

# ARTS IN EDUCATION

2023-2024  
RESOURCE  
GUIDE





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Easy access to all of the live links in the Resource Guide are available at a scan of the QR code.



# 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.
- To advocate for fiscal responsibility regarding public tax dollars in public education funding.

## VALUES

- **Collaboration:** We will partner 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 achieving our association's strategic initiatives.

## PTA NATIONAL STANDARDS FOR FAMILY-SCHOOL PARTNERSHIPS

- Standard 1: **Welcome All Families** The school treats families as valued partners in their child's education and facilitates a sense of belonging in the school community.
- Standard 2: **Communicate Effectively** The school supports staff to engage in proactive, timely, and two-way communication so that all families can easily understand and contribute to their child's educational experience.
- Standard 3: **Support Student Success** The school builds the capacity of families and educators to continuously collaborate to support students' academic, social, and emotional learning.
- Standard 4: **Speak Up for Every Child** The school affirms family and student expertise and advocacy so that all students are treated fairly and have access to relationships and opportunities that will support their success.
- Standard 5: **Share Power** The school partners with families in decisions that affect children and families and together—as a team—inform, influence, and create policies, practices, and programs.
- Standard 6: **Collaborate with Community** The school collaborates with community organizations and members to connect students, families, and staff to expanded learning opportunities, community services, and civic participation.




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# Leadership Competencies

## Skills and Abilities Demonstrated by Effective Leaders

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Successful leaders are effective leaders. Think of some of the most effective PTA leaders you have worked with. They fill their PTA role well, but their leadership capacity goes beyond that. They have skills and abilities that allow them to step into various 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 improve continually.

Texas PTA has identified a set of competencies that effective leaders demonstrate. Current and potential leaders can use these skills and abilities to improve their leadership. Local or Council PTA nominating committees can use them to recruit, nominate, and elect effective leaders. The competencies also drive our Full Circle Leadership Development program.

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
<b><i>Integral to All Categories</i></b>	
Communications	Listens actively and conveys information clearly, concisely, and accurately in both writing and speech
<b><i>Adaptive</i></b>	
Creativity	Sees and thinks of new ideas, alternatives, and ways to do things
Continuous Learning	Pursues the development of skills and knowledge
<b><i>Forward-Thinking</i></b>	
Critical Thinking	Obtains all relevant information, identifies problems and causes, evaluates information, and determines criteria that indicate solutions
Motivation	Demonstrates and promotes interest and enthusiasm
Vision	Demonstrates a clear understanding of the future and how to get there
<b><i>Interpersonal</i></b>	
Collaboration	Works as a team to achieve a common purpose, putting service before self
Initiative	Steps up unprompted and goes above and beyond with excellence
Relationship Building	Develops trust and mutual respect, and values diversity
<b><i>Intrapersonal</i></b>	
Empathy	Expresses verbal and nonverbal recognition of feelings, needs, and concern for others
Integrity	Does the right thing when no one is watching
Self-Awareness	Assesses their own strengths and weaknesses
<b><i>Technical</i></b>	
Delegation	Shares responsibilities, including guidance and follow up
Time & Resource Management	Effectively prioritizes and manages the resources to accomplish the goals of the group or project



# Texas PTA Diversity, Equity, and Inclusion Policy

This Policy has been developed 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 designed to further the commitment of Texas PTA to diversity, equity, and inclusion: To continually be a voice for all children by reflecting diversity and inclusivity 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 was amended as of May 23, 2023, 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 guide Texas PTA, its Board, 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, ethnicity, culture, religion, socioeconomic status, age, geographic area, sexual orientation, 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 represent the wide 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 are provided with what they need to be engaged and successful. This moves beyond an “equal across the board” approach to include the following:
  - a) Recognize and address bias and privilege.
  - b) Understanding and attending 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 safe, welcomed, and accepted. This means putting diversity into action with skill and intentionality, striving to ensure everyone feels respected, supported, and valued—and can fully participate with an equal voice and a right to be heard. This includes actively seeking out voices that have been traditionally underrepresented and/or marginalized.

