



National PTA Reflections[®]

Local Leader's Guide

2016-2017 - "What Is Your Story?"

This Local Leader's Guide contains information specific to **North Dakota's** PTA Reflections Program. Please use the forms and information found in this guide and at ndpta.org.

National PTA[®]
everychild.onevoice.[®]

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Visit ndpta.org for North Dakota PTA template tools and resources.



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1. Start the Arts!

Participation in arts programs—like PTA Reflections—plays a critical role in students' success, in school and beyond. PTA believes that all children deserve opportunities to explore and be involved in the arts.

1.1 About PTA Reflections

The National PTA Reflections program is PTA's cornerstone arts program. It was developed in 1969 by Colorado's PTA President Mary Lou Anderson to encourage students to explore their talents and express themselves. Since then, the Reflections program has inspired millions of students to reflect on a specific theme and create original artwork. **Each year, students in Pre-K through grade 12 are recognized for bringing the theme to life through dance choreography, film production, literature, music composition, photography and visual arts.**

2016-2017 Reflections Program Theme: *What Is Your Story?*

This theme was submitted through the Reflections Theme Search Contest
by Brianna Eisman of Jacksonville, Florida.

Students submit their artwork to local PTAs for initial judging. In North Dakota, local winning entries then advance to the State round. See page 14 for a chart listing the maximum numbers a PTA unit may advance. Top entries from our state PTA Reflections contest advance to National PTA for the final round of judging.

1.2 Roles and Responsibilities

As a Reflections Chair of this program, you will play a critical role in promoting exploration of arts and culture in the home, school and community. Students who participate in the Reflections program may not recognize themselves as artists when they sign up—but by the end of the Reflections celebrations, they will.

As the PTA Reflections Chair, you will be responsible for the following tasks:

- Recruit PTA Reflections Committee members.
- Oversee the PTA Committee's planning and implementation of the Reflections program.
- Communicate with other PTA leaders during online and in-person opportunities.
- Represent your PTA's arts-related activities at school and community events.

1.3 The Art of Family Engagement

The arts—and the National PTA Reflections program, in particular—can be a valuable tool for building stronger partnerships in your school community. National PTA



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developed the [National Standards for Family-School Partnerships](#) to serve as a framework for thinking about, structuring and assessing family engagement throughout your Reflections program. Visit [PTA.org/FamilyEngagement](#) to learn more.

1.4 Theme Search Contest

National PTA Reflections sponsors a student-focused Theme Search Contest annually to determine a future program theme. The winner will be selected in January and will receive \$100 and recognition at the National PTA Convention.

The following is the procedure for the theme search:

1. Set a deadline for your school.
2. Reproduce the **Theme Search Student Entry Form and Past Themes**; fill out all of the school information and include your deadline at the top of the form before reproducing it and distributing it to your students.
3. We recommend that you print the list of past themes on the back of the form as repeat themes will not be considered.
4. Collect entries and send them to the North Dakota PTA Office at:
North Dakota PTA, 623 Main Avenue E, Suite #106A, West Fargo, ND 58078
5. Theme Search entries must arrive at the State office by **Friday, November 18th, 2016**.

1.5 Arts in Education Grants

The National PTA Mary Lou Anderson Reflections Arts Enhancement Grants provide matching-dollar funding to local PTAs to support in-school and after-school arts enhancement programs in local communities. PTAs serving at-risk student populations are particularly encouraged to apply. Applications will be available at [PTA.org/Awards](#) on **Jan. 9, 2017** and will be due on **Friday, March 17, 2017**.

2. Program Planning

The North Dakota Reflections Chair, _____ is responsible for the overall implementation of the National PTA Reflections program in our state. A key aspect of this role is to provide training to local PTAs on how to implement and promote the program in their communities.

Register and Report Participation Online at [PTA.org/Reflections](#).

1. Register Your PTA Online: July 1—Jan. 1
2. Report Program Success Online: Sept. 1—March 1



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Upon registration, you will have the opportunity to connect with other PTA Reflections leaders. Your Reflections network is a support system comprised of national, state and regional PTA leaders eager to answer your questions and share best practices.

