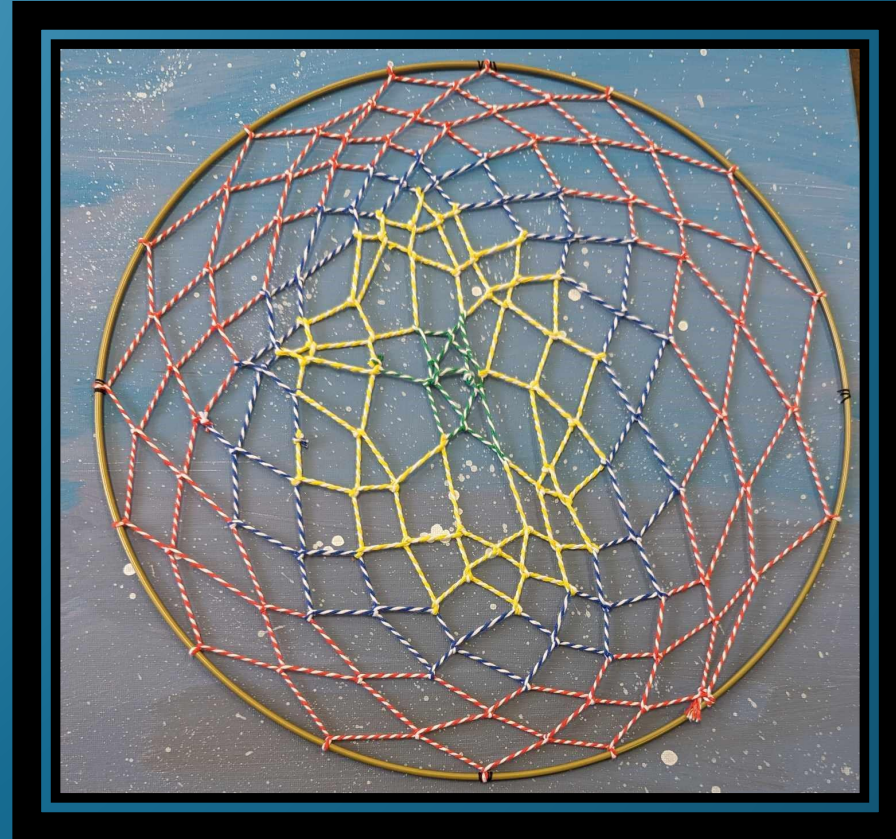


# Kicking Reflections up a Notch!

**Promotion Ideas**  
**20 minutes**

**Celebration Ideas**  
**15 minutes**



**Organization Ideas**  
**15 minutes**

**Award Ideas**  
**15 minutes**

**Advocacy for the Arts**  
**15 Minutes**

# What changes did National PTA make to the Reflections program?

~~Special Artist~~ = Accessible Arts

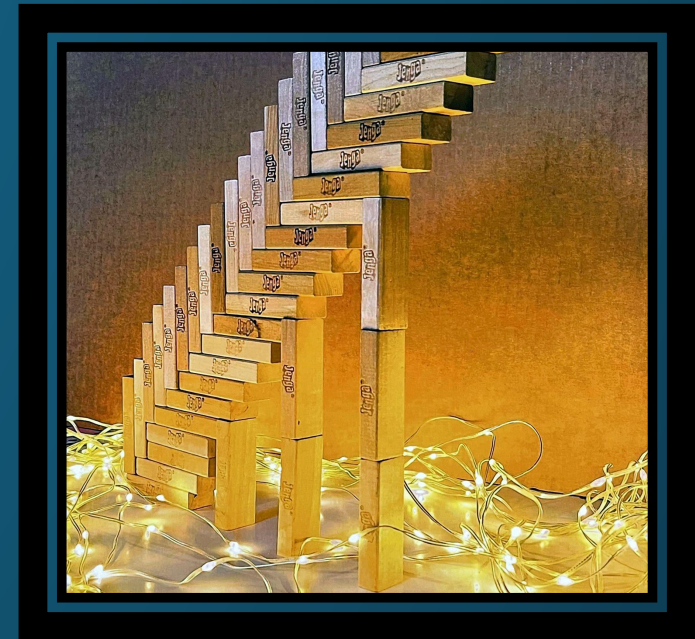
No AI Allowed when creating your entry.