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

- Promote and encourage awareness, inclusion, and engagement of all diverse populations represented in the community.
- Openly assess beliefs and practices to ensure inclusiveness and equity and to guard against discrimination.
- Strive to ensure that the membership, leadership, programs, partnerships, and published materials reflect the diversity of their communities.
- Facilitate communication with families in their communities in languages 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.
- Provide resources and training that develop a more diverse and inclusive group of members, leaders, and community.

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

# 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.<sup>1</sup> (see requirements above)
2. Report all additional members and remit 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.<sup>2</sup>
4. Review Local PTA bylaws (and standing rules, if applicable) every three years and submit to Texas PTA for approval.<sup>3</sup>
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 Action Plan requirements 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.*

# Importance of Arts in Education Programs

The arts in education (AIE) chair aims to provide opportunities for students to engage with various forms of art by facilitating programs on campus, engaging with the local artists in the community, and collaborating with teachers and parents. The AIE chair does not have to be an artist or have extensive experience in the arts. The most important part is your passion for inspiring the next generation and creating an opportunity to encourage students to express their inner creativity. As part of Texas PTA's mission, PTAs strive to make every child's potential a reality and engage and empower families and communities. On-campus art programs can accomplish these goals effectively. Student centered programs can bring families together while they support students' potential and creativity. The arts also contribute to a student's performance and participation in school.

Here are some key points to consider:

- **Improves Academic Performance**
  - **School Attendance:** Research shows an increase of 3.5 percent in the attendance rate for Texas high school students engaged in the arts.
  - **Drop-out Decrease:** Students 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 were as likely to drop out as students who did not complete one art credit.)
  - **Graduation Rates:** Students who participated in more than one art course had lower dropout rates, higher graduation rates, and higher rates of enrollment in higher education.
  - **State Assessment Performance:** Students who completed more art courses performed better on state assessments overall, while middle school students engaged in the arts outperformed their peers in meeting the state standards (17% greater across all subjects except Algebra 1).
    - Middle school students engaged in the arts outperformed their peers on meeting the state standard (5.2% greater in Algebra 1).
    - High school students engaged in the arts outperformed their peers on meeting the commended standard by more than 15% across all subjects.
- **Social and Emotional Learning:** Engaging in the arts helps students develop social and emotional skills and self-confidence. Students who engage in art show coping skills by creating a channel for their challenges.
- **Health and Well-Being:** Participating in art classes and events greatly impacts students' well-being. Students who participated in art courses show responsible decision-making.
- **Arts and Healing in a professional field:** Utilizing Arts to enhance health is a demanding field in various healthcare institutions and communities. Arts in health programs are a diverse field. Students' disciplines can lead to their future careers.
- **Celebrates inclusive perspectives:** The arts can embrace students' diverse perspectives and expressions. An arts program is also a great place to show your PTA's commitment to including everyone in the PTA family. Your program can be a place to showcase diversity in the arts and artists and to educate and connect community members.
  - Celebrate diversity and inclusivity in the arts
  - Celebrate diverse artists
  - Welcome diverse perspectives into art programming
  - Educate, expand diversity in your programming, and continue to learn about diversity, equity, and inclusion

Promoting students' creativity is important. As the research shows, arts play a significant role in the lives of youth. This guide will help you enrich the arts in your school community and help you navigate how to provide year-round programs to engage students and families. As the arts in education chair, your responsibilities include sharing knowledge with educators, families, and community supporters to understand the role of the arts in students' lives and encouraging them to support the arts and artists in their communities, schools, and homes.

Your local PTA is encouraged to hold three PTA programs for every one fundraiser. Work with your PTA to create a program focusing on the arts.



