



Arts in Education

2021 - 2022

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About PTA

VISION Every child's potential is a reality.

MISSION To make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

PURPOSES

- To promote the welfare of children and youth in home, school, places of worship, and throughout the community;
- To raise the standards of home life;
- To advocate for laws that further the education, physical and mental health, welfare, and safety of children and youth;
- To promote the collaboration and engagement of families and educators in the education of children and youth;
- To engage the public in united efforts to secure the physical, mental, emotional, spiritual, and social well-being of all children and youth; and
- To advocate for fiscal responsibility regarding public tax dollars in public education funding.

VALUES

- **Collaboration:** We will work in partnership with a wide array of individuals and organizations to broaden and enhance our ability to serve and advocate for all children and families.
- **Commitment:** We are dedicated to children's educational success, health, and well-being through strong family and community engagement while remaining accountable to the principles upon which our association was founded.
- **Diversity:** We acknowledge the potential of everyone without regard, including but not limited to: age, culture, economic status, educational background, ethnicity, gender, geographic location, legal status, marital status, mental ability, national origin, organizational position, parental status, physical ability, political philosophy, race, religion, sexual orientation, and work experience.
- **Respect:** We value the individual contributions of members, employees, volunteers, and partners as we work collaboratively to achieve our association's goals.
- **Accountability:** All members, employees, volunteers, and partners have a shared responsibility to align their efforts toward the achievement of our association's strategic initiatives.

PTA NATIONAL STANDARDS FOR FAMILY-SCHOOL PARTNERSHIPS

- Standard 1: **Welcoming All Families into the School Community** Families are active participants in the life of the school, and feel welcomed, valued, and connected to each other, to school staff, and to what students are learning and doing in class.
- Standard 2: **Communicating Effectively** Families and school staff engage in regular, two-way, meaningful communication about student learning.
- Standard 3: **Supporting Student Success** Families and school staff continuously collaborate to support students' learning and healthy development both at home and at school, and have regular opportunities to strengthen their knowledge and skills to do so effectively.
- Standard 4: **Speaking Up for Every Child** Families are empowered to be advocates for their own and other children, to ensure that students are treated fairly and have access to learning opportunities that will support their success.
- Standard 5: **Sharing Power** Families and school staff are equal partners in decisions that affect children and families and together inform, influence, and create policies, practices, and programs.
- Standard 6: **Collaborating with Community** Families and school staff collaborate with community members to connect students, families, and staff to expanded learning opportunities, community services, and civic participation.



Leadership Competencies

Skills and Abilities Effective Leaders Demonstrate

Successful leaders are effective leaders. Think of some of the most effective PTA leaders you have worked with. They certainly fill their PTA role well, but their leadership capacity goes beyond that. They have skills and abilities that allow them to step into a variety of roles. They see the value people have to offer and seek their involvement. They provide a clear purpose that others want to follow. They lead with integrity and strive to continually improve.

Texas PTA has identified a set of competencies effective leaders demonstrate. These skills and abilities can be used by current and potential leaders to help them improve their leadership, and by Local or Council PTA nominating committees to recruit, nominate, and elect effective leaders.

This list is by no means exhaustive. Rather, it is representative of the qualities PTA leaders demonstrate in the work they do to make every child's potential a reality.

Competencies	Descriptions
Self-Awareness	An individual's ability to assess their own strengths and weaknesses
Vision	Demonstrates a clear understanding of the future and how to get there
Relationship Building	Develops trust, mutual respect, and values diversity
Critical Thinking	Obtains all the relevant information, identifies problems and causes, evaluates information, and determines criteria that indicate solutions
Time & Resource Management	Effectively prioritizes and manages resources to accomplish goals of group or project
Motivation	Demonstrates and promotes interest and enthusiasm
Empathy	Expresses verbal and nonverbal recognition of feelings, needs, and concerns of others
Creativity	Sees and thinks of new ideas, alternatives, and ways to do things
Communication	Listens actively and conveys information clearly, concisely and accurately in both writing and speech
Collaboration	Works as a team to achieve a common purpose Puts service before self
Delegation	Shares responsibilities including guidance and follow up
Continuous Learning	Pursues development of skills and knowledge
Integrity	Doing the right thing when no one is watching
Initiative	Steps up unprompted or going above and beyond with excellence

UPDATED: Diversity, Equity, & Inclusion Policy



This Policy has been updated by the Texas PTA Diversity, Equity, and Inclusion Task Force, adopted by the Texas PTA Board of Directors (“Board”), and is intended to be consistent with the National PTA’s Diversity, Equity, and Inclusion Policy. This Policy is also intended to further the commitment of Texas PTA to diversity, equity, and inclusion, which is: To continually be a voice for all children by reflecting diversity and being inclusive in our membership, leadership, program content, advocacy, training, partnerships, and communications.

We acknowledge the potential of everyone without regard, including but not limited to: age, culture, economic status, educational background, ethnicity, gender, geographic location, legal status, marital status, mental ability, national origin, organizational position, parental status, physical ability, political philosophy, race, religion, sexual orientation, and work experience

Effective Date: This Policy is adopted as of April 19, 2021, shall be reviewed by the Board every two years, and shall remain in effect until amended or replaced in its entirety as a result of action by the Board.

Scope: This Policy shall apply as guidance to Texas PTA, all constituent divisions (Local PTAs and other divisions including Council PTAs), and their respective members.

Definitions: For the purpose of this Policy:

- *Diversity* is the representation of, and respect for, people from different backgrounds and identities—including but not limited to race, culture, religion, socio-economic status, age, geographic area, sexual orientation, and gender identification, language, approaches to learning, diagnoses, or exceptionalities impacting learning or access to learning, and physical appearance. It also involves bringing different ideas, perspectives, lived experiences, talents, values, and worldviews to the table to represent the broad variety of children, caregivers, educators, and communities within the PTA family.
- *Equity* provides fairness and access to resources, opportunities, and outcomes so that all communities get what they need to be engaged and successful. This moves beyond an “equal across the board” approach to:
 - a) Recognize and address bias and privilege.
 - b) Understand and attend to specific individual and community needs, providing additional resources to those with greater needs.
- *Inclusion* is actions, behaviors, and social norms that strive to ensure all people feel they are safe, welcomed, and that they belong. This means putting diversity into action with skill and intentionality to strive to ensure everyone feels respected, supported, and valued—and can fully participate with equal voice and right to be heard. This includes actively seeking out voices that have been traditionally underrepresented and/or marginalized.

Policy: Texas PTA and its constituent divisions (Local PTAs and other divisions including Council PTAs) shall:

- Promote awareness, inclusion, and engagement of all diverse populations represented in the community and encourage all;
- Openly assess beliefs and practices to ensure inclusiveness, equity, and to guard against discrimination;
- Strive to ensure that the membership, leadership, programs, partnerships, and printed materials across Texas reflect the diversity of their communities;
- Communicate with families in their communities in languages which they understand, to the extent possible;
- Identify and address barriers that hinder inclusivity;
- Foster programs and practices that eliminate bias, prejudice, and misunderstanding;
- Advocate for funding, laws, and regulations that support programs, policies, and services that meet the health, safety, and educational needs of all student populations in Texas public schools; and
- Provide resources and training that develop a more diverse and inclusive group of Texas PTA members, leaders, and community.

Texas PTA first adopted a Cultural Diversity and Inclusion policy on July 26, 2012

Importance of Arts in Education Programs

The overarching goal of the Arts in Education (AIE) Chair is to provide opportunities for the students on their campus to engage and be exposed to various forms of art year-round. This may require facilitating various programs on campus, engaging the local artists in the community, or collaborating with teachers and parents. The AIE Chair does not have to be an artist or even have experience in the arts. All you need is the passion to pass on the inspiration to the next generation.

Arts positively contribute to a student's performance and participation in school.

Here are some key points to consider:

- **School Attendance:** An increase of three and one-third percent in the attendance rate for Texas high school students who are engaged in the arts.
- **Drop-out Decrease:** Students who were engaged in the arts early in high school had lower dropout rates. (For 9th graders who completed one art course credit, less than one-third was as likely to drop out as students who did not complete one art credit)
- **Social and Emotional Learning:** Engaging in the arts helps students to develop more social and emotional skills and self-confidence.
- **Health and Well-Being:** Participating in art class and art events greatly impacts students' well-being.
- **Graduation Rates:** Students who engaged in more than one art course credit had lower dropout rates, greater graduation rates, and greater rates of enrollment in higher education
- **State Assessment Performance:** Students who completed more arts courses performed better on state assessments middle school students engaged in the arts outperformed their peers on meeting the state standard (17% points greater across all subjects except Algebra 1)
- **Middle school students** engaged in the arts outperformed their peers on meeting the state standard (Five and one-fifth points greater in Algebra 1)
- **High school students** engaged in the arts outperformed their peers on meeting the commended standard by more than 15% points across all subjects
- **Celebrates inclusive perspectives:** The arts can embrace students' diverse perspectives and expressions

This Arts in Education Resource Guide will help you enrich the arts in your school community.

