# Reflections Arts Program 2024-2025





### THEME:

ACCEPTING IMPERFECTION



### Introductions



- LWPTSA Council Reflections
  - Co-Chairs: Emily Sparks & Kristy Lu <u>reflections@lwptsa.net</u>
  - Committee: Ayesa Kaur, Alex Iorik
  - VP of Programs: Jory Hamilton programs@LWPTSA.net
  - Email for general questions: reflections@LWPTSA.net

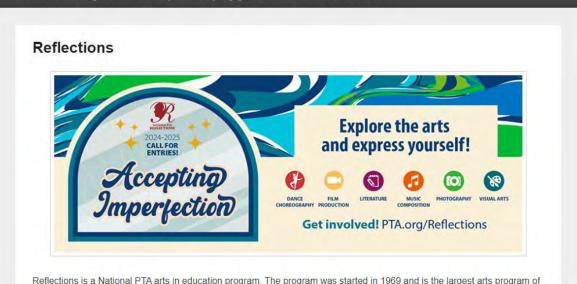
For all queries, please use <u>LWPTSA website</u>.

- Facebook Group: <u>LWPTSA Council Reflections Chairs</u>
- 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! Leader resources section at WSPTA Reflections webpage has all training details and forms listed here.

LWPTSA Council website: www.LWPTSA.net/Reflections

### Lake Washington Council PTSA- Reflections





### LWPTSA Council Program, 2024-2025

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- PTA/PTSAs Participating: 44
- Local PTA/PTSA entries received at Council: 10 per PTSA +1 to 6 Accessible Arts =
   484 704
- Council award winners that may advance to state: **62 + 6 Accessible Arts** 
  - Outstanding Interpretation
  - Award of Excellence
  - **\*** Award of Merit
- Washington State PTA winners advance to National PTA

### **Reflections Competition Overview**

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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. Accessible Arts Division (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

### **Reflections Competition Overview**



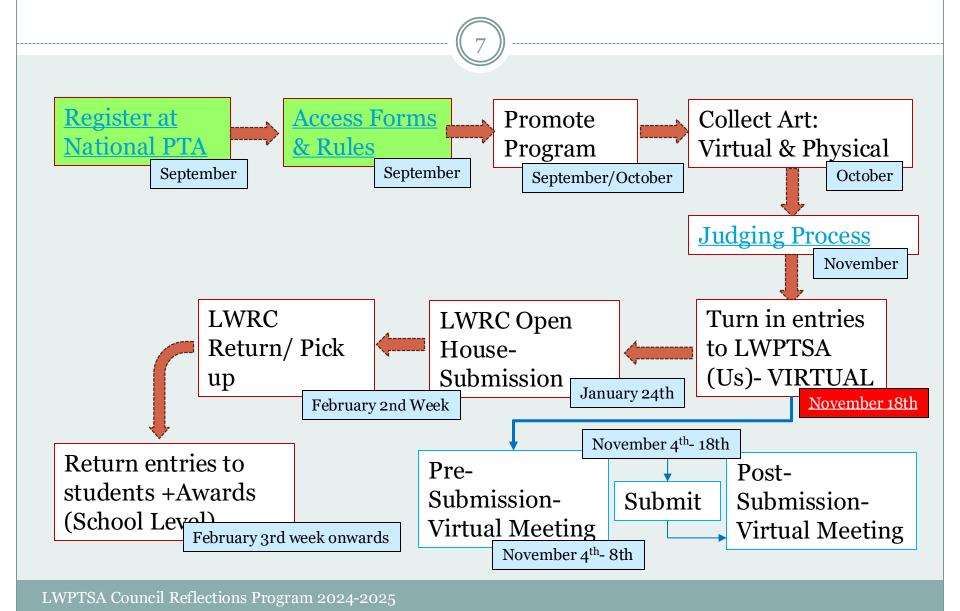
### **How Does It Work?**



Students REFLECT on a common theme and use their imagination to CREATE original works of art.

All participants CELEBRATE and share their artistic works with their family, school and community.

### Reflections Work Flow & Timeline



### Local PTA/PTSA: Setting A Deadline

- 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 backward from Council's online registration deadline:
   \*\* Monday, November 18, 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. 18**, 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



#### **September/October**

- Register your PTAwww.pta.org/programsReflections Arts Program
- Sept 30<sup>th</sup> Kick-Off Meeting
- Begin promoting Reflections
- Allow 4 weeks of October for students to work on projects
- Confirm with your president that your PTA is in good standing