# Getting Started

In addition to the duties of the AIE chair, you also have basic responsibilities as a PTA executive board member:

- Be a graduate of the required FOUNDATIONS training found online at [txpta.org/pta-training](http://txpta.org/pta-training).
- Submit a plan of work (POW). The executive board must approve plans of work at an executive board meeting.
- Review the bylaws and standing rules of your PTA.
- Maintain a complete record of your activities.
- Attend all executive board and membership meetings.
- Sign the Ethics, Confidentiality, and Conflict of Interest Policy.
- Review all financial reports and minutes of each PTA meeting.
- Help recruit new members to the PTA. It is the job of all executive board members to recruit PTA members. You should seek out families in your school and community to encourage them to join and make a difference in the lives of all children.
- Help recruit new PTA Leaders.

## *Duties at a Glance*

**Review information provided by the previous AIE chair.** This information should identify previously-mentioned tasks and the cost, contacts, and timelines for provided programs. This information will assist you in creating your plan of work.

Review the suggestions for getting organized in this guide, and be prepared to capture and store necessary information about your activities throughout the year. Even if you plan to return as the AIE chair next year, you will find the job easier if you keep good records this year.

**Form a committee.** The committee is a vital link between the school arts contacts, community arts programming, and the PTA. Your committee can help lighten your load and help you do your job more effectively. Committees can also generate more ideas than you can by yourself. By having a committee you are also nurturing a potential future leader. 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 the 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 on the committee's recommendations (see the sample plan of work). Present this plan to the executive board for approval. If the plan requires PTA funds, advise the treasurer so the Budget and Finance Committee can 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 fine arts with their activities.

**Attend Training.** FOUNDATIONS Basics Arts in Education training includes an online training, companion Resource Guide, and other supporting resources. This training is available on demand at [txpta.org/pta-training](http://txpta.org/pta-training). You can also contact the Texas PTA Arts in Education Liaison at [artsined@txpta.org](mailto:artsined@txpta.org) with any questions and Texas PTA staff at [programs@txpta.org](mailto:programs@txpta.org).

Common Monthly Duties:

- **May-August:** Establish the Arts in Education Committee.
- **July:** Attend Texas PTA LAUNCH.
- **July - August:** Complete the Arts in Education Basics Webinar. Plan arts programs on your campus.
- **August:** Establish the due date for Reflections program entries and determine how to collect them.
- **August - September:** Promote the PTA Reflections Program.
  - Contact your Council/Regional Chair to determine the Council/Regional due date and other guidelines.
- **September:** Recruit judges for Reflections' student entries.
- **October/Early November:** Collect entries, complete entry judging, and advance entries to Council/Regional judging.
- **December-January 15:** Judging at Council/Regional level. Prepare to advance entries to Texas PTA by

January 15.

- **January-May:** Recognize the participating students and promote opportunities such as the next Reflections program theme and other art programs.
- **December - May:** Continue to create fun arts events to engage students.

Recognize the following National Arts Celebration Months to promote arts programs:

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

### Sample Calendar Year

<b>August</b>	Texas PTA Reflections Program Kick-Off
<b>September</b>	Celebrate Art in Education Week by highlighting different art mediums
<b>October</b>	Arts and Humanities Month - Promote local High School choral performances
<b>November</b>	Reflections program submissions due
<b>January</b>	International Creativity Month Promote High School theater company musicals
<b>February</b>	Reflections Award Ceremony
<b>March</b>	Fun with Art Series - Recreating famous paintings
<b>April</b>	Art Speaker Series - Poetry Slam Night
<b>May</b>	Teacher Appreciation Art Contest

# Keeping Records

Compiling and maintaining a complete record of your activities can help the PTA Leaders who follow behind you. Passing important information to your successor gives them what they need to get started. A PTA should follow its 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 on a USB drive.