Getting Started

In addition to the duties of the Arts in Education Chair, you have some basic responsibilities as a PTA executive board member that will need to be fulfilled. The basic responsibilities of all executive board members are as follows:

- Be a graduate of the required FOUNDATIONS training found online at www.txpta.org/training.
- Submit a Plan of Work – all executive board members must complete a Plan of Work (POW). Remember, Plans of Work must be presented and approved by the executive board at an executive board meeting.
- Review the bylaws and standing rules of your PTA.
- Maintain a complete record of your activities.
- Attend all meetings – executive board and membership.
- Sign the Ethics, Confidentiality, and Conflict of Interest Policy.
- Review all financial reports and minutes of each meeting of the PTA.
- Help recruit new members to the PTA. Remember, that it is the job of all executive board members to recruit PTA members. Your PTA serves as the front door to our association. You should seek out families in your school and community to encourage them to join and make a difference in a child's life.
- Help recruit new PTA Leaders.

Duties at a Glance

Review information provided by the previous AIE Chair. This information should provide you with a sense of what was done the year before, the cost of programs provided, contacts, and timelines. This information will assist you in creating your Plan of Work.

Take a moment to review the suggestions for getting organized (found in this Resource Guide) and be prepared to capture and store necessary information about your activities throughout the year. Even if you plan to return next year as the AIE Chair, you will find the job much easier if you keep good records this year.

Form a committee. This committee serves as a vital link between the school arts, community arts programming, and the PTA. The Chair need not be an artist, but someone who loves the arts and would like to promote arts activities in the school. Review your standing rules as they may dictate how many members shall be on your committee and if other executive board members are required to serve on your committee.

Work with your committee to formulate plans for the coming year. Set at least one goal and list strategies for accomplishing the goal(s).

Prepare a Plan of Work based upon the committee's recommendations (see sample Plan of Work on the following page) Present this plan to the executive board for approval. If the plan requires PTA funds, advise the treasurer so the Budget and Finance Committee may consider the item for budget appropriations. Your Arts in Education Committee budget may pay for art supplies, awards, certificates, judges' gifts, copying, postage/shipping, and artist fees. Inform your principal and PTA executive board of your plans well in advance and receive approval to develop them. Cooperate with other chairs to integrate the fine arts with their activities.

Attend Training. BASICS Arts in Education includes a workshop and companion Resource Guide, along with other supporting resources. This training is available on-demand at www.txpta.org/training. You may contact the Texas PTA Arts in Education Liaison at artsined@txpta.org with any questions as well as Texas PTA staff at programs@txpta.org.

Common Monthly Duties:

- **May - August:** Establish Arts in Education Committee
- **July:** Attend Texas PTA LAUNCH
- **July - August:** Complete Arts in Education Basics Webinar. Plan Arts programs on your campus. Council and Regional Chairs can plan training to maximize Arts in Education programs
- **August:** Establishing Due Date for Reflections Program Entries and determine how to collect entries
- **August - September:** Promote PTA Reflections Program.
 - Council/ Regional Chair: Establish contact with your local PTA Reflections Coordinators.
 - Local Chair: Contact your council/regional chair to find out the council/regional due date and other guidelines.
- **September:** Recruiting Judges

- **October/Early November:** Local PTA Collecting entries and complete entry judging, and advance entries to Council/Regional level judging.
- **November - December:** Council/Regional Chair collect entries from local PTAs.
- **December - January 15:** Entry judging at Council/Regional level and advance entries to Texas PTA by January 15
- **January - May:** Recognize the participated students and promote future plans such as the next Reflections program theme, other arts programs that are on the plan
- **December - May:** Continue to create fun arts events for students to participate

Some of the National Arts Celebration Months to promote the Arts Program

- **July:** National Culinary Arts Month
- **September:** Starting Second Sunday of September Annual National Arts in Education Week
- **October:** National Arts and Humanities Month
- **November:** National Novel Writing Month
- **March:** Youth Art Month
- **April:** National Poetry Month



UNLEASH YOUR

creative potential

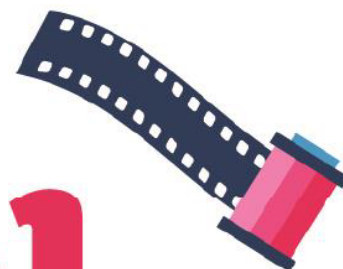
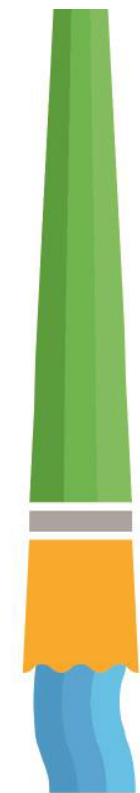
GET STARTED

On the Reflections art program for next school year!

Our goal is to support our Leaders in maximizing the positive impact on students while providing tools to help guide them through the program from start to finish.

Visit txpta.org/reflections to download all your Leader Resources:

- Local PTA Leader Checklist
- Council PTA/Regional Coordinator Checklist
- Student Program Rules and Entry Forms
- Volunteer Sign-Up Forms
- Judging Guidelines and Scorecards for Locals and Councils
- Advancing Entry Spreadsheet
- Sponsor Thank You Letter Template
- ...and more!



About Reflections

Reflections has been a staple arts program in many schools for over 50 years. Through the efforts of our Local PTAs, millions of students have found a creative outlet in the areas of dance choreography, film production, literature, music composition, photography, and visual arts.



Plan of Work

**Officer/Chairman
Name:** _____

Position: Arts in Education Chair

Year: _____

Reproduce as needed for the appropriate number of goals.

Responsibilities/ Duties:	Perform basic executive board member duties; Organize activities to educate and engage students in the arts; Work with teachers, parents, and community to provide art-related activities for the students	Committee Members:	
Goal:	To provide opportunities for students to participate in and learn about the various forms of art.	Evaluation Process:	

Specific Action Steps	Start Date	Completion Date	Budget
Facilitate the National PTA Reflections Program	July 1	November 30	\$250
Plan and/or participate in Art Engagement Activities for students, families, and local community	September 1	May 24	\$50
Provide art related article for PTA website/e-newsletter	January 5	March 12	\$0
Utilize resources listed below	Ongoing	Ongoing	\$0

Resources:	Texas PTA website, BASICS Arts in Education Resource Guide, previous procedure books, TEA website for Fine Arts TEKS, school theatre teachers, community artists and local arts organizations.
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Planning for the Year

Now that you have submitted your Plan of Work, gotten organized, attended training and assessed your resources, you are ready for some fun ... planning arts in education activities for the students.

Engaging Students In The Arts

There is an abundance of art project ideas available on the internet and social media outlets. As an ambassador for PTA, promoting collaboration and engagement of parents, families, and educators are key elements that are essential to student success in the arts. When planning an art event for the students, it's important to consider the following:

- Plan events for every grade level. In elementary school, it's important to consider the motor skills, cognitive levels, and attention span that differ between Primary and Intermediate grade levels. Two different activities may need to be planned to ensure that all students have the opportunity to be fully engaged in the art event.
- Step outside the traditional forms of art. Encourage students to learn about forms of art that they may not otherwise get exposed to (i.e. ancient art forms, using recycled products, graphic design, pottery, cake decorating, and creating sculptures, etc.).
- Work with your principal to plan an art event specifically as a reward for students (i.e. participation in Reflections, perfect attendance, etc.)
- Work with the art teacher to introduce new art forms into the art classes.
- Host an after-school art club and solicit local artists to facilitate the club activities.
- Provide an art-related program at PTA meetings, back-to-school events, and end-of-year celebrations.

Collaborating With Parents, Surrounding Schools, and Local Community

An art event is a perfect way to bring parents, the local community, and the school together. You may plan an event that has a cultural theme, or an event where the artistic talents of parents and community members, as well as students and teachers, can be showcased. The arts can provide the perfect family engagement event with all members of the family plus the school community participating in a new experience together. Such events foster communication between all who participate and enhance student achievement.

