National PTA Reflections Program

The National PTA Reflections Program is an arts recognition and achievement program for students. The Reflections programs give students an opportunity to express themselves creatively and receive positive recognition for original works of art inspired by a pre-selected annual theme. The program also increases community awareness on the importance of the arts in education.

The 2015-2016 Reflections Program Theme is "Let Your Imagination Fly"

Monday, November 13, 2015   Reflections entries due to San Diego Unified Council
December 2015    Council winners forwarded to Ninth District

February 2015   Council reception for all Council Reflections winners
March 2015    Ninth District reception for Reflections

May 4-7 2015    State winners presented at State PTA Convention in Sacramento
June 19-22, 2015   National winners presented at National PTA Convention in

Get started in 6 easy steps:

Step 1    Register your school reflections program at www.pta.org/programs/artsineducation.cfm

Step 2    Organize and Plan your program:

If you are new to Reflections consider starting with one area of art such as just photography, or visual arts. Choose what will work best in your school.
Recruit a committee/team of volunteers to assist with program tasks. Also recruit community arts professionals to review artwork and determine awards.

- Customize your **check list** to organize tasks and schedule deadlines.
- Consider these **Volunteer Job Descriptions** to help recruit volunteers with specific skills/interests.

**Step 3  Promote your program**

Announce your **call for entries** using PTA, school and community communication channels. Be sure to include a deadline and drop off location as well as submission instructions.

- Consider these **Tips for Promoting Reflections**
- Distribute posters/flyers or create your own using the Reflections Visual Standards and logo.
- Promotional Tools:
  - Flier for students: *Let Your Imagination Fly...*
  - Flier for parents and school leaders: *About PTA Reflections (En Español)*

**Step 4  Organize submitted artwork for judging**

First, check-in entries and review artwork for qualification. Organize entries by division and category, then assign them to a judge.

- **Welcome judges** with a copy of program rules and instruct them to complete their **scorecards** using this **rubric**.
- Ensure judges review the student’s artwork title and artist statement included on the student’s entry form, but do not reveal the student’s name.
- Assign awards to all qualifying entries. Award levels may include: Award of Excellence, Award of Merit, Honorable Mention and Participant.
Step 5  Celebrate!

- Start with the **Reflections celebration guide** to help plan your event.
- Share the **media advisory** and **press release** with local media.
- Present the **Certificate of Participation** and other awards available at the PTA Store.

Step 6  Wrap Up

- Be sure to thank school staff, community partners, PTA members and judges. Consider this template **Thank-you Letter for Volunteers**.
- Organize information to share with PTA and school leaders. Consider this **Sample Program Evaluation** to archive notes for next year.
- Report Participation (visit **California State PTA** for a PTA Registration Form)

And Remember....

The search is on for the future National PTA Reflections theme.

One exceptional concept may be chosen to inspire thousands of students across the nation and in American schools overseas to create original works of art in dance, film, literature, music, photography and visual arts.

The Theme Search Contest Winner receives $100 and recognition at the Annual National PTA Convention.

If you have any questions, you can contact NiChelle Cannon VP of Leadership and Reflections Chair at **leadership@sdcouncilpta.org**