## Suggested Content

### *Bylaws/Standing Rules*

- A current, date-stamped copy of the PTA Bylaws and Standing Rules. Each year (after August 1), any registered executive board member can download 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](http://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 your Texas PTA Field Service Representative, Council of PTAs (if applicable), Texas PTA Board of Directors with comparable responsibilities, and the Texas PTA State Office
- Resources, 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 FOUNDATIONS 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 funds request forms with receipts, and copies of all deposit forms that you have signed
- Promotional material, newsletter articles, evaluations, and so on
- 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)



### **About Reflections**

Through the efforts of our Local PTAs, millions of students have found a creative outlet in dance choreography, film production, literature, music composition, photography, and visual arts through the over 50-year-old Reflections program.

Get started on your Reflections art program for next 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](https://txpta.org/reflections) to download your leader resources, including, but not limited to:

- Local PTA Leader checklist
- Student program rules and entry forms
- Volunteer sign-up forms
- Judging guidelines and scorecards for Local and Council Leaders
- Advancing entry spreadsheet
- Sponsor thank you letter template



# Sample Plan of Work

## Muestra Plan de Trabajo

<b>Executive Board Member Name:</b> (Nombre del Miembro de la Mesa Directiva)			
<b>Position:</b> (Posición)	Arts in Education Chair	<b>Year:</b> (Año)	

*Reproduce as needed for the appropriate number of goals.*  
(Reproducir según sea necesario para el número apropiado de metas)

<b>Responsibilities / Duties:</b> (Responsabilidades/Obligaciones)	<ul style="list-style-type: none"> <li>Perform executive board member duties.</li> <li>Organize activities to educate and engage students in the arts.</li> <li>Work with teachers, parents, and the community to provide art-related student activities.</li> </ul>	<b>Committee Members:</b> (Miembros del Comité)	Interested parents, students, and community members.
<b>Goal:</b> (Meta)	To provide opportunities for students to participate in and learn about various art forms.	<b>Evaluation Process:</b> (Proceso de Evaluación)	Increased number of participants in Reflections and in art-related student activities.

Specific Action Steps (Pasos de Acción Específico d)	Start Date (Fecha de Inicio)	Completion Date (Fecha de Terminación)	Budget (Presupuesto)
Facilitate the National PTA Reflections Program	July 1	November 30	\$250
Plan and/or participate in Art Engagement activities for students, families, and the local community	September 1	May 24	\$50
Provide an art-related article for the PTA website/e-newsletter	January 5	March 12	\$0
Use the resources listed below	Ongoing	Ongoing	\$0

<b>Resources:</b> (Recursos)	Council counterpart, if applicable, Texas PTA VP Programs, Texas PTA Arts in Education liaison, Texas PTA website, Basics Arts in Education Resource Guide, previous procedure books, TEA website for Fine Arts TEKS, school theater 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 to start planning arts in education activities for the students.

## **Engage Students in the Arts**

There are abundant art project ideas on the internet and social media outlets. As an ambassador for PTA, promoting collaboration and engagement of parents, families, and educators are key elements 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. Consider planning multiple activities 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 (for example, ancient art forms, using recycled products, graphic design, pottery, cake decorating, or creating sculptures).
- Work with your principal to plan an art event specifically to reward students; for example, for participation in Reflections or perfect attendance.
- 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.

## **Collaborate with Parents, Surrounding Schools, and the Local Community**

An art event is a perfect way to bring parents, the local community, and the school together. You may plan an event with a cultural theme or showcase the community's artistic talents. 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. These events foster communication between all who participate and enhance student achievement.

Many parents, teachers, and community members are artists and hobbyists, particularly our senior community members. 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 engage families, defining roles for the siblings in attendance is good. Older siblings may serve well as helpers. 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.

## **Educate Parents about the Importance of the Arts**

Educating our parents about the importance of engaging their students in the arts is critical to keeping interest in the arts alive for parents and our children in the schools. Use the following methods 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 such as plays and art exhibits. List community resources. Publish this directory in the PTA newsletter or on your PTA website.
- Your PTA newsletter or website can also inform your members of arts events and as a vehicle to publish work by students in your school.
- Invite an art or music teacher to discuss the school program and how parents can help. Ask the principal or teacher to present a program to your members about the arts activities 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 discuss 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, such as 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. Consider weather, competing events, the school year, and holidays. Pick a rain date or alternate location if you'll be outdoors or 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, necessary equipment, costs, and fees; then double-check about a week before the program.
- Provide information to faculty so that they can inform the students. Coordinate with the public relations/communications chair to inform parents and provide information to PTA newsletters, 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.