Many parents, teachers, and community members, particularly our senior community members are artists and hobbyists. You may want to survey these individuals to determine if some might be willing to share their time and demonstrate their artistic talents.

When planning events that will also engage families, it's a good idea to define roles for the siblings in attendance. The older sibling(s) may serve well as helpers. The younger siblings may need an activity better suited for their age.

Student groups at surrounding schools are a great resource in providing arts activities for students on your campus. Contact the music, drama, dance, and film teachers at the middle and high schools to set up field trips and demonstrations for your students. The local middle and high school band and choir concerts are a great opportunity to be exposed to and inspired by the artistic talents of others. The younger students love seeing the older students perform, and the older students love performing for them.

Grow your network by connecting with the Fine Arts Director(s) for your district. This connection is especially important for the Council Arts in Education Chair. The Council AIE Chair can work with the district Fine Arts Director(s) to influence arts engagement by the students throughout the district.

Educating Parents On The Importance Of The Arts

Educating our parents on the importance of engaging their students in the arts is critical to keep interest in the arts alive for parents and for our children in the schools. Here are a few ways to convey the importance of the arts in education:

- Develop a directory of arts activities in your community, including craft fairs, museum programs, concerts, historical tours, and school activities like plays and art exhibits. List community resources. Publish this directory in the PTA newsletter or on your PTA website.
- Your local newsletter or website can be used as a vehicle not only to inform your members of arts events but also as a vehicle to publish work by students in your school.
- Invite an art or music teacher to talk about the school program and how parents can help. Ask the principal or teacher to present a program to your members about the arts activities carried on in school

and how the arts enrich other learning activities.

- Present a panel of speakers from your community. Invite representatives from local museums, historical and architectural societies, and youth service groups to talk about their programs.
- Encourage parents to become arts advocates by educating them on the legislative issues related to arts education. Invite speakers from arts advocacy organizations to a meeting to speak to the parents about the future of arts in education.
- Share information regarding Arts in Education movements like STEM (Science, Technology, Engineering, and Math) to STEAM (STEM+Arts); a movement that encourages the integration of Art into STEM subjects.

Considerations When Planning An Art Event

- Pull together community groups that can participate in or sponsor a program, such as the chamber of commerce, service clubs, community arts organizations, community ethnic groups, craft guilds, museums, and libraries.
- Plan your event well in advance. Find a suitable location and time of the year. Take into account weather, competing events, the school year, and holidays. Pick a rain date or alternate location if you'll be outdoors or you are afraid that bad weather will limit your attendance.
- Draft an agenda or program. Determine each committee member's responsibility. Schedule a series of meetings leading up to the event at which you will make decisions and report on goals accomplished.
- Make arrangements with any guest artists or presenters early, confirming dates, times, needed equipment, costs, and fees; then double check again about a week in advance of the program.
- Provide information to faculty, so they can inform the students. Coordinate with the Public Relations/Communications Chair to ensure that parents are informed and that news is provided to Local PTA newspapers, school websites, and other media.
- Greet guest presenters and provide introductions in cooperation with the hospitality committee. Be sure to send a "thank you" letter following an appearance.
- Update your records with information on programs presented during the current year, additional resources identified, and new information received from National and Texas PTA.
- Share your successful event with the Texas PTA community on any of our social media outlets (Facebook, Instagram, and Twitter), and enter the information in the Talk of Texas Outstanding Arts in Education Award Program

If you are short on volunteers at your campus, you may consider using the Reflections programs as your vehicle to introduce or enhance art opportunities at your school. The National PTA Reflections program is very comprehensive and lends itself well to accomplishing all of the goals of the Arts in Education Chair discussed previously. The various phases of the Reflections program will allow you to provide opportunities for students to participate in the arts, educate parents on the importance of the arts and collaborate with community members all in the name of art.

The National PTA Reflections Program

The Reflections Program is an arts recognition and achievement program established in 1969 by National PTA board member Mary Lou Anderson. In its over 40-year history, the program has encouraged millions of students across the nation and in American schools overseas to create works of art for fun and recognition. Reflections provides a venue for students to create and be recognized for original works of art based on a yearly, nationwide theme while increasing community awareness of the importance of the arts in education. Although the program follows a “contest” format, winning should not be the emphasis. PTAs are strongly encouraged and commended for fostering participation in Reflections. Reflections and Arts in Education Chairs should remember that all children should have the chance to create an original work of art, experiment with different ways of expressing themselves, and feel good about their work. The Reflections Program is a powerful tool for affirming students’ creativity and critical thinking skills, often never before recognized.

The Reflections Program gives students in preschool through 12th grade the opportunity to take a photo; create a painting, drawing, collage, or print; write a song, sonnet, poem, play, or short story; compose a concerto; produce a film, or choreograph a dance! Students may submit their entries interpreting that year’s theme in the visual arts, music composition, photography, literature, dance choreography, and film production arts categories. Students may submit more than one entry in any or all of the art categories. Entries may advance to multiple levels for recognition and awards.

Texas PTA also provides an option for special education students to enter the Texas PTA Reflections Program. The Special Artist Division is open to students, in any grade, whose physical, cognitive, or mental health challenges meet the guidelines set forth in the American Disabilities Act. Participation in this division is optional and is the decision of the student’s parents. If the parent chooses not to allow their child to participate in the Special Artist Division, developmentally challenged students may enter their artwork in the appropriate grade division that corresponds to the student’s skills. More details regarding the Special Artist Division are available on the Texas PTA website.

Each entry must be original and created specifically for the Reflections Program based on the national theme. The current Reflections theme can be found on the Texas PTA website. Each entry must also conform to the Reflections Program rules and guidelines provided on the Texas PTA website. These rules are available in both English and Spanish. The Online Reflections Process, forms, rules, and guidelines are available through the Texas PTA website at www.txpta.org/reflections.

The Reflections Program is a multi-level program with awards and student recognition given at the Local, Region/Council, State, and National PTA levels. At each level, all entries are judged on interpretation of the theme, creativity and artistic merit, and mastery of a medium. At the National level, students whose entries receive an award are recognized with awards and prizes, for more information visit National PTA’s website (www.pta.org).

Reflections Theme Search Contest

National PTA hosts a student-focused Reflections Theme Search Contest annually to determine a theme for a future program year. The winner will be selected in January and will receive \$100 from the National PTA, as well as acknowledgment at the Annual National PTA Convention. Texas PTA selects five student theme suggestions for National level-judging. The due date for Texas students to submit to the theme search contest is early November. The details are on the Texas PTA website.

Local PTA Reflections Program Procedures

As soon as you are appointed as the chair of the Reflections Committee at your Local PTA, ask your predecessor for last year's records, detailing how to run the Reflections Program at your campus. If there are no records or if this is the first time your PTA has participated in the Reflections Program, here are some basic step-by-step procedures for you to follow.

Eligibility Requirement

The Reflections Program is open for participation by all Texas students who meet the following eligibility requirements:

- Attend a School Supported by a Local PTA/PTSA:
 1. Students must attend a school with a Local PTA/PTSA which achieves Active Status no later than October 31, or students must attend a school that is defined within the service area of a community-based Local PTA/PTSA which achieves Active Status no later than October 31.
 2. The student or at least one person from their primary household must be a current member of the Local PTA/PTSA where the student is participating. Each Local PTA/PTSA may determine a date by which the member must join.
- Home-School Families, Virtual Schools, and Non-PTA Schools:
 1. Students who attend a school that is not supported by a Local PTA/PTSA may participate through the Lone Star Statewide PTA as long as the student or at least one person of their primary household is a member of this PTA no later than September 30. Application to join Lone Star Statewide PTA is available at www.joinpta.org.

Preparation

Build A Committee. Don't try to do it alone. Teamwork is key to the program's success. Your council chair and State AIE Liaison are here to help at every step of your process. We strongly recommend that you recruit a team of volunteers who have a variety of ideas, talent, and skills to provide you with help. This will make your job much easier and enjoyable by ensuring that all tasks don't fall on your shoulders.

Build Support And Excitement For The Program. Talk to your principal and teachers about the Reflections Program, and explain to them what a wonderful opportunity it is for all students at your school. Ask for their support and input. Remind them that this is a PTA program and you are not asking them to do more work. This is a good time to decide whether students will be encouraged to create entries at school or at home.

