners:

Number of entries advancing from Local to Council

- Up to 10 entries in total (highest scoring only) + Special artists\*
- Ideally, you will have winning entries in all or most of the categories, but generally, there are more in Visual Arts and Literature. That is why there is a limit.
- Plus up to 6 additional entries from the Special Artist division\* (Please verify)

Do not advance the maximum number of entries to Council just because you “have room,” only have a few, or don’t want to hurt any feelings.”

All entries advancing to Council must demonstrate the theme and must be good enough to compete against the best entries from the other PTA/PTSAs in LWPTSA Council.

*Council can only advance 62+6 of all entries to the WSPTA level.*

***\*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.***

# Judging: Selecting the Winners

23

- Use your judges' scores to select winners. Entries with the highest scores overall should advance. Highest score is 40/40 (20 – theme; 10 – artistic merit/creativity and 10 – mastery of the medium).
- Reflection Chair/Committee can choose method to determine which entries advance (total score or average score).
  - For example: 3 judges judging primary visual arts
    - ✦ Find the average of the 3 overall scores for the entry (e.g., 38, 37, 40 = 38.33/40) or
    - ✦ Add the 3 overall scores (e.g., 115/120)
  - Determine a benchmark:
    - ✦ Average Score: If a score is 35/40 or above, then consider advancing entry.
    - ✦ Total Score: If score is 106/120 or above, then consider advancing entry.
    - ✦ May need to adjust benchmark – up (too many entries advancing) or down but not too low (not enough entries advancing)

Note: If two entries have the same overall score and you cannot advance both due to number of entries that are allowed to advance in the category, use the highest theme score as the tie breaker.

# Judging: Selecting the Winners

24

Chair/Committee discretion:

- “Theme” gets the most points so it’s possible to have a winning entry that is not artistically as good as other entries that don’t have strong themes.
- What if all entries in a category/division have low scores? Use your judgement with caution. If the judges seemed like they didn’t “get it” consider advancing some of those entries that you feel 1) captured the theme and 2) has artistic merit.



# New Theme and a Theme Search!

25

- Themes are chosen via a contest, 2 years in advance. Looking for 2025-26 this year!
- \$100 prize from National PTA
- Find Theme Search Contest Entry Form  
[https://wspta.smapply.io/prog/reflections\\_theme\\_search/](https://wspta.smapply.io/prog/reflections_theme_search/)
- Students will fill form directly from WSPTA
- Deadline: November 1, 2023 12:00pm

# LOCAL PTA/PTSA: Advancing Winning Entries

26

## **PREPARING WINNING ENTRIES FOR TURN-IN TO COUNCIL**

# Preparing/ Verifying Entries

27

- “Content rules” vs. “Packaging Rules”
- “Content rules” must be followed or the entry is disqualified –if you have questions or can’t determine if the content complies with the rules, you may need to ask to see the physical art piece (for example, if it looks like a painting may have 3-D elements that make it more than 1/2” thick, or a photograph that might be a collage vs. a photo montage).
- All artists **MUST** keep their work in presentation condition or we will not be able to advance the artwork.
- For entries that your local PTA is advancing, you will want to encourage those students to take good care of their artwork as it may be requested/required to be submitted in January! It will need to be in the same form it was in when the digital image was submitted in October!

# Advancing Winning Entries

28

## Online Registration:

- Chairs need to upload entries to our LWPTSA Council OneDrive. Only entries that qualify to move on from Council to State level judging will be entered into the National PTA portal (and your Council chairs will take care of that for you!).
- The deadline for local PTA/PTSAs in the LWPTSA Council is Monday, November 20th 2023, by 10 P.M. (that is absolute!)
- Do not wait till the evening of the 20<sup>th</sup>! - \*\*login a few days before the deadline\*\*
- We will create a step-by-step PowerPoint, and we may host an online workshop in late October/early November to explain the upload process.
- Unregistered entries will not be accepted at Council

## Tips for Online Registration

- Logging in – Try well in advance! Some chairs had trouble last year and had to wait for a response from help desk.
- All required information from the entry form should be entered into the database.
- You will be required to upload a digital image of artwork or the digital file for lit/music/dance/film.

# Local PTA/PTSA: Recognize Your Students

29

## **Very Important for the students and your program!**

- After judging, notify all participants (not just the winners), parents and staff of the results.
- Use the same methods you used to promote the program to - newsletters, announcement, etc. – to highlight winners and thank all participants.
- Consider recognizing all participating students with your own art show; in conjunction with another school event, like an assembly; or a display in the library, slide show display on your website.
- Give ribbons and/or certificates to everyone who submitted an entry.
- Officially, the top awards are Outstanding Interpretation, Award of Excellence, Award of Merit, but you can choose your own award names. (1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> or “Finalist” for those advancing to Council, etc.)
- Non-award winners can receive recognition as “participants”.
- Other ideas for recognition? Share them with our LWPTSA Council Reflections Chairs FB group!

# Awards and Supplies

30

- AWARD RIBBONS
  - <https://clearviewribbon.com/> (flat ribbons)
- AWARD CERTIFICATES
  - Microsoft Word has Certificate templates
  - Certificate Template on WSPTA Reflections webpage

# Other Important Dates and Deadlines

31

- Council Winners Announced
  - Friday, Jan 5th, 2024
  - Open House at LWRC January 19th to January 25th, 2024 (art on display during LWRC business hours)
  - Reception/ Recognition January 19th 5-8 pm

Some high-performing artists may be featured at the February school board meeting or at the LWPTSA Founders' Day Celebration.

WSPTA will announce their winners in March.

**Very Important:**  
**Local Chairs need to help in January for the Open House set-up.**  
**- typically 1-2 hours**

# Entries From Outside Your PTA/PTSA

32

Students from outside your PTA/PTSA may participate in your program under the conditions listed below. This includes home-schooled and private schooled students, and students whose schools have a PTO instead of a PTA or PTA/PTSA.

- The student must have consent of the host PTA/PTSA. The host PTA/PTSA is not required to accept outside entries.
- The student may enter Reflections through a PTA/PTSA in good standing.
- The school should be at the same grade level to match the student's grade level (elementary to elementary, middle to middle, etc.)
- The host PTA/PTSA must be in the district where the student resides.
- Entry is treated and scored as if the student attends the host school.



# Thank You! Questions?

33

Did you give us your name and email address so that it is accurate?

## ACTION ITEMS/NEXT STEPS:

1. Complete a Committee Plan of Action for your PTA –include due dates, communication plan, budget plan, volunteer needs.
2. Work with your PTA leadership to determine the best process for turn-in to “PTA-owned/accessible” locations (email address, cloud folder, forms, etc).
3. Work with your PTA leadership to determine entrant eligibility (only students currently enrolled in your school, or all students eligible to enroll in your school, or other?).

Any questions/concerns/ideas? Email: [reflections@lwptsa.net](mailto:reflections@lwptsa.net)

**We look forward to seeing your entries at Council!**