If you are short on volunteers at your campus, 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.

# 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 50-year history, the program has encouraged millions of students nationwide and in American schools overseas to create works of art for fun and recognition. Reflections provides a venue for students to create and earn recognition 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 emphasized. 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 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 outlined 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 is located on the Texas PTA website. Each entry must also conform to the Reflections Program rules and guidelines 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 [txpta.org/reflections](http://txpta.org/reflections).

The Reflections Program is multi-level, with awards and student recognition at the Local, Region/Council, State, and National PTA levels. All entries are judged on interpretation of the theme, creativity, 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 ([pta.org](http://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 is selected in January and receives a prize from National PTA and 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. This is another way to include more students and also gives those who may not be interested in producing a work of art an opportunity to use their imagination.



# Local PTA Reflections Program Procedures

After being appointed the chair of the Reflections Committee at your Local PTA, download the current Local Leader Reflections Checklist at [txpta.org/reflections-leader-resources](http://txpta.org/reflections-leader-resources) and ask your predecessor for last year's records detailing how to run the Reflections program at your campus. If there are no records or this is the first time your PTA has participated in the Reflections program, you can use the following basic step-by-step procedures.

## Review Eligibility Requirements

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:
  - Students must attend a school with a Local PTA/PTSA that 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 that achieves Active Status no later than October 31.
  - 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 the date the member must join.
- Home-School Families, Virtual Schools, and Non-PTA Schools:
  - Students who attend a school that a Local PTA/PTSA does not support 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 October 31. Anyone may become a member of Lone Star Statewide PTA at [joinpta.org](http://joinpta.org).
  - These students should not be added to your PTA's program. Their entries should be sent to Texas PTA by November 15 to be included in the Lone Star Statewide Reflections judging.

## Gather Support and Information

*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 recruiting a team of volunteers with various ideas, talents, and skills to help you. 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 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 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 their 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 the Local Deadline.* Contact the Council AIE/Reflections Chair at the next level of judging to identify their deadline for your advancing entries. Local chairs should set their local entry deadline no later than four weeks before the 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](mailto:programs@txpta.org) to obtain the coordinator's contact information and the advancing deadline date.

## Determine What to Include

The Texas PTA website provides access to category rules, general entry rules, and the Local PTA Reflections Program Checklist. Knowing 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 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.

## **Promote the Program**

Decide whether or not to have a kick-off event and who will be invited (students only, parents, community members, media, and administration). National Arts in Education Week in September is the perfect time to kick off your Reflections program. Visit the National PTA website at [pta.org](http://pta.org) for the exact dates each year.

## **Educate School Families about the Program**

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. Participation should be stressed more than winning.

## **Promote the Program to the Students**

Engaging students and teachers by promoting the program is key. Getting teachers involved and promoting the program by communicating with the students in their classrooms is extremely helpful. It is also helpful to have PTA members go to each classroom (especially Art and English classrooms) to discuss 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. Post a promotion poster and a copy of the category rules in each classroom or several prominent places in the school. 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 to the Reflections program. Utilizing your PTA website is also a great place to promote and make the program more accessible.

## **Collect Entries**

Make sure to communicate the due date multiple times to students and families in various ways. Determine where entries will be collected and stored. Keeping all entries together is important so that none are lost or forgotten. They are all original work, so handle them with care so they don't get damaged. Digital submission is also acceptable so determine which methods you plan to utilize.

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 (for example, size and length). Ensure each entry has the Student Entry form completed with the student and parent's signature, title, artist statement, and other required information. It is much easier to correct errors and misinterpretations at the Local PTA level than at the advanced levels. This will prevent entries from being disqualified later in the program.