Determine Your Budget. Do you want to have a kick-off event at the beginning of the program? Do you want to furnish some of the art supplies for the students to use? What do you want to give each participant to recognize his or her entry? Will you serve refreshments at the recognition event at the end? Will you feed your judges a meal during judging and give them a small thank-you gift? Discuss these questions with your committee and your PTA executive board.

Determine Local Deadline. Contact the Reflections Chair at the next level of judging to find out the Council PTA deadline for your advancing entries. Local chairs should set their local entry deadline no later than 3 weeks prior to your Council PTA deadline.

Local PTAs that are not a member of a Council PTA will be assigned a regional Reflections coordinator and should email programs@txpta.org to obtain their contact information and advancing deadline.

Determine What To Include In The Program

The Texas PTA website also provides access to category rules, general entry rules, Local PTA Reflections Program Checklist. Becoming familiar with the procedures and guidelines, including category rules is important and will help you run the program successfully. Several training opportunities are available at LAUNCH, webinars, and your local Council workshops. A reflections chair may consider facilitating the Reflections program by offering one or two art categories until volunteer support or participation in Reflections increases.

Promotion

Decide whether or not to have a kick-off event and who would be invited (students only, parents, community members, media, administration). National Arts in Education Week in the month of September is the perfect time to kick off your Reflections program. Visit the National PTA website to get the exact dates each year.

Send Out Information About The Program To All Families In Your School

Use your PTA newsletter, email, website, posters, flyers sent home with the students, and any of your other usual forms of communication. Emphasize that this is a program for every student. Participating is to be stressed more than winning.

Talk To The Students And Get Them Excited About Participating.

Engaging students and teachers by promoting the program is key. Getting teachers engaged and promoting the program by communicating to the students in their classrooms is one of the greatest supports. It is also helpful to have PTA members go to each classroom (especially Art and English classrooms) to talk about the theme and encourage all students to participate. Make guidelines available for every student by making a copy of the category rules available in the office or from their teacher, or post a copy of the category rules either in each classroom or several prominent places in the school. Get the teachers involved. Ask the teachers (including the Fine Arts and/or other elective teachers) to assign the Reflections theme as part of their early Fall curriculum. The students then have the option to submit their pieces in the Reflections program.

Collection

Determine where entries will be submitted and stored. It is very important to keep all entries together so that none are lost or forgotten.

Keep the excitement level up. Remind students and parents of where and when to submit their entries. Talk to your committee to establish a policy for late entries.

Check Requirements. Be sure that each entry fulfills all category and general requirements of the Texas PTA Reflections rules (size, length, etc.). Make sure that each entry has the Student Entry form completed with student and parent signature, title, and artist statement, and other required information. It is much easier to correct errors and misinterpretations at the Local PTA level rather than at the advanced levels. This will prevent entries from being disqualified later in the program.

Create a list or database of all entries received. This list can be used for your awards and to provide the information needed to complete the Advancing Entrant Spreadsheet for the Council level.

If you have literature entries that ESL students have written in their first language, find careful translators to create an interpretive translation of them.

Judging

Set dates for judging to take place. These dates should be soon after the entry deadline to allow time to complete the online Local PTA Participation Summary and finalize the online Student Entry Forms for all advancing entries. Consent forms are optional and are to be completed online as well.

- The visual arts and photography judging date should be soon after the deadline.
- The literature, music composition, film production, and dance choreography judges may need a couple of weeks to read, listen and view each entry carefully.

Find your judges. You may already have a judging system in place that works well for your program, however, if you are having difficulty recruiting qualified judges, you will find a few suggestions below:

- Art, literature, dance, film, journalism, and music educators or college/university professors
- Teachers from other schools
- Librarians, public and school
- Art museum directors, docents, curators, or historians
- Professional photographers and local artisans
- Local symphony orchestra or choral directors, musicians, conductors, or composers
- Local dance conservatories, dance studios, ballets, or theaters
- Local multimedia/video production companies
- Newspaper journalists, editors, or photographers
- Local television stations
- Arts advocacy organization presidents or directors

Keep in mind that it is important that a judge should also have an understanding of students' points of view and not solely judge the entry for its technique.

Inviting professionals in the arts, or influential community leaders, to participate in Reflections Program judging increases the exposure of the PTA, its work, and the wonderful benefits students derive from participating in the arts.

Conduct blind judging. Review the Judging Techniques on page 17. Fold the student entry form so that the student's name won't be revealed to the judge. If a judge knows a student participant, the judge should remove themselves from the judging process for that particular art category to prevent a conflict of interest. Teachers from the host school serving as judges would also have a conflict of interest, so it is better to invite teachers from another school.

Remember to recognize judges in promotions, and thank them for their participation. Some PTAs provide each judge with a small gift or certificate of appreciation. Providing refreshments during the judging is also a great way to show appreciation.

- On the day of judging, keep good records and make it a pleasant event for your judges. Have some well-trained assistants to help you keep everything organized and running smoothly.
- Read the Reflections Program "Awards Levels" section of this guide, and share the information with your judges.

Determine the number of entries for each award level. For Local PTAs, twenty percent (20%) of your entries from each arts category may advance to the Council level of judging. Explain the various award levels and the number of entries needed at each award level to your judges, and allow them to choose the award levels for each entry.

Advancing Entries

Now that judging is completed, it's time to notify the families of the students whose entries are advancing to the next level.

Review the Preparing Advancing Reflections Entries on the next page and deliver the advancing entries and required materials to the next round of judging by the deadline.

Recognition

Host an event where you will recognize every student who entered the Reflections Program. Plan this event for a time when families will be able to attend.

Every student who created an entry is deserving of recognition. This is also time to honor the students whose work has advanced to the next level. Display as many of the entries as possible at this time. Have some of the literature entries read and play some of the music composition entries. Invite the media and members of the community.

Reflections recognition items, including ribbons and blank Reflections certificates, are available from the Texas PTA online store, or you may choose to create your own. You may also ask local businesses for a donation or a gift for a participant.

The recognition event is a good time to explain the process of how entries were judged and advanced to the next level. Many families will not realize how many levels there are and the scope of the program.

Acknowledge and thank all the adults who helped make the program a success.

Wrap-Up

Return entries to the students as soon as possible. Remember that the advancing entries may keep coming back to you throughout the coming year, depending on how far they advance. Make sure that the students receive these prior to the end of the school year.

Make notes of what went particularly well during the program and what you'd change next year. Make copies of these recommendations, and give them to other committee members so this knowledge won't be lost!

Preparing Advancing Reflections Entries

Local PTAs who are not a member of a Council PTA should contact the Texas PTA State Office for information on Regional judging, including deadlines and delivery locations.

Local PTAs who are a member of a Council PTA should contact their Council PTAs directly.

Local PTAs Advancing to Region or Council PTAs

- Make sure that a student entry form is attached to each entry.
- Use sturdy backings to prevent damage to visual arts and photography entries. The
- Texas PTA rules mention using poster boards as a mounting option. We have found that it is too easily damaged, so please avoid it if at all possible. Matte board, foam core, and even corrugated cardboard are much better. Make sure that the entry, backing, and matte (if you use one) are firmly attached to each other.
- Read the Texas PTA requirements for entries and follow them exactly.
- Protecting the work with butcher paper taped to the back so that it will flap over the front is highly recommended. Texas PTA no longer recommends the use of shrink wrap or any other clear plastic wrap. The shiny surface makes photographing the entries very difficult.
- Never laminate entries!
- For each advancing entry, confirm that parents have completed a student entry form (Local PTAs). Attach printed copies of the student entry form to the physical entry.
 - For photography and visual arts, place the student entry form in a sheet protector. Attach the page protector to the entry. Do NOT cover the opening with tape. Do NOT use zip-loc bags or glue. You can purchase page protectors at office supply or discount stores.
- Download and complete the advancing entrant spreadsheet and email to the chair/coordinator if requested, and also print a copy to turn in with the advancing entries. The chairs at the next levels will need them to generate their registration forms.
- Complete the Local PTA Participation Summary online at the Texas PTA website. The advancing entrant spreadsheet can be submitted through the online Local PTA Participation Summary. It is very important to Texas and National PTA to know how many Reflections entries we have each year.
- Put all your printed copies of students' entry forms in an envelope and pack them with the entries.
- Use the requirements checklist available on the Texas PTA website so you don't miss anything
- Keep a copy of your student entry forms and advancing entrant sheet!