#### **October**

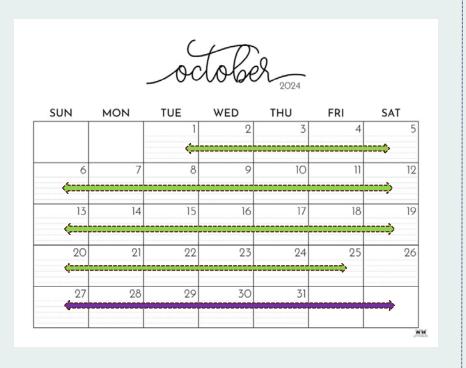
- Promoting Reflections continues
- Find judges
- Deadline date for entries (suggested):
- Oct 25<sup>th</sup> if:
  - First-year chair
  - # of expected entries is 40+
- Oct 31<sup>st</sup>/Nov 1<sup>st</sup> if:
  - Experienced chair
- After deadline, begin prepping entries for judging, allow 1-2 weeks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

#### **November**

- Nov 1<sup>st</sup> to 3<sup>rd</sup> Prepare judging instructions, rubrics and scoring sheets
- Nov 4<sup>th</sup> to 11<sup>th</sup> Judge entries
- Judging evening –OR sending entries to judges electronically
- Nov 11th to 14th -
- Determine winners
- Prepare winning entries for turn-in day
- Nov 18th -
- Submit winning entries to LWPTSA Council online folders

# Setting A Deadline







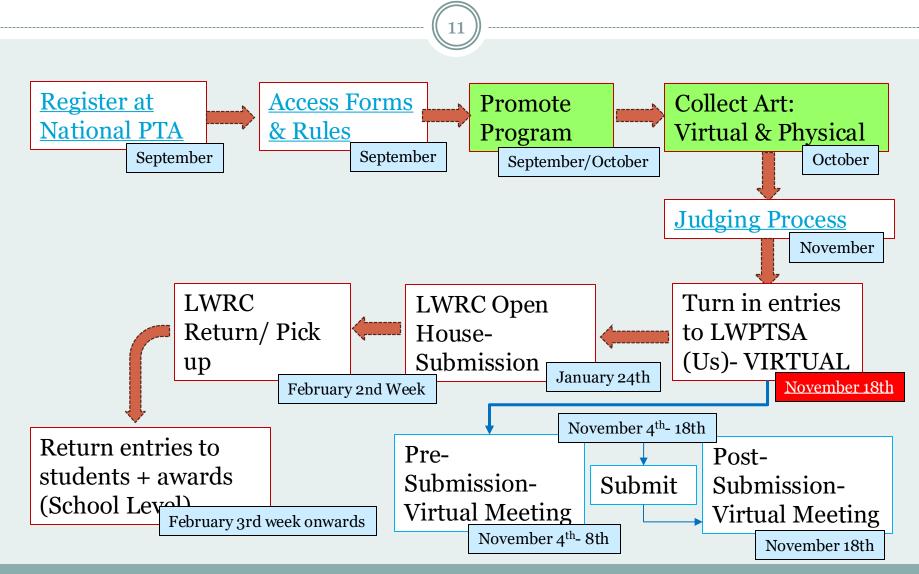
Entries

Collection

Judge

Decide Qualifiers LWPTSA Submissions

### Reflections Flow & Timeline



### LWPTSA Council Program, 2024-2025

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#### • 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.)

### Promoting to Students

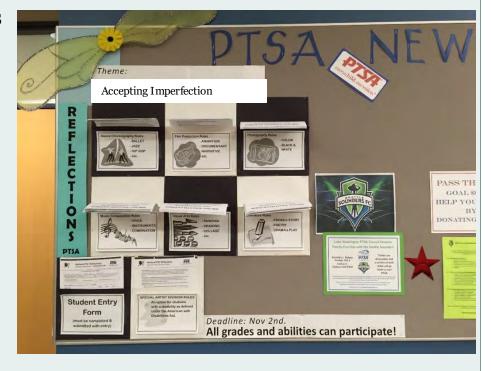
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#### **How to Distribute Information**

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

#### **Marketing Materials**

- Flyer & poster templates available on the LWPTSA website: <a href="https://www.lwptsa.net/reflections/">https://www.lwptsa.net/reflections/</a>
- Create your own materials



### Local PTA/PTSA: Promoting to Students



- What to include:
  - Informational cover letter/flyer with contact name, where to find rules and entry form, deadline date & time, entry drop-off location, etc.
  - o 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.

Chairs should obtain all documents from the LWPTSA Council website (not National PTA)! 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 (watercolors, paints, markers) for loan to students who may not have them at home?

### **Promoting to Students**



- Have an information table at lunchtime where students can stop by and ask questions and get information packets or individual documents.
- Have a table in the lunch room 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 PowerPoint 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

### Reflections Chair Responsibility



#### **Student Entry Form**

- Download a copy of the official entry form from <u>www.LWPTSA.net/Reflections</u> 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: <a href="www.lwptsa.net/reflections/">www.lwptsa.net/reflections/</a>
  - PTA/PTSA email should be your personal or school's Reflections program email. Do not use Council's information.