Create a list or database of 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/Region level.

If you have literature entries that ESL (English as a Second Language) students have written in their first language, find careful translators to create an interpretive translation of them.

## **Judge Entries**

Set dates for judging to occur. 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.

- Judging can be completed digitally with digital entries or physically using the physical entry.
- The visual arts and photography judging, if judged physically, can all be done in one day or over a few days by laying the entries out by judging groups for the judges to view each entry and read the artist statements..
- The literature, music composition, film production, and dance choreography judges may need a few 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 have difficulty recruiting qualified judges, consider the following suggestions:

- Art, literature, dance, film, journalism, and music educators or college/university professors
- Teachers from other schools
- Retired teachers in the community
- 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
- Retired artists or individuals in any of the professions listed above

Remember that a judge must 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 later in this document. Fold the student entry form so 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 inviting teachers from another school is better.

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.

- Keep good records on the day of judging 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 later in this document, 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 and age group may advance to the Council/Region level of judging. Explain the various award levels and the number of entries needed at each level to your judges, and allow them to choose the award levels for each entry.

### **Advance 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 Preparing Advancing Reflections Entries in this document and deliver the advancing entries and required materials to the next round of judging by the deadline.

### **Recognize Students**

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 deserves recognition. Use this opportunity 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 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 gift for a participant.

The recognition event is an excellent time to explain how entries were judged and advanced to the next level. Many families will not realize the many levels and 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 will return to you throughout the coming year, depending on how far they advance. Ensure that the students receive these

before the end of the school year.

Note what went 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!

# Judging Techniques for Reflections

Download and consult the current Local PTA Reflections Judging Guidelines and Suggestions from [txpta.org/reflections-leader-resources](http://txpta.org/reflections-leader-resources). Below are a few judging methods that are quick and fair. One method of judging can be easily used for visual arts and photography, while a different method (rubric) is 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 work 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 entries in the judging area so that each entry is easy to view.
- Explain the judging criteria (interpretation of the 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 judges have finished, gather the entries with three different colored flags. If there are more of these than you are allowed to advance, ask the judges to narrow their choices to the allowable numbers. These are the Awards of Excellence.
- From the 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 advance to Texas PTA.
- The Awards of Merit are all entries with only two flags (in addition to any entry with three flags but did not receive an Award of Excellence) to meet the number of Awards of Merit you would like to present.
- The Honorable Mentions are entries with one flag (in addition to any entry with two flags but did not receive an Award of Merit) to meet the number of Honorable Mention awards you would like to present.
- The entries without any flags should receive Participation recognition.

## Sample Literature Judging Method

Each judge receives entries from one grade division to review. This may require four to five judges since they are each assigned a different grade division (including Special Artist, if applicable). Each judge selects a designated number of entries from their assigned grade division for presentation to the full panel of judges. After the presentation, the judges assign each final entry an award level (Award of Excellence, Award of Merit, and so on).

## Sample Music Composition, Film Production, and Dance Choreography Judging Method

The entries can be stored online, using Youtube, Dropbox or any location approved by the PTA executive board, 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 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

Download and consult the current Local PTA Reflections Judging Guidelines and Suggestions from the Texas PTA website. 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 using placements (1st place, 2nd place, 3rd place, and so on). 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 creativity with the current year's theme.

The awards hierarchy at the Local PTA level is as follows:

- Award of Excellence: These entries are excellent interpretations of the Reflections theme, exceptionally creative, and executed extremely well. These are the top 20% of entries at your level and are 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 well.
- Honorable Mention: These entries are good interpretations of the Reflections theme, are creative, and are executed nicely.
- Participation Award: Every student should be recognized for thinking about the theme and trying their best to create an entry that interprets it.

Texas PTA also recognizes 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. Seven Outstanding Interpretation Awards are presented each year.