Regions or Council PTAs Advancing to Texas PTA

- Ensure that Local PTAs have followed all procedures above to prepare and advance their entries to Council PTA. If not, correct to meet the Texas PTA requirement.
- Two copies of each student entry form are made and packed with the packet. Make sure to complete the Council PTA/Regional Results Summary on the Texas PTA website.

Secure Entries For Travel

- Stack entries no taller than one foot in height, arranged by size and arts area.
- Wrap the stack in butcher paper like a gift.
- Arrange the individual packages in an appropriate-sized box so that there is no room for the packages to shift.
- Fill open spaces with crumpled butcher paper to eliminate any unfilled space.
- Do not use packing peanuts!
- Prepare Your Box
 - Include your Local or Council PTA name or number on the outside of the box.
 - If shipping, use a carrier that has a tracking system in place (i.e., UPS, FedEx).
 - Ship in ample time for the artwork to arrive at the next level of judging by the published deadline.

Regions or Council PTAs ship or deliver to:

Texas PTA
Attn: Programs
408 W. 11th St., Austin, TX 78701

It must arrive by 5:00 pm, January 15!

If January 15 falls on a weekend or holiday, the deadline is the following business day.

A Note to the Reflections Chairs:

These procedures may seem unnecessarily complicated and they may not make sense why things must be done a particular way. Every recommendation is based on experience and lessons learned. In the end, these procedures will help you and your students have a positive experience with the Reflections Program. If you have discovered a method or procedure that has worked particularly well, please share it with the Texas PTA Programs staff.

Judging Techniques for Reflections

Below are a few judging methods that are quick and fair. One method of judging can be easily used for visual arts and photography, and a different method of judging (i.e. rubric) may need to be used for literature, music composition, film production, and dance choreography entries.

Sample Visual Arts and Photography Judging Method

- Recruit judges for each arts category. Three judges for each arts category works well.
- Ideally, these judges should not know any of the students whose work they will be judging.
- Hide the personal information part of the entry form on each entry. (Either fold the entry form or tape a piece of paper over it. Do not cover the artist's statement.
- Spread out all of the entries in the judging area so that each entry is easy to view.
- Explain the judging criteria (interpretation of theme, creativity, artistic merit, and mastery of medium) to the judges. Emphasize that interpretation of the theme is the most important criterion.
- Give judges Post-It flags. A different color for each judge.
- Ask the judges to put a flag on every entry that they feel best meets all the criteria. Encourage them to read the artist's statement.
- When all the judges have finished, gather up all of the entries that have three different colored flags on them. If there are more of these than you are allowed to advance, then ask the judges to narrow down their choices to the allowable numbers. These are the Awards of Excellence.
- From the group of Award of Excellence entries, ask the judges to select an entry they believe to be "the" best entry in each grade division and arts category. These entries will receive the Overall Award of Excellence and will advance to Texas PTA. Remember that the Council can only send one entry per Grade Division/Arts Category and one Special Artists entry for each arts category.
- The Awards of Merit are all the entries that have only two flags (in addition to any entry that had three flags but will not receive an award of Excellence) to meet the number of Awards of Merit that you would like to present.
- The Honorable Mentions are the entries with one flag on them (in addition to any entry that had two flags but will not receive an Award of Merit) to meet the number of Honorable Mention awards that you would like to present.
- The entries without any flags should receive Participation recognition.

Sample Literature Judging Method

Each judge received entries from one grade division to review. This may yield four to five judges, as they are each assigned a different grade division (including Special Artist, if applicable). Each judge selects a designated number of entries from his or her assigned grade division for presentation to the full panel of judges. After the presentation, the judges assign each final entry an award level (i.e. Award of Excellence, Award of Merit, etc.).

Sample Music Composition, Film Production and Dance Choreography Judging Method

The entries can be stored online such as Youtube, dropbox, etc to be viewed by judges. It may take some preparation, but the judges can view the entries at their convenience. Be sure to include a scoring sheet so they can send their evaluation back to you. You may use a scorecard to decide the award level for each entry.

From the group of Award of Excellence entries, ask the judges to select an entry they believe to be "the" best entry in each grade division and arts category. These entries will receive the Overall Award of Excellence and will advance to Texas PTA.

Tiebreakers

If two entries are judged as equal in all areas, the entry that best interprets the theme receives the higher recognition.

Reflections Program Awards Levels

Reflections is a recognition program, not a competition, and emphasis should be put on participating, not “winning.” Because of this, Texas PTA does not endorse the practice of using 1st place, 2nd place, 3rd place, etc. We use a version of the National PTA recognition system and request all rounds of judging adopt this practice. This system does not “rank” but allows the students to submit their work and have it judged on its quality.

The Awards levels at the Local PTA level are:

- Award of Excellence – These entries are excellent interpretations of the Reflections theme, exceptionally creative, and executed extremely well. These are the top 20% of the entries at your level chosen to be sent to the next judging level.
- Award of Merit – These entries are very good interpretations of the Reflections theme, very creative, and executed very well.
- Honorable Mention – These entries are good interpretations of the Reflections theme, are creative, and executed nicely.
- Participation Award – Every student’s entries should be recognized for the student having thought about the theme and trying their best to create an entry that interprets it.

Regions and Council PTAs have an additional level of recognition:

Overall Award of Excellence – These entries are the top entries in each arts category and grade division, and will be the entries that advance to Texas PTA. A maximum of 30 entries may advance to Texas PTA; one entry for each of the six arts categories in all four grade divisions. If including Special Artists, one per arts category may also advance to Texas PTA for the Special Artist Division. Note that the Overall Award of Excellence in the Special Artist Division is chosen from all grade divisions combined, not separately.

Texas PTA will also recognize one entry from each arts category to receive the Outstanding Interpretation Award. These entries demonstrate the most outstanding interpretation of the Reflections theme in their arts category. There will be six Outstanding Interpretation Awards presented each year.

National PTA Reflections Winners

All students whose entries reach the National PTA level of judging will receive a letter of congratulations from National PTA. Recipients of the National Outstanding Interpretation Award, Awards of Excellence and Awards of Merit will be notified via email by the Texas PTA Office no later than June 1. National PTA awards and certificates are mailed after the PTA National Convention held in June or July.

Council PTA Reflections Program Procedures

The Council Chair oversees all PTA/PTSA schools in the council and encourages every school to have the Reflections Program. As soon as you are appointed as the chair of the Reflections Committee at your Council PTA, ask your predecessor for details on how to run the Reflections Program in your Council PTA. In addition to what you learn from your Council PTA, here are a few basic step-by-step procedures for you to follow.

Preparation

Read through the Local PTA Reflections procedures listed above. Read the Reflections Program rules and Texas PTA Reflections procedures, available on the Texas PTA website, so you will be able to answer questions from the Local PTAs.

Suggested Deadlines: Council PTA – no later than November 30

Firm Deadline Dates are: Texas PTA – January 15, 5:00 pm

Note: If January 15 falls on a weekend or holiday, the deadline is the following business day.

BUILD SUPPORT AND EXCITEMENT FOR THE PROGRAM

Talk to your superintendent, district leaders, and principals about the Reflections program and explain to them what a wonderful opportunity it is for all students in your Council PTA. Establish a good relationship with your Fine Arts Director to gain support from the art, theatre, and music teachers specifically. Point out to them that the Reflections Program can create positive publicity for the school district and having all schools and students think about a common theme can build a great sense of community. Ask for their support and input. Remind them that this is a PTA program, and you are not asking teachers to do more work. Also, reach out to local PTA presidents to explain the impact of the program and recruit a leader to start the Reflections Program. The Council chair also needs to communicate with local campus chairs to ensure their progress.

BUILD YOUR COMMITTEE

Involve other people from across the Council PTA early. Break down jobs into small bits to encourage people to help you. The Reflections Chairs at the local campuses are a great place to start. Local campus chairs and other community volunteers can be an asset to 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.

DETERMINE YOUR BUDGET

Will there be any publicity costs? What do you want to give each participant to recognize their entry? (It is nice for the council to award something different than the Local PTAs.) Will you serve refreshments at the recognition event at the end? Will you feed your judges a meal during judging and give them a small thank-you gift? Discuss these questions with your committee and your Council PTA's executive board.

Collection

Determine where entries will be submitted and stored.