One of the biggest changes that National PTA made this year is changing the name for the special artist division. Moving forward, the Special Artist division will be referred to as the Accessible Arts division. This change is in response to concern around the term “special,” based on feedback gathered from participants, volunteers and partner non-profit organizations, and recognizes the importance of evolving how we talk about disability to align with and be more inclusive of people with disabilities.

The division-specific guidelines and student entry forms include updated language and the new title. However, the process and structure of the division was not changed.

Stay tuned! This enhancement is part of larger, forthcoming update to the division that will debut in the future.

National PTA also added to the rules this year, a better explanation about prohibiting the use of generative elements like algorithmic techniques and artificial intelligence when creating the entry. Although, a music composition can be created using digital technology and/or software to develop, enhance and/or present an entry, it may not provide the primary design and/or concept. Entrants must provide a brief description of the tools and method, including any generative elements on their student entry form.





# Reflections Promotion Ideas



- Send home fliers, post in newsletters and on social media. Share examples of previous participant's entries – [Texas PTA online gallery](#)
- Past participants could help make a promotional speech during the morning/lunch hour announcements and ask the principal to share information in their channel of communication
- Search for and join PTA Reflections Facebook Groups for Ideas
- Include Reflections in all the back-to-school events

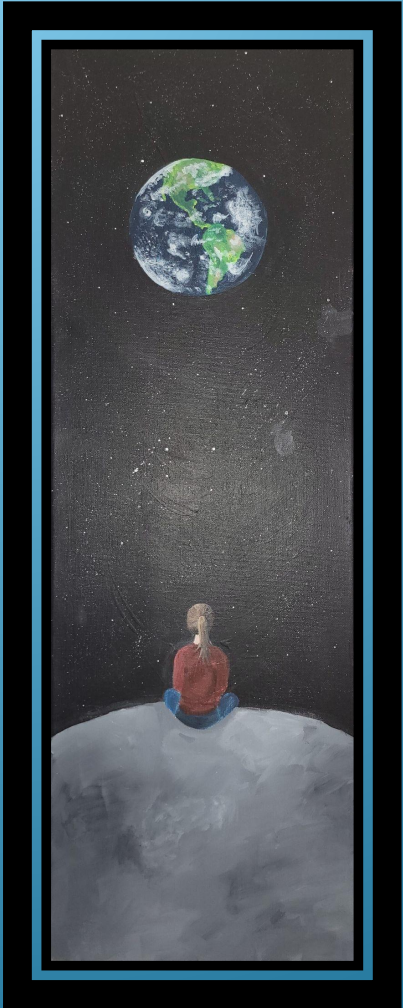
- Make a tri-fold to display during lunch so the kids have a chance to ask questions and you get a chance to engage with them. Set this up multiple times before the deadline to gain more student involvement.
- Host a kids' art table in the back of the cafeteria during a PTA general meeting night. You can pass out reflections entry forms and share info with parents in person while kids make art, allowing the opportunity to explain to parents and students about Reflections.



# Reflections Promotion Ideas

- Ask teachers if an assignment coordinates with the theme and if students can work on an entry as an assignment or extra credit
- Ask your Art, ELA, Theatre, Dance, Band, Journalism, Photography club teachers to help promote the program during their class
- Host an after-school Reflections Workshop so students can work on entries (with the school's permission and maybe the art teacher will help)
- Provide a virtual or in-person Master Class for each category, possibly Council-wide
- Host a trunk or treat, an art supply swap, or arts day in the park with invited vendors
- Arts in Education Week is September 9-13 this is a great time to kick off the program!
- Get your students involved in the promotion and share their past entries with their classmates