## **National PTA Reflections Winners**

All students whose entries reach the National PTA level of judging receive a letter of congratulations from National PTA. **National winners will be announced on May 1 at [PTA.org/ReflectionsAwards](https://www.pta.org/ReflectionsAwards).**

# Preparing Advancing Reflections Entries

Consult the current Local Leader Reflections Checklist from [txpta.org/reflections-leader-resources](http://txpta.org/reflections-leader-resources). Local PTAs who are not a member of a Council PTA should contact the Texas PTA State Office by emailing [programs@txpta.org](mailto:programs@txpta.org) for information on Regional judging, including deadlines and delivery locations.

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

## Local PTAs Advancing to Region or Council PTAs

- Consult with your Region or Council PTA to determine whether they will collect entries digitally, physically, or both so you know how to prepare your entries for advancement.
- If advancing entries digitally, ensure you have a high-quality image or recording of the entry in a universal format (PDF, JPG, MP4, MP3, and so on). Name the entry file and a PDF of the student entry form with the student's name, grade level, and arts category. The level and category can be abbreviated.
- Make sure that a student entry form is attached to each entry.
- Use sturdy backings to prevent damage to visual arts and photography entries. Examples: *Matte board, foam core, and corrugated cardboard. Ensure that everything is firmly attached.*
- 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. The use of shrink wrap or clear plastic wrap is discouraged. The shiny surface makes photographing the entries very difficult.
- Never laminate entries!
- For each advancing entry, confirm that parents have completed a legible student entry form (Local PTAs). Attach printed copies of the student entry form to the physical entry.
- Place the student entry form in a photography and visual arts 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. Use this spreadsheet to keep a digital record of your participating students, their contact information, and their awards. You will be asked to upload this spreadsheet when completing your Local PTA Participation Summary. Include only the advancing students on the file you upload.
- Complete the [Local PTA Participation Summary](#) online at the Texas PTA website after judging is complete, and you know how many entries you are advancing. While completing the participation summary, you will be asked to upload your Local PTA Advancing Spreadsheet. This will automatically forward your spreadsheet to your Council PTA/Regional Reflections Coordinator. If your entries are advancing to Council/Region-level judging, be prepared to provide the email address for the Reflections Chair. If your PTA is not a member of a Council PTA and you have not already connected with Texas PTA, we will contact you after you submit your form to provide next steps.
- Use the Local PTA Reflections Coordinator checklist available at [txpta.org/reflections-leader-resources](http://txpta.org/reflections-leader-resources) so you don't miss anything.
- Keep a copy of your student entry forms and advancing entrant sheet!

## Note to the Reflections Chairs

These procedures may seem unnecessarily complicated. It may not make sense why things must be done a particular way. Every recommendation is based on experience and lessons learned. 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.

# 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 in good standing by October 31 or who attend a home school program, virtual school, or non-PTA School and have joined the Lone Star Statewide PTA no later than October 31.
- *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 the number of entries a student may submit. A student may enter more than one entry in more than one category.
- *Under what division should developmentally-challenged students participate?* In 2012, National PTA and Texas PTA added a Special Artist Division open to students whose physical, cognitive, or mental health challenges meet the guidelines outlined in the American Disabilities Act. Participation in this division is optional and decided upon by the parents. For more information, see the Special Artist Division Rules in the Student Program Rules Packet at [txpta.org/reflections-participation](http://txpta.org/reflections-participation).
- *May developmentally or physically challenged students receive help from a parent or teacher?* Qualifying students entering the Special Artist Division create their artwork but may receive non-artistic accommodation and assistance from an adult. Along with Early Childhood, Kindergarten, and 1st-grade students, these students may dictate to another person who may type or write down the original work.
- *May a student use unacceptable language in an entry?* The Reflections Program does not restrict content or subject matter in any category. Students who submit entries created in a school setting should be mindful of school standards. Judges should be reminded that entries are to be reviewed solely for creativity, artistic merit, and theme interpretation.