The local chair will submit their Advancing Entrants Spreadsheet to the Council chair. The spreadsheet should have all the information for each advancing entry. Ask each Local PTA AIE chair to send their spreadsheet electronically before the Council deadline, along with a hard copy accompanying the entries that are dropped off at the entry collection location. Contact any Local PTA that has not completed the Advancing Entrant Spreadsheet within a few days of your deadline.

Contact the AIE/Reflections Chairs and/or PTA Presidents at all your Local PTAs. Remind them of the deadline, that they may advance 20% of their entries in each arts category, and where to bring the submissions. Remember to provide your contact information.

Keep the excitement level up. Contact the Local PTA chairs periodically to send emails of encouragement and to offer support.

As the entries are turned in, check to make sure that the entry form is complete and signed. Signatures are

especially important. If the parent completed the student entry form online, then an online signature will be accepted. If someone other than the parent completed the student entry form online, a physical signature must be included on the form attached to the entry.

Check to be sure that each entry fulfills all the other requirements of the Texas PTA rules (size, length, etc.) This should have been done at the local PTA level, but it is a good idea to confirm. Local PTAs should also turn in a confirmation email for their online registration form.

Judging Set dates for judging to take place. These dates should be set soon after the deadline.

- The visual arts and photography judging date should be soon after the deadline so that non-advancing entries can be returned promptly to Local Units.
- The literature, music composition, film production, and dance choreography judges may need a couple of weeks to read, listen to and view carefully. Those entries can also be sent electronically to the judges or stored online to listen/watch at their convenience.

Find your judges. You may already have a judging system in place that works well for your program. However, if you are having difficulty recruiting qualified judges, here are some ideas:

- Art, literature, dance, film, journalism, and music educators or college/university professors
- Teachers from other nearby school districts
- Librarians, school and public
- Art museum directors, docents, curators, or historians
- Professional photographers and local artisans
- Local symphony orchestra or choral directors, musicians, conductors, or composers
- Local dance conservatories, dance studios, ballets, or theaters
- Local multimedia/video production companies
- Newspaper journalists, editors, or photographers
- Local television stations
- Arts advocacy organization presidents or directors

Inviting professionals in the arts, or influential community leaders, to participate in the Reflections Program as judges, increases the exposure of PTA, its work, and the wonderful benefits students derive from participating in the arts.

Remember to recognize judges in promotions and thank them for their participation. Some Council PTAs provide each judge with a small gift or certificate of appreciation. Providing refreshments during the judging is also a great way to show appreciation.

On the day of judging, keep good records and make it a pleasant event for your judges. Have some well-trained assistants to help you keep everything organized and running smoothly.

Read the Reflections Program “Awards Levels” section of this guide and share the information with your judges. Note the number of entries per category/ grade division allowed to advance to Texas PTA and communicate this to your judges.

This is also a good day to take pictures of visual arts and photography entries so that you may create a slideshow to show at the council level award ceremony.

Advancing Entries

Prepare the advancing entries. See the “Preparing Advancing Entries” section of this guide.

Deliver/Mail the advancing entries and required paperwork to the Texas PTA office. If you plan on mailing – check the packing guidelines online.

Notify the Local PTA chairs of the students whose entries are advancing to the next level.

Recognition

Host an event where you recognize every student whose work advanced to the Council PTA level. Plan this event for a time when families will be able to attend. Display as many of the entries as possible at this time. Have some of the literature entries read, and play some of the music composition entries. A slideshow can be a good way to include all. Invite the media and members of the community (school board members and administrators, city council, etc) to your recognition event.

The recognition event is a good time to honor the students whose work has advanced to Texas PTA. Explain the process of how entries were judged and advanced to the next level.

Reflections recognition items, including ribbons and blank Reflections certificates, are available from the Texas PTA Online Store, or you may choose to create your own.

Acknowledge and thank all the adults, including local school principals and teachers, who helped make the program a success.

Wrap-Up

Return entries that did not advance as soon as possible! Entries advancing to state will be returned prior to the end of the school year. It is very important to return these to your Local PTAs as soon as you receive them.

Write down everything you did through the year. Make notes of what went particularly well and what you'd change next year. Make copies of this, and give them to committee members so this knowledge won't be lost!

Reflections FAQ

Participation

- *Who is eligible to participate?* In Texas, participation in the Reflections Program is open to all students who attend a school with a PTA/PTSA that is in good standing (dues paid by October 31) and Homeschool, Virtual School, and Non-PTA School students joining Lone Star Statewide PTA (no later than 9/30).
- *Must the entries be created at school?* Students may create their entries at school or home, as they wish.
- *Is there a limit to how many entries a student may submit?* National and Texas PTA do not limit how many entries a student may submit. A student may enter more than one entry to more than one category.
- *Under what division should developmentally challenged students participate?* In 2012, National PTA and Texas PTA added a Special Artist Division. The Special Artist Division is open to students whose physical, cognitive, or mental health challenges meet the guidelines set forth in the American Disabilities Act. Participation in this division is optional and decided upon by the parents. See Special Artist Division Rules on the Texas PTA website for more details.
- *May developmentally or physically challenged students receive help from a parent or teacher?* Qualifying students entering the Special Artist Division create their own artwork but may receive non-artistic accommodation and assistance from an adult. These students, along with Early Childhood, Kindergarten, and 1st-grade students, may dictate to another person who may type or write down the original work.

Use of Copyrighted Material

- *May students use copyrighted material as a source for their artwork?* Use of copyrighted material is not acceptable in any submission, with the following exceptions: photographs, visual artworks, and films may include public places, well-known products, trademarks, or certain other copyrighted material as long as that copyrighted material is incidental to the subject matter of the piece and/or is a smaller element of a whole. The resulting work cannot try to establish an association between the student and the trademark/ business/material or influence the purchase/non- purchase of the trademarked goods.
 - Visual arts collages may include portions of existing copyrighted works, such as photographs, magazine clippings, Internet images, and type cut out of a newspaper, as long as those portions of copyrighted works are used to create a completely new and different work of art. A collage should be judged for its whole, not by its parts, and whether the resulting work stands as a creative, original work of art on its own.
 - Dance choreography and film production entries may use copyrighted music. The title, composer, and performer of any music used must be credited and documented on the Student Entry Form.

Dance Choreography

- *Does the choreographer (the student submitting the entry) have to be one of the performers?* The choreography must be the work of one student and must demonstrate both creativity and interpretation of the theme. There may be up to three dancers. The choreographer need not be one of the dancers.
- *Can a martial arts, gymnastics, ice skating, or synchronized swimming performance be submitted as a dance choreography entry?* A dance choreography entry may employ any number of diverse forms of dance and/or inspiration from many areas, including sports. However, the primary choreography must utilize some of the core principles of dance. The entry submitted should not be a recording of a demonstration or routine used in a meet or competition for any sport.
- *How is traditional dance judged for originality and/or creativity?* The modification of the steps and the interpretation of the dance are considered when judging a traditional dance for creativity and/or originality. An explanation of the origin of the dance and/or the significance of the choreography might be a useful addition to the artist's statement when submitting a dance choreography entry that involves traditional cultural or regional dances.

Film Production

- *Does the student submitting the entry need to appear in the film?* The student must be the director, screenwriter, and cameraperson. He or she does not have to appear in the film.

Literature

- *Must ESL students enter in English?* Students for whom English is not the first language may submit an entry in their native language. This entry must be accompanied by an interpretive translation. Translators should make every effort to retain the same level of language and accuracy as that of the student's original entry.
- *May a student use unacceptable language in an entry?* The Reflections Program makes no restriction on content or subject in the literature category. Students who are submitting entries created in a school setting should be mindful of school and/or Local or Texas PTA standards for writing. Judges should be reminded that entries are to be reviewed solely for creativity, artistic merit, and interpretation of the theme.

Music Composition

- *May students use notation software for creating music composition scores?* A student may use notation software. Imported MIDI files or files from other sources are not acceptable.
- *Rap is a part of music composition. How should it be judged?* For MS and HS students may submit its composition beat and lyrics. The chair can also encourage a student to submit it as poetry in the literature category.

Photography & Visual Arts

- *May students submit computer-manipulated photos?* National PTA accepts electronic manipulation of photographs as well as traditional photographic montages.
- *What's the difference between a photomontage and a collage?*
 - A photomontage is a seamless print of a collection of photos that have been combined either digitally or manually and scanned or photographed to reprint.
 - A collage is a piece that has been manually cut and pasted together and is not a seamless print or includes images that are not photos (clippings from printed media).