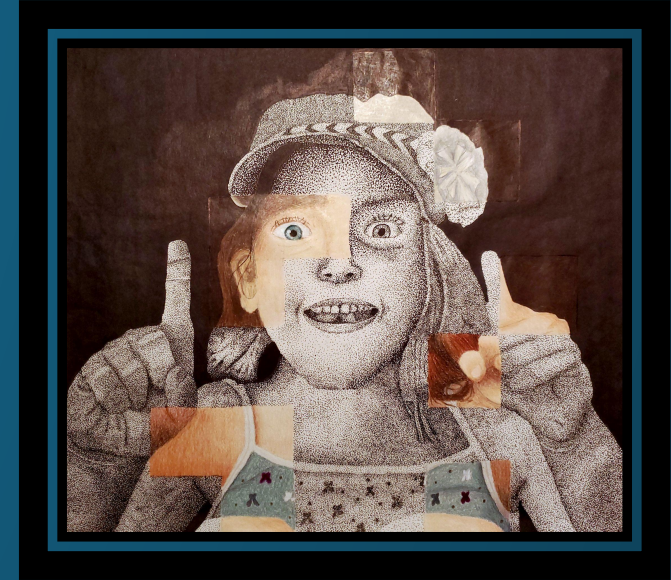
- Do you have a mascot, you could create a short film featuring them introducing the program and its categories. Then post on your PTA's social media or showcase on your school's announcements
- For high schoolers, participating in the Reflections Program could be a great addition for college applications and scholarships






# Reflections Organization Ideas

- Decide how you plan to collect the entries at the beginning of the planning process - centralized drop-off location like the library or front office. If collecting digital entries - setup the online folder or form so you are ready.
- Prepare all program materials in one location either digitally or physical copies for easy accessibility for your families, team and judges
- Form a committee of volunteers to help with the program (Publicist, Collections Coordinator, Judging Coordinator, Computer Wiz, Event Coordinator, etc)
- Share your full program timeline for entry collection, return of artwork, and celebration



- Suggestion by Debbie Panton at C.C. Duff PTA in Arlington ISD: Councils should set their turn-in date for the council level as late as possible in order to give the kids time to work on their entries and to not compete with Halloween activities. I prefer the first week of December.
- Communication is key! With your students, with your committee, with your school admin, clarify what is expected.
-

# Reflections Organization Ideas

- Pre-complete the top of the student entry form before sharing publicly so you don't have to add your information after-the-fact to all the advancing entries
  - Establish where entries will be collected and share hand-in-hand with your deadline
  - Take a moment to verify that forms and entries are complete so you don't have to tackle everything in one go. Spread out the work so you and your committee don't get overloaded.
  - As entries arrive, start separating them into the different judging groups and prepare them for judging.
  - In case a family still needs to join your PTA, set-up membership info nearby with a paper form & envelope to collect dues or a QR code to your virtual membership signup. Make it easier for them to check that off the list!
- 
- Start early to recruit judges. Ask local artist, cultural organizations and businesses in your community if they are able to assist.
  - Find judges who have interest and knowledge of the category but remember, that the Reflections program is not a contest. It will be important to find someone who understands a kid's point of view and that interpretation of the theme is more important than technique.
  - Look outside of your school as some teachers can identify a student's work even without seeing the name.