Also register as your PTA's Reflections Chair with North Dakota PTA by sending an email to northdakotapta@gmail.org.

Please include your name, phone number, and school so that information and updates about the PTA Reflections program can be sent to you.

Reflections Training and Events

Reflections 101 Webinar for Local Leaders by National PTA – August 9, 2016 at 7:00 pm CDT
Register at PTA.org/Reflections

Reflections Leader online e-Learning Course – can be completed anytime at PTA.org

ND Reflections Training Events: Dates and Locations TBD – Please send your contact information to North Dakota PTA (see above) so we can inform you of dates and locations.

North Dakota PTA Reflections Celebration: Spring 2017, Date and Location TBD

For other national events, visit PTA.org/Reflections

Below are the recommended steps for administering your Reflections® program. Use this **PTA Leader Check List** to organize tasks and schedule deadlines.

Step 1. Start the Arts

- Register your PTA at PTA.org/Reflections.
- Confirm that your local PTA is in good standing with the state PTA and eligible to participate.
- Make sure the Reflections program is included in your PTA's program budget for the school year.
- Visit your state PTA website at ndpta.org, for program registration information and materials.

Step 2. Organize and Plan Your Program

- Recruit your committee/volunteers and engage school personnel and community members for additional support.
- Recruit creative professionals to judge student artwork.
- 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.
- Establish a timeline for the following activities.

Step 3. Promote Reflections

- Distribute program rules and student entry form.
- Promote artwork submission deadline and instructions.



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Step 4. Organize Artwork for Judging

- Collect and organize artwork by category and division. Check entries for qualification.
- Facilitate judging and support judges as needed.
- Collect judges' scores and rank entries. Assign awards and prepare artwork for exhibition.

Step 5. Celebrate and Recognize Your 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. *See State PTA's Leader Guide for details.*

Step 6. Wrap Up

- Return non-advancing student artwork.
- Recognize volunteers and evaluate your program to consider future improvements.
- Report student participation totals and program success at [PTA.org/Reflections](https://pta.org/Reflections).

 **[Download state specific template tools and resources at ndpta.org](https://ndpta.org)**

2.1 Organizing Your Team

As a local PTA Reflections Chair, you will be responsible for overseeing the administration of the PTA Reflections program in your community. This is a big job, but *you are not expected to do it alone!* Your state PTA Arts Chair is here to help at every step of the process.

We also strongly recommend that you recruit a committee of volunteers to help. 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.

When building your committee, keep the PTA's National Standards for Family-School Partnerships in mind. Welcoming all families, communicating effectively, sharing power and collaborating with the community are all strategies that will enhance your committee and help make your events a success.

2.2 Tips for Recruiting Volunteers

You may find the following tips helpful when recruiting volunteers to help with your local PTA Reflections program:

- **Announce planning meetings widely**, rather than relying on the same small circle of volunteers. Ask the principal to suggest parents who might be interested in getting more



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- involved and have your board members extend a personal invitation. You might be surprised by who steps up!
- Invite a representative of the student council or student government to participate on the planning team—or ask the **student council** to promote the program and host events, with PTA support.
 - Consider recruiting **school staff** who have a natural interest in arts education for your committee. These might include choir or band directors or teachers of other art, music, media, technology, journalism or creative writing classes. School administrative staff might be willing to help too, by collecting and organizing student entries, for example.
 - People who don't want to attend planning committee meetings might still be willing to **help with a specific role**. These might include promoting the program through social or traditional media, creating a flyer or banners or making phone calls to solicit community support.
 - Creative arts professionals might be interested in participating as Reflections judges. See more about this in the section on “Collecting and Judging Student Entries.”

Assigning project leaders and dividing tasks will save time and energy. Use the **volunteer sign-up sheet** at ndpta.org to help recruit volunteers with specific skills/interests.

2.3 Recruiting Judges

Inviting professionals in the arts and community leaders who serve as trustees, donors and patrons of arts organizations to participate as Reflections judges increases the credibility of your program and exposure for PTA. All judges should have a working knowledge of their assigned arts area. Sources of judges might include:

- **Parents** who work as professionals in the arts or in arts education.
- **School and community teachers** of music, art, dance, theatre, language arts, writing, graphic design and media arts.
- **Working professionals in organizations or companies** such as museum directors, curators, symphony and choral directors, musicians, librarians, editors of newspapers, photographers and local television personalities.