### Reflections Chair Responsibility

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#### **Student Entry Form (cont'd):**

- Pre-Filling the Entry Form
  - PTA/PTSA address is the school's address.
  - <u>Chairperson phone number should be your personal phone number</u>. 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						

### **Expected Entries**

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#### 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- Reminders

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#### **Important Reminders:**

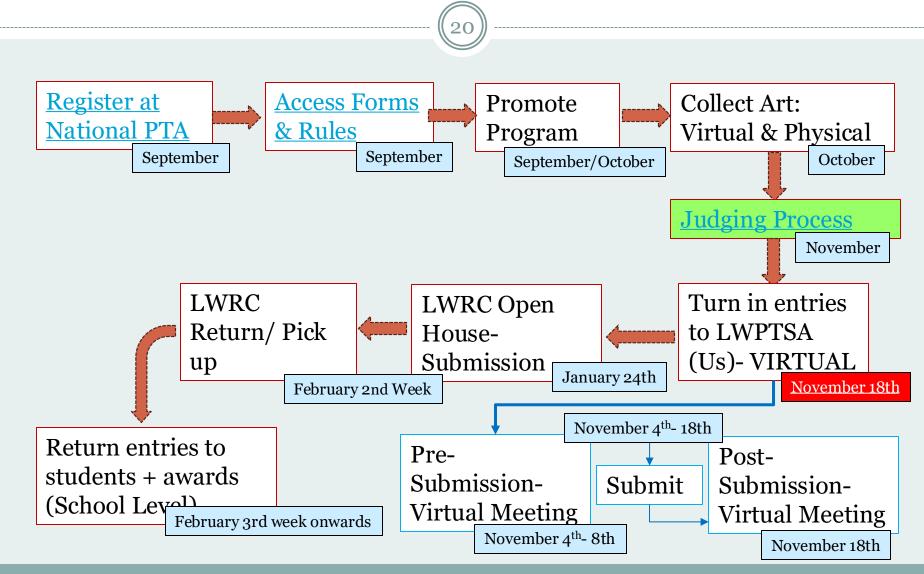
- **NO NAMES** on the public facing side of the entry.
- **Visual Arts 3D** art is **not** being accepted by LWPTSA Council; **only 2D entries are allowed**. Examples of 3D: architecture, carpentry, ceramics, jewelry, kites, dioramas, mobiles, etc.
- **Visual Arts 2D**: size and thickness
  - Maximum size is 24" x 30" (includes matting).
  - o Thickness is ½" (includes matting); no framing or loose materials.
- **Photography:** Minimum and maximum sizes of photo
  - o 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 640 x 960 pixels and 300 DPI (resolution).

Since you will only be seeing a digital image of the art, it is important that these criteria are emphasized with participants. If entries advance to Washington State PTA or National PTA, the physical artwork will 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 or AVI for Film and Dance
- Accepted audio file formats for Music include MP3 and WAV (<u>not MP4</u>).

### Reflections Flow & Timeline



### LWPTSA Council Program, 2024-2025

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#### 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*.

### Local PTA/PTSA: Judging Entries



#### **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 <u>other</u> 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

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#### Student Entry Form: Is available online at the LWPTSA Council website.

- Student Portion
  - Is it complete all fields?
  - o 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.
  - O 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
  - o 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 <u>NOT</u> continue on the back of the form. It should continue on a separate page or be submitted on a separate page.



#### Preparing Entries for Judging:

- **No name** associated with entry –use THE 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 4<sup>th</sup> entry from LWHS PTSA advancing to Council...the identification and file name for this entry is "095PHHGH04" (095PHHGH04.jpg)

### Data spreadsheet example

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### **Columns To Include:**

Last Name: Parent Name:

First Name: Parent Email:

Category: Parent Phone:

Title: Address:

Teacher: City:

Completed?: Zip:

Grade:

Age: Notes:

**Artwork Details:** 

**Artist Statement:** 

# Judge's -Data spreadsheet example



### **Columns To Include:**

Unique

ID:

Category:

Title:

Completed?:

Grade:

Age:

**Artwork Details:** 

**Artist Statement:** 

Notes:

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LWPTSA judging rubric will be available on LWPTSA website this week.

<b>#</b>			Technique	Total	Notes
	(40 pts)	(30 pts)	(30 pts)	Score	

#### **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.	\$11 P. S. S. S. S. S. S. S. S.	communicates the student's concept based on the theme	communicates	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 un- conventional, 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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- Visual Arts No more than 30%
- Photography- No more than 20%
- Literature- No more than 20%
- Dance, Film & Music- No more than 30%



#### **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 from our local documents.
- All forms and documents needed are currently hosted on the LWPTSA website.
- Local PTA/PTSAs may accept <u>multiple entries from a single student</u> at their discretion.
- An entry must be the work of ONE student. Other people may perform or appear in a student's original work but may not do any of the creative work.