Student Information Protection

- *How does a PTA protect student information on artwork?* When artwork is on display, label the back of the piece only with the student's name, school, and town. Do not attach the Student Entry Form to the back of the artwork in a display setting. No one outside of PTA should have access to student information. Develop a system to easily match and reattach Student Entry Forms to artwork for returning to the artist or sending on to the next judging level.

Still have questions? Texas PTA and National PTA will host calls for Reflections to help you. For Texas PTA webinars, go to www.txpta.org/reflections for schedule.

Texas AIE Resources

Click below or scan the code to access links to amazing Texas and national arts organizations.



Center for Educator Development in Fine Arts
9233 Partridge Circle (CEDFA)
Austin, TX 78758
512-491-8087
www.cedfa.org

North Texas Institute for Educators on the
Visual Arts University of North Texas (NTIEVA)
P.O. Box 305100 Denton, TX 76203-5100
940-565-2855
ntieva@unt.edu
www.art.unt.edu/ntieva

Texas Commission on the Arts
P.O. Box 13406 Austin, TX 78711-3406
512-463-5535 www.arts.texas.gov
Texas Coalition for Quality Arts Education 1120
Texas Ave. #5B Houston, TX 77002
713-572-2870
www.arts.texas.gov/

Humanities Texas (formerly Texas Council PTA
for the Humanities)
3809-A South 2nd St.
Austin, TX 78704-7058
512-440-1991
www.public-humanities.org

Southwest Alternate Media Project
1519 W. Main Houston, TX 77006
713-522-8592
www.swamp.org

Texas Association of Museums 3939 Bee
Caves Rd. Building A, Suite 1B
Austin, TX 78746
512-328-6812
www.texasmuseums.org

Institute of Texas Cultures
801 S. Bowie St.
San Antonio, TX 78205-3296
210-458-2300
www.texancultures.utsa.edu

Texas Art Education Association
14070 Proton, Suite 100 LBJ9
Dallas, TX 75244
972-233-9107, ext. 212
www.taea.org

Texas Music Educators Association
P.O. Box 140465
Austin, TX 78714-0465
888-318-TMEA
www.tmea.org

Texas Dance Educators Association
9521 Westheimer #376
Houston, TX 77063
936-760-6695 (fax)
www.tdea.org

Texas Educational Theatre Association, Inc.
P.O. Box 15990, Northeast Station
Austin, TX 78761-5990
www.tetatx.com

Texas Cultural Trust
823 Congress Ave. Suite 707
Austin, TX 78701
1-800-651-8282
www.txculturaltrust.org

Texans For The Arts
PO Box 4549
Austin, TX 78765
(512) 914-8096
www.texansforthearts.com

National AIE Resources

Click below or scan the code to access links to amazing Texas and national arts organizations.



Arts Education Partnership
One Massachusetts Ave., NW, Suite 700
Washington, DC 20001-1431
202-326-8693
www.aep-arts.org

National Endowment for the Arts
1100 Pennsylvania Ave., NW
Washington, DC 20506
202-682-5400
www.arts.endow.gov

The Getty Center – Arts Education
1200 Getty Center Dr.
Los Angeles, CA 90049-1679
310-440-7300
www.getty.edu/education

National Art Education Association
1916 Association Dr.
Reston, VA 20191-1590
703-860-8000
www.naea-reston.org

The Art and Creative Materials Institute (ACMI)
P.O. Box 479 Hanson, MA 02341-0479
781-293-4100
www.acminet.org

John F. Kennedy Center Alliance for Arts
Education ArtsEdge National Arts and
Education Network
2700 F Street, NW Washington, DC 20566
www.kennedy-center.org/education/national.html

Americans for the Arts – Washington Office
1000 Vermont Ave. NW, 6th floor
Washington, DC 20005 202-371-2830
www.artsusa.org

Mid-America Arts Alliance
912 Baltimore, Suite 700
Kansas City, MO 64105
816-421-1388
www.maaa.org

National Gallery of Art – Division of Education
Department of Education Resources
2000B South Club Dr.
Landover, MD 20785
www.nga.gov/education/index.shtml

Finance for Executive Board Members

Financial Considerations

Every single executive board member should be knowledgeable on the financial responsibilities of the PTA. Below is basic information on finances that every executive board member needs to be aware of. There is so much more involved in the everyday financial management of a PTA...these are the basics.

Fiduciary Responsibility

The Internal Revenue Service (IRS) (as included on Form 990) requires reporting by nonprofits on a range of governance issues that reach far beyond financial reporting, including executive board member “fiduciary duty.”

Executive board members have three fundamental fiduciary duties: a duty of care, a duty of loyalty, and a duty of obedience.

- The **duty of care** means that the executive board member actively participates, attends executive board meetings, is educated on the industry, provides strategic direction, and oversees the day-to-day operations of the PTA;
- The **duty of loyalty** requires the executive board member to operate in the interest of the local PTA and not to use the position to further personal agenda;
- The **duty of obedience** requires the executive board to know the state and federal laws and regulations that apply. This includes the regulations and guidance issued by the IRS. Obedience to governing documents requires a deep understanding of the operating documents (by-laws, rules, executive board manuals). Finally, obedience requires that the executive board not act outside the scope of the organization’s legal documents.

Fiduciary responsibility in a PTA means the executive board members act as trustees of the organization’s assets and must exercise due diligence to oversee that the organization is well-managed and that its financial situation remains sound. The executive board verifies that all filing requirements and tax obligations are completed. If theft, fraud, or embezzlement is suspected, a PTA must follow the Texas PTA Theft, Fraud, and Embezzlement policy.

Budget Basics

The budget creates the framework for program management and overall administrative decisions. An approved budget must be in place at all times in order for expenditures to be made and fundraisers to be conducted. The budget for the following year is presented and adopted by the membership at the last membership meeting of the year and is amended at the first membership meeting based upon approved Plans of Work submitted by the new executive board members. The members always approve expenses and income via the budget, which can be amended as needed.

Payments

Payments are never made in cash and blank checks are never issued. All payments must relate to an approved budget item and have a funds request form with a receipt and/or invoice attached. No other organization may pass its money through the PTA account in an effort to achieve tax-exempt status, and money can never be “turned over” to the school and/or principal to spend at their discretion.

Deposits

All monies collected are turned over to the treasurer as soon as possible. Money is counted by at least two people at the same time, and both counters and the treasurer each sign and keep a copy of the completed deposit form. The treasurer may be one of the two counters.

Financial Reports

To keep people informed, a current financial report is presented at every regular executive board and membership meeting that covers the financials since the last meeting of that type. Additionally, a budget vs. actual report should be available at all regular meetings. As the funds belong to the members, they have the right to access the financial reports presented at membership meetings.

Statement Reviews

The president appoints a member, subject to the approval of the executive board, who is not authorized to sign on the bank account to review each bank statement. The statement reviewer utilizes the Texas PTA Statement Review by Non-Signer Form. The secretary presents the result of this review at the executive board meeting.

Financial Reconciliations

A financial reconciliation is performed: at the end of the fiscal year; when any authorized check signer is added or deleted on any bank account; and at any time deemed necessary by the president or three (3) or more members. The president appoints the financial reconciliation committee consisting of not less than three (3) members, who are not authorized signers, the current secretary, incoming treasurer, nor be related by blood or marriage or reside in the same household as the authorized signers. The financial reconciliation committee report shall be adopted by a majority vote of the association at the regular membership meeting immediately following the financial reconciliation.

Insurance

It is in the PTA's best interest to cover the treasurer and all other persons authorized to handle money with an embezzlement (bond) policy and directors and officers liability insurance to cover losses through any fraudulent or dishonest act. Insurance premiums are budgeted as an expense line. For these policies to apply, account statements are regularly reviewed by a non-signer and financial reconciliations occur at least annually.

For more details on financial procedures for your PTA, please see visit txpta.org/treasurer.

Keeping Records

Compiling and maintaining a complete record of your activities can be a huge help to those PTA Leaders who follow behind you. Passing along important information to your successor gives them what they need to get started! New Leaders who have access to previously implemented PTA practices are able to more easily adjust and make needed changes. Additionally, a PTA should closely follow their records retention policy to be sure they are properly storing the records they need to maintain regulatory compliance.

How to Compile Your Records

Ask yourself, “If I knew nothing about the job, could I do it with this information?” Depending on your position, you may need hard copy materials at your fingertips. If so, use a loose-leaf folder or binder with tabbed dividers. Other positions could easily keep their records electronically via cloud-based storage or USB drive.