Always recognize judges in promotions and thank them for their participation. Some PTAs give each judge a small PTA gift or certificate of appreciation.

3. Promoting Reflections

One of your most important tasks as a Reflections Chair is to promote the Reflections program to students and families to encourage as many students as possible to participate. Taking time



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to promote the program to school personnel and the community can help increase participation, enhance family engagement at the school and garner additional support.

3.1 Program Messages

Below are some important messages to emphasize as you spread the word about the PTA Reflections program, especially through the media or to school and community partners:

- PTA Reflections welcomes students of all grades and all abilities to explore their inner artist.
- Students may explore one or all six arts disciplines, including: Dance Choreography, Film Production, Literature, Music Composition, Photography and Visual Arts.
- Students reflect on the annual theme in school or at home and are recognized for their participation and achievement in the arts.
- Every student is recognized for their accomplishments with the opportunity for state and national awards and recognition.
- The love of art and celebration of students can bring people together from across the community— families, teachers and friends.
- New academic standards require more critical thinking and problem solving, which translates into more creativity and deeper reflection. That's why Reflections isn't just for arts classes.
- Families can support their children's participation by creating time and space for students to work on their entries, providing encouragement and needed materials and volunteering to support the Reflections program.
- Entries should represent students' unique creativity. Adults are welcome to encourage students but are asked not to assist in any way with their interpretation of the theme or artistic expression.

3.2 Student Recruitment Messages

Share the following sample message with teachers and student leaders to promote the PTA Reflections program. You may find this message works best within a school newspaper, during morning announcements and at activity fairs promoting school clubs.

- *Do you like to dance, produce a film, write a poem or story, compose a song, take a picture or create a piece of visual art? This year's PTA Reflections theme is "What Is Your Story? Tell us your story. Pick up a PTA Reflections Entry Form from <INSERT NAME> and get creative! Submit your entry by <INSERT DUE DATE>.*



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3.3 Ideas for Promoting Reflections

Use the following suggestions to kick-start your plan to promote the PTA Reflections program. Remember to use the Reflections Logo and your school's PTA logo on all your promotional materials. Logos and their usage can be found at PTA.org.

To Students and Families: Use a variety of channels to reach out to students and families. Consider creating promotional messages and materials in multiple languages to reach all of the families in your school community. Some possibilities include:

- Host a **school-wide assembly** to introduce the program. Feature examples of artwork from last year's winners at the local, state and national levels.
- Include messages in students' **morning announcements**.
- Hang ***What Is Your Story?* posters, fliers** and **image** in visible locations and send copies of fliers home to parents. You can find sample fliers at ndpta.org.
- Post the deadline and reminders on signs near **student drop-off** and pick-up locations.
- Post announcements and updates on the **school and/or PTA website** and via **social media** (e.g., Facebook, Twitter).
- Write an article about Reflections for a **PTA or school newsletter**. Showcase prior years' winners and/or the benefits of arts education. Ask a student to write a similar article for the school newspaper.
- Appoint "**student ambassadors**" to talk positively about the program among peers. Willing students might be found in art or dance classes or clubs, school music programs (choir, band and orchestra) or creative writing or journalism classes.

Among Teachers and Administrators: Invite arts teachers to serve as Reflections co-chairs, committee members or volunteers. The more involved they are in planning, the more likely they will be to serve as "champions" of the program among other faculty and staff, as well as to students and parents. Other ways to engage school staff:

- Request **time at a staff meeting** to present the Reflections program to teachers. Highlight the benefits of arts education and invite their ideas about how they might encourage their classes to participate.
- Provide suggestions for how this year's theme might be **linked to curriculum**. Ask a teacher volunteer to create a sample lesson plan and share it with peers.
- Engage school staff in **planning the awards ceremony/celebration**. The school might be willing to hold a school-wide assembly or host a special lunch for participants and winners.