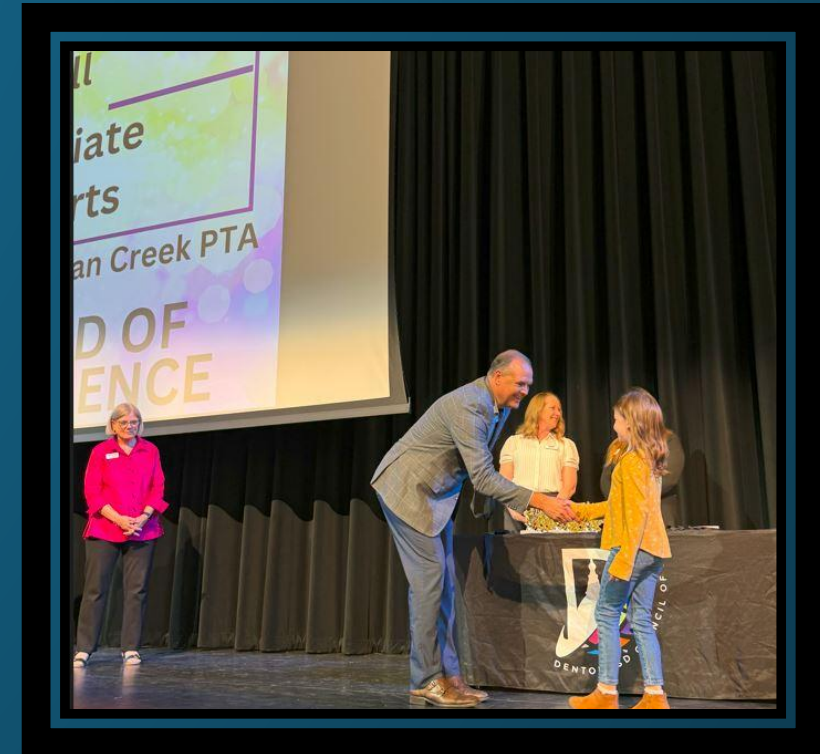


# Reflections Celebration Ideas



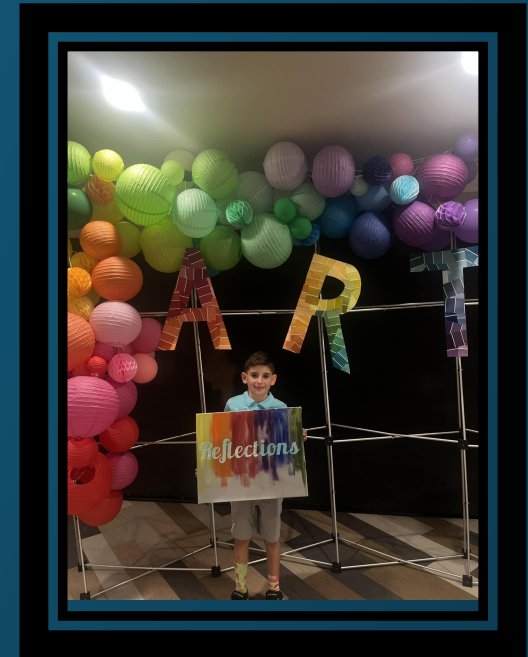
- Suggestion by Amy Terrell from Denton ISD Council of PTAs: We host a district wide Reflections ceremony for all advancing students where they receive a trophy or ribbon. Our superintendent presents the awards and we invite the Director of Fine Arts and members of the Board of Trustees to help congratulate the artists as well.
- Display student entries in the hallway or the school entryway
- Host a Multicultural Night and feature participants entries

- Work with community partners such as RBFCU, your public library and restaurants to display entries or host a gallery night.
- Include award recipients as performers during the celebration, ask them to read a poem, sing, dance, read their artist statement, etc.
- Include students' entries in the school newsletter or social media
- Include Reflections students during school wide end of year award ceremonies



# Reflections Celebration Ideas

- Recognize participants as many ways as possible - Public announcements, school events, community wide events, PTA meetings, school board or city council meetings, etc. This will help with participation and support for Reflections the following year!
- Showcase ALL students' entries with a slideshow that can be played during the ceremony but also during lunch to help promote next year's program
- Don't forget to thank those who helped make Reflections a success. Not only the students who entered, but also the students, volunteers and judges who helped to promote or administer the program.





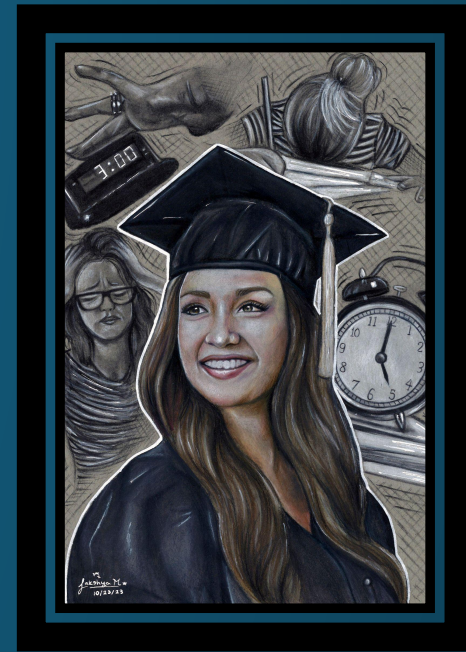
# Reflections Award Ideas

- You can choose to go with traditional awards like Texas PTA certificates, ribbons, medals & trophies, but you could also think outside of the box
- Create an art prize pack or a gift of some kind
- Ask a local business to donate gifts and/or coupons
- Reflections themed T-shirts, this would also promote your next year's program
- Custom printed chocolate bar wrappers, pencils, buttons or stickers
- Invitation to an exclusive event during school if they participated in Reflections
- Your awards can be as creative as the program itself!