Suggested Content

Bylaws/Standing Rules

- A current, date-stamped copy of the PTA Bylaws and Standing Rules. Each year (after August 1), the parliamentarian should request a copy of your PTA's bylaws and standing rules from Texas PTA. They should be distributed to all executive board members and reviewed annually. Visit www.txpta.org/bylaws for the request form and more information.

Rosters

- Current roster of executive board members with their contact information
- Contact information for Texas PTA Field Service Representative, Council PTAs (if applicable), Texas PTA Board members with comparable responsibilities, the Texas PTA State Office
- Resources, and related agencies and organizations in the community relevant to your position

Items Related To Your Position (As Applicable)

- Description and responsibilities of your position
- Current Texas PTA BASICS Resource Guide(s)
- Plan of Work approved by the executive board
- Reports prepared for meetings (executive board, membership, and committee)
- Financial records including approved budgets, detailed reports with copies of your PTA Funds Request Forms with receipts, and copies of all deposit forms that you have signed
- Promotional material, newsletter articles, evaluations, etc.
- Award applications submitted to Council, Texas, or National PTA
- Summary of your term including recommendations for the following year

PTA Meetings

- Agendas and approved minutes from each meeting
- Financial reports
- Relevant committee reports
- Information on upcoming events and programs sponsored by PTA at all levels
- Record of volunteer hours to be reported to the volunteer coordinator (if applicable)

Standards of Continuing Affiliation



Each membership year, Local PTAs must meet both of the following requirements to attain Active Status with Texas PTA. The membership year begins on August 1.

1. Remit to Texas PTA state and national membership dues for at least 20 members.
2. Submit to Texas PTA the name and contact information (mailing address, phone number, and email address) of at least one current executive board member, preferably the president.

Local PTAs must comply with all of the following standards to remain in Good Standing with Texas PTA. Local PTAs that do not maintain Good Standing will be subject to a Local PTA Retention Plan as described below.

1. Maintain Active Status with Texas PTA.¹ (see requirements above)
2. Report all additional members and remit all state/national dues to Texas PTA each year.
3. Submit to Texas PTA the name and contact information for all additional executive board members within 15 days of election or appointment.²
4. Review Local PTA bylaws (and standing rules, if applicable) every three years and submit to Texas PTA for approval.³
5. Each year, within 60 days of fiscal year-end, electronically file and have accepted by the IRS the appropriate "Form 990 Return of Organization Exempt from Income Tax".

Local PTA Retention Plan (initiated when a Local PTA does not maintain Good Standing)

Notification: Texas PTA will notify the PTA of the actions required to attain Good Standing. The PTA will have 30 days, from the date of the notification, to meet all Good Standing requirements to avoid moving into the Restriction Phase.*

Restriction: While in the Restriction Phase, the PTA is not eligible for awards, programs, or grants administered by Texas PTA or National PTA. The PTA will have 30 days to meet all Good Standing requirements to avoid moving into the Restructure Phase.

Restructure: For PTAs that do not attain Good Standing following the Notification and Restriction Phases, Texas PTA may begin the process of restructuring the leadership of the PTA or revoking the PTA's charter. A PTA that signs an Action Plan may temporarily move into Intervention giving them time to resolve any outstanding issues. The PTA will continue to be ineligible for awards, programs, and grants administered by Texas PTA and National PTA until Good Standing is achieved.

Intervention: Once in the Intervention Phase, Texas PTA will assign a support team to assist the PTA. If all requirements of the Action Plan are not resolved by the agreed-upon date, the PTA will be moved back into Restructure. **With cause, Texas PTA may place a Local PTA that has not met all Good Standing Requirements into the Intervention Phase early.*

1. Active Status is used to determine eligibility in many Texas PTA programs and services. Please reference specific program eligibility requirements to ensure your PTAs participation.
2. PTAs submit executive board member information to Texas PTA electronically via the Texas PTA website.
3. Bylaws are submitted via the Bylaws Submission Form found on the Texas PTA website.
4. Proof of filing and acceptance is the Exempt Organization Business Master File issued regularly by the IRS.

Resources

Texas PTA believes that volunteer at-home accessibility to FOUNDATIONS Training is important. As such, these trainings can be found at txpta.org/courses. Our volunteer leaders across the state can access quality educational resources to support success within their roles and build strong Local and Council PTAs.

FOUNDATIONS Trainings:

1. **ESSENTIALS** is a high-level orientation to PTA that is taken online via the Texas PTA website at www.txpta.org/training. It contains the mainstay information that every PTA Leader should know. Executive board members should take this training at least once in their PTA career. Leaders are encouraged to take Essentials (formerly titled Foundations Leader Orientation and Leadership Orientation Training) again whenever the training is updated.
2. **BASICS** contain detailed information to support PTA Leaders in their specific executive board position. Every executive board member must attend a BASICS course for their specific position at least once every two years. These training sessions are available on-demand via the Texas PTA website. Visit us online at www.txpta.org/training to register.
 - a. BASICS includes a workshop and companion Resource Guide, along with other supporting resources.
 - b. PTA Leaders can access the Resource Guides via the Texas PTA website or online store. Visit www.txpta.org/local-pta-leaders to download free PDFs or www.txpta.org/shop to purchase hard copies.
3. **SPOTLIGHTS** offer a short, in-depth review of some of the specific yet important topics and recurring PTA functions such as Bylaws and Standing Rules, Financial Reconciliations, Conducting a Meeting, and Nominations and Elections. Spotlights are free and are not mandatory but offer vital insights on specific and timely topics.

Reminder: Both the ESSENTIALS and BASICS are mandatory for executive board members. Visit www.txpta.org/training to learn more!

Newsletters and Alerts:

Texas PTA provides content-specific newsletters based on your PTA position. Please submit your information to Texas PTA each year. Registering as a Local PTA Leader will help ensure you receive important updates and position-specific newsletters! Visit www.txpta.org/officer-intake to access the form.

All executive board members are encouraged to follow Texas PTA legislative advocacy efforts closely by subscribing to Under the Dome, our advocacy newsletter. Sign up at txpta.org/take-action.

Leadership Development Resources:

Texas PTA training goes beyond the FOUNDATIONS by offering Leadership Development resources. The topics covered are the result of polling local and council PTA leaders across the state.

All PTA leaders are encouraged to go to txpta.org/leadership to discover what Extra Credit course you might like to take next to continue to explore your own leadership development.

Texas PTA Staff and Board Support

BOARD OF DIRECTORS | [Contact Form](#)

The Texas PTA Board of Directors are your volunteer representatives at the state level. From the president to the secretary, Texas PTA Board can help answer your questions and address your individual needs. You can reach them at: <https://bit.ly/3zp81Es>.

COMMUNICATIONS | communications@txpta.org

The Communications team manages and produces all Texas PTA communications, including *The Voice* (our quarterly newsletter), specialized newsletters (advocacy, healthy lifestyles, arts in education, environmental awareness, membership, and field service), social media outlets, and the Texas PTA website. They also serve as Texas PTA's contact for all media inquiries.

FINANCE | finance@txpta.org

Texas PTA understands the responsibility of managing your member dollars, and the Finance team is charged with monitoring Texas PTA resources in accordance with the annual budget, as adopted by the Board of Directors.

Members of the Finance team are also available to support PTA leaders in their compliance with state and federal financial requirements, such as filing the annual 990 with the IRS, as well as sales tax filings with the State Comptroller.

MEMBER SERVICES | memberservices@txpta.org

The Member Services team gives direct support to PTA leaders and members. They provide assistance with member recruitment strategies, bylaws and standing rules, organizing PTAs, and general questions on leading and managing a PTA.

The Member Services team is responsible for the development of recruiting resources that may be adapted for all levels of PTA – early childhood, elementary and secondary. Staff processes officer information, membership rosters and dues, and requests for copies of bylaws and standing rules. Staff also coordinates membership awards and the distribution of membership cards to Local PTAs.

PROGRAMS | programs@txpta.org

The Programs team is focused on connecting PTA members and leaders with the information they need to be successful, as well as developing programs. Whether your PTA is registering for LAUNCH, or requesting a Connect Program, the Programs team is available to assist you.

The Programs team is also your contact for student programs, such as Reflections, Camp Just Imagine, and Texas PTA's scholarship program.

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Texas PTA



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THIS ITEM IS FOR PTA USE ONLY