In the Community: When reaching out to potential community partners, focus on the *impact* of the Reflections program on students, schools and families. For example, share how a local PTA



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showcases students' artwork and brings families together to celebrate. Here are some ways your community can get involved:

- Invite community members to serve as **judges**.
- Reach out to nearby gathering places (neighborhood centers, barber/beauty shops, coffee houses) to **exhibit student artwork**.
- Local businesses might be willing to support **fundraisers for Reflections** (for example, a local restaurant might host a “dine out” night, with a portion of receipts benefitting the program). Proceeds might help pay for trophies, ribbons or certificates for student participants; food for the celebration; or a supplies scholarship for a student who might not otherwise be able to participate.
- Other businesses might provide **in-kind contributions**. Ask a local arts supply or craft store for donations of paintbrushes, paper or paints; or a local library or print shop might allow students to use their computers and photo-editing software for entries.
- Work with school officials to customize **media advisory** and **press release** to invite local coverage. Don't forget smaller, local media outlets such as neighborhood association blogs and newsletters.
- **Community bulletin boards** can be good places to promote the program or announce student winners.

4. Organizing Artwork for Judging

The process of judging student entries for the Reflections program includes distributing and enforcing program rules, collecting artwork, determining eligibility and hosting judging.

The first step of this process is to determine a deadline for students to submit their work. Expect to need at least two weeks to facilitate the judging process and another two weeks to prepare winners' artwork and complete the registration process so that winners may advance to the next round. Therefore, **set your Local PTA deadline approximately one month before submissions are due to the next round.**

Each PTA can submit a specified number of entries, based on their school enrollment, to the State level of judging. These totals are found on page 14. Reflections entries are due to the North Dakota PTA office on **Friday, January 27, 2017.**

4.1 Understanding Program Rules

All students must adhere to the National PTA **Official Rules**, as well as the rules for their specific arts category. Each entry must be the original work of **one** student. Program rules and student




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entry forms are provided by your state PTA. To reference North Dakota PTA rules, visit ndpta.org. You will find:

- A helpful one page **Summary of Rules** that explains the six arts categories
- National PTA **Official Rules** that apply to all arts categories
- **Special Artist Rules**
- A specific page of rules for each of the six arts categories; **Dance Choreography, Film Production, Literature, Music Composition, Photography and Visual Arts***

 *All of the above items can also be found at the National PTA website but many of the forms on the North Dakota PTA website have modifications that apply specifically to our state so please visit ndpta.org for these forms. Please use the forms found at www.ndpta.org.*

*National PTA added 3D to the Visual Arts category in 2015-16! For a better understanding of this category view **Intro to Visual Art 3D Expansion and/or Visual Arts New 3D Expansion Option.**

4.1 Understanding Program Rules

All students must adhere to the National PTA **Official Rules**, as well as the rules for their specific arts category. Program rules and student entry forms are provided at www.ndpta.org.

Student Eligibility and Entry Guidelines: Students must participate in the National PTA Reflections program through a local PTA/PTSA in good standing, as determined by their state PTA. It is your Local PTA Reflections Committee's responsibility to confirm that your PTA is in good standing and to determine each student's eligibility. If you are not sure whether your PTA is in good standing, talk with your PTA president. The following additional guidelines apply to student entries:

- Each entry must be the original work of **one** student only.
- A student may develop an entry inside or outside of the school.
- A student may submit entries in more than one arts category.
- North Dakota PTA also allows students to enter more than one entry per category.
- Each student entry must be accompanied by a paper student entry form, signed by the student and a parent or guardian no matter what the age of the student.
- Student entries must include a title and an artist statement, which communicates the artist's inspiration for the work and how it relates to the theme. The statement must describe the content and must be at least 10 words long, but may not exceed 100 words.



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Students with Disabilities: Students with disabilities may participate in the National PTA Reflections program in one of two ways.

1. **Enter in Special Artist Division** to receive non-artistic accommodation and assistance from an adult. Students are recognized and awarded prizes as part of the Special Artist Division. The Special Artist Division is an optional division of the Reflections program, accepting students in all grades whose physical, cognitive or mental health challenges meet guidelines set forth in the Americans with Disabilities Act.

National PTA will honor one special artist from across all arts categories to receive an Outstanding Interpretation Award. Up to six additional special artists will receive a National PTA Award of Excellence.