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.

- 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.
- Accessible Arts Division 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: Selecting the Winners



#### **Selecting the Winners:**

Number of entries advancing from local to Council

- Up to **10 entries in total** (highest scoring only) + Accessible Arts\*
- o 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 <u>6 additional entries from the Accessible Arts division\*</u>

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.

<sup>\*</sup>The National PTA Accessible Arts 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



- 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).
  - o 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)
  - O 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.
    - ➤ Might 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

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#### Chair/Committee discretion:

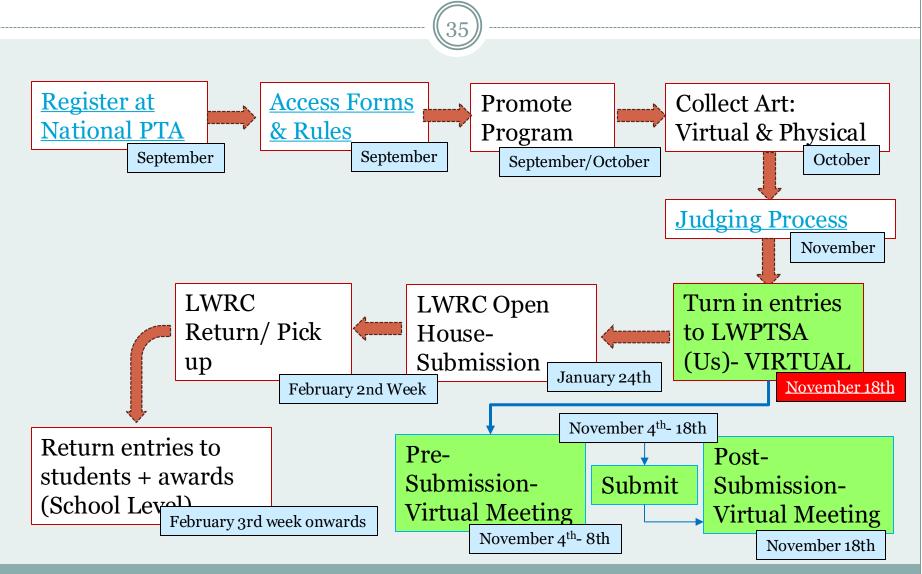
- "Theme" gets the most points so it's possible to have a winning entry that is not artistically as good as other entries that don't have strong themes.
- What if all entries in a category/division have low scores? Use your judgement with caution. If the judges seemed like they didn't "get it," consider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

### New Theme and a Theme Search!



- Themes are chosen via a contest, 2 years in advance. Looking for 2026-27 this year!
- \$100 prize from National PTA
- Find Theme Search Contest Entry Form https://wspta.smapply.io/prog/reflections\_theme\_search\_/
- Students will fill form directly from WSPTA
- Deadline: November 4, 2024, 12:00 pm (noon)

### Reflections Flow & Timeline



### LWPTSA Council Program, 2024-2025

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#### 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 (November 14th) and how to submit entry forms and artwork

# Virtual Entry vs. Physical Copy

WHAT WORKS FOR YOU?

### Entries From Outside Your PTA/PTSA



National PTA Guidelines-

- Councils can decide to accept art from PTA school directly if there is no chair at the school

### Preparing/Verifying Entries

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- "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 3D elements that make it more than ½" 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**

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#### **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 18, 2024, by 10 PM. (Time is absolute!)
- Do not wait until the evening of the 18<sup>th</sup>! \*\*Log in a few days before the deadline\*\*
- We will create step-by-step instructions with screenshots to explain the upload process and will share it in late October/early November.
- 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



#### Very important for the students and your program!

- After judging, notify all participants (not just the winners), guardians 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, such as 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



- AWARD RIBBONS
  - o https://stores.shoppta.com/listings.lasso?c id=Reflections&host=WSPTA
  - <a href="https://clearviewribbon.com/">https://clearviewribbon.com/</a> (flat ribbons)
- AWARD CERTIFICATES
  - Microsoft Word has certificate templates
  - Certificate template on WSPTA Reflections webpage

### Other Important Dates and Deadlines



- Council Winners Announced
  - Friday, January 10, 2025
  - Open House at LWSD Resource Center January 24 to January 31, 2025 (art on display during Resource Center business hours)
  - Reception/ Recognition January 24, 6:30-8 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. They give ribbons to Council at Convention. We will distribute at our June General Meeting.

#### **Very Important:**

Local Chairs need to help in January for the Open House set-up, and take-down on January 31st.

- Typically 1-2 hours

### Thank You! Questions?



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).

Any questions/concerns/ideas? Email: reflections@lwptsa.net

We look forward to seeing your entries at Council!