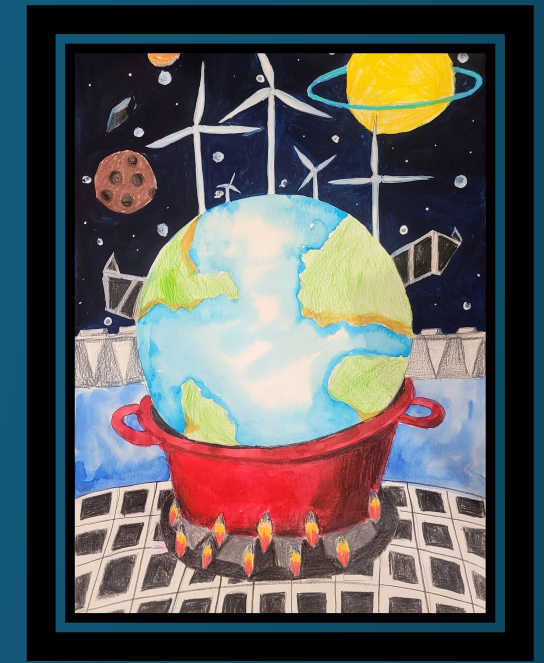
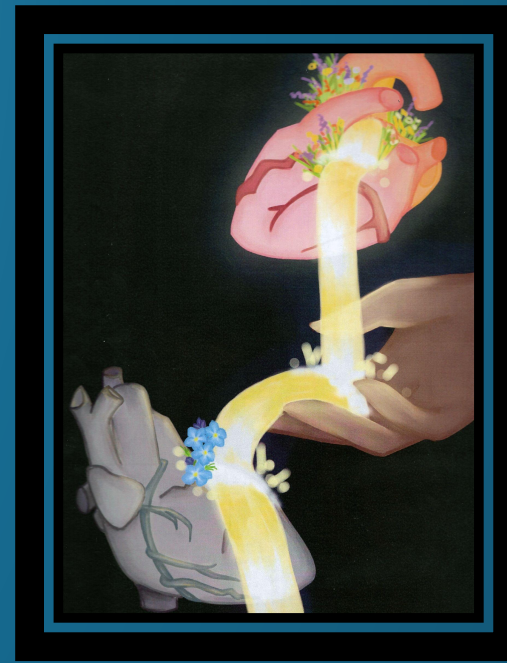


# Advocacy for the Arts

- Texas PTA supports fine arts as part of the core curriculum, both in stand-alone fine art classes and integrated into the other core curriculums.
- National PTA also works to ensure that all children have access to high-quality arts learning experiences.
- Keep in mind that some decisions made by elected officials may impact the arts in your school. Your vote matters!
- October is National Arts in Humanities Month. It was established to raise awareness around what role arts and humanities play in our communities and lives.
- Consider researching and joining other Texas organizations that advocate for arts in education
  - Texas Arts Education Campaign - TAEC's mission is to educate Texas voters and lawmakers about the importance of fine arts education in public schools.
  - Texas Cultural Trust - Research shows that students who are involved in the arts have higher academic achievement, graduation rates, and school attendance. Texas Cultural Trust also offers programs like Art Boxes, providing creative resources for Title I students to use at home.
  - Texas Art Education Association - TAEA's mission is to promote visual arts education in Texas by advocating for it as an integral part of the curriculum. TAEA also offers professional development opportunities for educators, and research and development of policies and decisions related to visual arts education.







Why is the Reflections program important to your PTA?

We would love to hear about the unique way the program enhances the lives of your students.

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[artsined@txpta.org](mailto:artsined@txpta.org)

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Carrie Mays, Texas PTA Director of Programs & Resources

Melinda Samberson, Texas PTA VP Programs & Resources

[www.txpta.org/Reflections](http://www.txpta.org/Reflections)