2. **Enter in grade division most closely aligned to the student's functional abilities.** Students are recognized and awarded prizes as part of the general student population without regard to special needs or challenges. In this case, students follow all general rules and arts category rules but may submit their entries in the grade division most closely aligned to their cognitive or functional abilities.

Originality: Specific rules related to originality for each arts category are provided by your state PTA. Rules can be referenced at ndpta.org. In general:

- An adult may not alter the creative integrity of a student's work.
- Only one student may be recognized for each entry; collaboration with other students is not allowed. Other individuals may appear in or perform a student's work, but the work itself—the dance choreography, film production (i.e., screenplay, camera work and directing) or musical composition (i.e., written score and any lyrics)—must be the creative product of one student alone.
- The artwork must be inspired by the current year's theme and created expressly for the program. Artwork produced before the dissemination of the theme or used for another competition or program may not be submitted.

Use of Copyrighted Materials: Use of copyrighted material is prohibited in the literature, music composition, photography and visual arts categories. This includes the use of copyrighted cartoon characters, copyrighted material from the Internet, advertisements or advertising ideas, musical themes from existing copyrighted compositions, copyrighted recorded music, copyrighted photographs or stock images. Use of copyrighted music in dance choreography and film production entries is **acceptable when the title, composer and performer of any music in the submission are cited on the student entry form.**



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Film productions, photography and visual art may include public places, well-known products, trademarks or other copyrighted material, as long as that copyrighted material is incidental to the subject matter of the piece and is a smaller element of the whole. Visual arts collages may include portions of existing copyrighted works, such as portions of photos, magazine clippings, internet images and type cut out of a newspaper, as long as those pieces of copyrighted works are used to create a completely new and different work of art. A collage should be judged for its whole—not its parts—and its creativity as an original work of art. Misuse of the above materials constitutes plagiarism—taking and using another's words, ideas or inventions as one's own.

Addressing Student Ineligibility: Occasionally, entries submitted to the Reflections program are ineligible. One reason for ineligibility is that the local PTA is not in good standing. It is very important that you check with your PTA president to ensure your PTA is in good standing with the state. Other common reasons for ineligibility are plagiarism and resubmission. The following recommended procedures apply to both plagiarized and resubmitted entries:

1. **Scan entries** to ensure that all are original and have not previously been submitted to Reflections or another art competition.
2. **Alert judges** to the possibility that some pieces may not be original and encourage them to communicate when one may be questionable.
3. **Check questionable entries via Google** or another search engine.
4. **Return ineligible pieces** to students, and explain why they are being returned.
5. **Talk with appropriate school personnel**, such as school counsellors, the principal or teachers about ways to address the seriousness of copying someone else's work or resubmitting artwork with the student and his/her family.

If ineligibility is confirmed after judging, determine whether awards (including award money, pins, certificates, etc.) should be returned.

4.2 Judging Process

The judging process has two goals:

1. To determine how many of your school's student entries will advance to the State Reflections judging level. See the chart below:

<u>Enrollment at School</u>	<u>Number of Entries per Category/per Grade Division</u>
1-200	10
201-400	13
401-up	16

1. To award other prizes and recognition as determined by your local Reflections Committee.



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To facilitate the judging process, judges should receive the title and artist statement for each entry and the rules specific to their arts category. Distribute [judging guidelines](#) and [judging score cards](#), which are available at ndpta.org.

It is important to conduct *blind judging*—where judges do not see the artists' names—in situations where judges may know a student. Here are some tips for facilitating judging:

- **Dance, Film, Literature and Music:** Send digital copies of artwork to judges. Compile digital copies of artwork on a CD/USB drive or online file sharing site for judges to review. Provide judges with a list of artwork titles and artist statements.
- **Photography and Visual Arts:** Host a judging event. Display artwork on tables around the room. Tri-fold the student entry form to hide personal information and place the artist statement in front of artwork. Have judges rotate around the room to score each entry.

The following judging criteria is to be used by judges when reviewing entries. Notice that interpretation of the theme is weighed more heavily than the other considerations.

- **Interpretation of Theme (20 pts.)** How closely the piece relates to the theme, based on the artwork itself and the artist statement.
- **Creativity (10 pts.)** How creative and original the piece is in its conception of the theme and its presentation.
- **Technical Skill (10 pts.)** The level of skill demonstrated in the basic principles/techniques of the arts area.

With these criteria, each entry may receive a total of no more than 40 points from each judge. Have judges record their points for each entry on a 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.

5. Celebrating and Recognizing Your Participants

Now it's time for you to be creative too! Follow your PTA and school traditions or add new ways to celebrate student participation in the arts. Recognition helps all students recognize themselves as artists, encourages family engagement and provides opportunities to connect with the community.

5.1 Recognize Students Locally

The Reflections program offers opportunities for PTA visibility throughout the year. There are many ways local PTAs celebrate Reflections participants and winners. Examples include:



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- Presentations at PTA and school board meetings
- School awards nights, banquets or luncheons
- Announcements in the school newsletter or on the website
- Exhibits at community arts galleries or other public spaces (e.g., shopping malls, community centers, coffee shops)
- Features in local newspapers or television broadcasts
- Sharing photos, links, quotes or anecdotes about the Reflections program or related events through social media channels such as Twitter or Facebook
- Invite the media to your celebration! **Customize the template media advisory and press release** with your own local details and PTA logo. Email it to the media in your hometown and follow-up with a phone call to encourage their presence or post-event coverage.

Visit ndpta.org for a **Reflections celebration guide**, **certificate of recognition** template and other celebration tools.

5.2 Advancing Entries to the Next Round

Provide your students with an opportunity to share their artwork across the state and nation. National PTA Reflections is a multi-layered program that has Local PTA Unit, state and national levels of recognition. PTAs are encouraged to advance their finalists to the next available round.

Your PTA may submit the following number of entries to North Dakota PTA:

<u>Enrollment at School</u>	<u>Number of Entries per Category/per Grade Division</u>
1-200	10
201-400	13
401-up	16

Attach the original **Student Entry Form** to each submission and follow the instructions below:

- You must include a completed **Local PTA Participation Form** found at www.ndpta.org
- North Dakota PTA requires the student's original student entry except in the 3D Visual Arts category where only the three pictures are advanced. ND PTA does **NOT** require electronic online submission of any entries.
- Please see the official North Dakota PTA category rules for correct packaging of the student's work. We request that you deliver your school's Reflections entries to the State Office in a **sturdy box that can be completely closed** to prevent any damage from snow, rain or handling during transportation.
- Entries are due to the State PTA Office on **Friday, January 27, 2017**. See the last page of this guide for the address.



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If you are shipping the packet, we recommend that you ship it with a company that offers online tracking capabilities, in case the shipment is delayed or gets lost. Any time you have questions, contact the State Reflections Chair, _____ or the ND PTA Office (see last page of guide.)

5.3 Regional and State-Level Recognition

State-level award recipients are announced by the end of March.

North Dakota PTA usually presents a trophy to the first place entries, ribbons for 2nd through honorable mention and certificates to all participating students.

5.4 National –Level Recognition

National-level award recipients are announced annually on **May 1**. Visit [PTA.org/Reflections](https://pta.org/Reflections) for announcements related to national awards and events. National PTA award categories include the following:

- **Outstanding Interpretation Awards:** Seven Outstanding Interpretation Awards are given—one to the submission in each arts category, including the Special Artist Division, that best interprets the theme.
- **Awards of Excellence:** These are given to the top three scores for each arts category in each division and one special artist of each arts area.
- **Awards of Merit:** These are given to the next five highest scores for each arts category in each division.

National award recipients will be notified via email by National PTA in May. National awards and certificates are mailed after the National PTA Convention, by the end of July. Any awards or certificates returned to the National PTA office due to insufficient or incorrect addresses will be mailed to the appropriate state office. For more details on national awards see the handout: **National Awards and Recognition** at ndpta.org.

6. Wrapping Up

You're almost done! This section covers other important items including recognizing volunteers, returning artwork and sharing program information with your PTA president.

6.1 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 for volunteers** at ndpta.org



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to thank student and parent leaders, school personnel and community judges and partners for their support.

6.2 Return Student Artwork

National PTA recommends that original photography and visual arts pieces be returned to student artists as soon as possible after judging and/or recognition. Artworks submitted electronically, including those in the dance choreography, film production, literature and music composition categories, typically are *not* returned.

Non-advancing artwork can be returned immediately after judging or after your local PTA celebration. National PTA recommends that artwork be returned by the end of the school year. 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 policy (see below).

State PTA Policies: North Dakota PTA returns the student artwork to the local PTA Chairs at the Reflections Celebration held in spring. First place entries at the State level are kept at the North Dakota State PTA office until National PTA announces their placement list. Entries placing at the National level will then be sent to National PTA.

National PTA Policies: Entries that receive national awards will be featured in the online National PTA Reflections Program Gallery at [PTA.org/Reflections](https://pta.org/reflections). National PTA will make every effort to return photograph prints and visual artwork within two years. The National PTA office also receives electronic files/digital entries in film production, dance choreography, literature, music composition and photography and these are not returned.

6.3 Report Participation

After your program has concluded, visit [PTA.org/Reflections](https://pta.org/reflections) to report your program's student participation totals and feedback to your State and National PTA.

Remember that after your judging process is complete, fill out the **Local PTA Participation Form**. You are required to turn it in with your PTA's student entries to the State PTA Office. This information is vital to the future success of the program.

6.4 Evaluate Your Program

Evaluation is a critical part of wrapping up your Reflections program. It is important to understand what worked and what didn't, so that you can plan for an even more successful program next year.



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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. Visit ndpta.org for a sample **program evaluation**.

Survey students, parents, volunteers, community partners and school leaders. Share quotes in a newsletter, blog or at your PTA and school meetings. With permission, use these quotes to further recognize student achievement on the school or PTA website or share them when seeking funding for your PTA.

Visit ndpta.org for state specific template tools and resources.

The following PTA Reflections Materials in this Guide are Available at ndpta.org

- Certificate of Recognition – pg 14
- Judging Guidelines – pg 12
- Judging Score Card – pg 12
- Local PTA Participation Form – pg 14 & 16
- Media Advisory – pg 9 & 14
- National Awards and Recognition – pg 15
- Press Release – pg 9 & 14
- Program Evaluation – pg 17
- Reflections Celebration Guide – pg 14
- Rules - Official Rules – pg 9 & 10
- Rules - Summary of Rules – pg 10
- Rules - Dance Choreography – pg 10
- Rules - Film Production – pg 10
- Rules - Literature – pg 10
- Rules - Music Composition – pg 10
- Rules - Photography – pg 10
- Rules - Special Artist Rules – pg 10
- Rules - Visual Arts – pg 10
- Student Entry Form – pg 14
- Thank you Letter for Volunteers – pg 15
- Theme Search Contest Entry Form and Past Themes – pg 3
- Visual Arts ***New 3D Expansion Option*** (PowerPoint) – pg 10
 - Intro to Visual Art 3D Expansion (Written Summary of PowerPoint) – pg 10
- Volunteer Sign-Up Sheet – pg 6
- What is Your Story?* Flier – pg 8
- What is Your Story?* Image – pg 8
- What is Your Story?* Poster – pg 8

Found in this Leader's Guide:

- PTA Leader Checklist – pg 4
- Tips for Program Promotion – pg 8 & 9



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North Dakota PTA Reflections Dates to Remember

National PTA Reflections 101 Webinar for Local Leaders: August 9, 7pm CDT
Register at PTA.org/Reflections

Theme Search Entries due to State Office: Friday, November 18, 2016

Reflections Student Entries due to State Office: Friday, January 27, 2017
Reflections Chair must also turn in completed **Local PTA Participation Form**

Mary Lou Anderson Grant at www.pta.org:
Applications Available Online: Monday, January 9, 2017
Application Deadline to National PTA: Friday, March 17, 2017

North Dakota PTA Reflections Award Celebration in Fargo: Date and Location TBD

Contact Information

For the North Dakota specific Local Leader's Guide, state-specific dates, forms and additional information visit the North Dakota PTA website at ndpta.org.

North Dakota Reflections Chair: _____ email _____

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