## 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 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 its parts, and whether the resulting work is a creative, original work of art.
  - 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 ( student submitting the entry) have to be one of the performers?* The choreography must be one student's work and demonstrate creativity and interpretation of the theme. 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?* Modifying the steps and the dance interpretation 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. They do not have to appear in the film. Equipment such as a tripod and remote may be used to film themselves.

## **Literature**

- *Must ESL students enter in English?* Students for whom English is not the first language may submit an entry in their native language. An interpretive translation must accompany this entry. Translators should make every effort to retain the same level of language and accuracy as the student's original entry.

## **Music Composition**

- *May students use notation software for creating music composition scores?* All instruments, sounds, styles, and combinations are accepted. Software may be used to produce an audio recording. Entries containing algorithmic composition techniques are not accepted.
- *Rap is a part of music composition. How should it be judged?* Middle school and high school students may submit their composition beat and lyrics with a written reflective statement that provides a musically technical explanation of how the music was created (100 words or less). The chair can also encourage students 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 combined 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 to the next judging level.

**Still have questions?** Email Texas PTA at [programs@txpta.org](mailto:programs@txpta.org). Texas PTA and National PTA will also host recorded webinars. For the schedule or to watch previously recorded webinars visit [txpta.org/reflections](http://txpta.org/reflections).

# Texas Arts in Education Resources

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



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

Humanities Texas  
3809-A South 2nd St.  
Austin, TX 78704-7058  
512-440-1991  
<https://www.humanitiestexas.org>

Institute of Texas Cultures  
801 S. Bowie St.  
San Antonio, TX 78205-3296  
210-458-2300  
[www.texancultures.utsa.edu](http://www.texancultures.utsa.edu)

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](http://www.art.unt.edu/ntieva)

Southwest Alternate Media Project  
1519 W. Main Houston, TX 77006  
713-522-8592  
[www.swamp.org](http://www.swamp.org)

Texas Art Education Association  
14070 Proton, Suite 100 LBJ9  
Dallas, TX 75244  
972-233-9107, ext. 212  
[www.taea.org](http://www.taea.org)

Texas Association of Museums  
3939 Bee Caves Rd. Building A, Suite 1B  
Austin, TX 78746  
512-328-6812  
[www.texasmuseums.org](http://www.texasmuseums.org)

Texas Coalition for Quality Arts Education 1120  
Texas Ave. #5B Houston, TX 77002  
713-572-2870  
[www.arts.texas.gov/](http://www.arts.texas.gov/)

Texas Commission on the Arts  
P.O. Box 13406 Austin, TX 78711-3406  
512-463-5535  
[www.arts.texas.gov](http://www.arts.texas.gov)

Texas Cultural Trust Art Can  
823 Congress Ave. Suite 707  
Austin, TX 78701  
1-800-651-8282  
<https://txculturaltrust.org/what-we-do/artcan/>

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

Texas Educational Theatre Association, Inc.  
P.O. Box 15990, Northeast Station  
Austin, TX 78761-5990  
[www.tetatx.com](http://www.tetatx.com)

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

Texas Music Educators Association  
P.O. Box 140465  
Austin, TX 78714-0465  
888-318-TMEA  
[www.tmea.org](http://www.tmea.org)

# National Arts in Education Resources

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



Americans for the Arts  
1000 Vermont Ave. MW, 6th floor  
Washington, DC 20005  
202-371-2830  
<https://www.americansforthearts.org>

Arts Education Partnership  
One Massachusetts Ave., NW, Suite 700  
Washington, DC 20001-1431  
202-326-8693  
[www.aep-arts.org](http://www.aep-arts.org)

John F. Kennedy Center Education  
2700 F Street, NW Washington, DC 20566  
202-416-8835  
<https://www.kennedy-center.org/education/>

Mid-America Arts Alliance  
912 Baltimore, Suite 700  
Kansas City, MO 64105  
816-421-1388  
[www.maaa.org](http://www.maaa.org)

National Endowment for the Arts  
1100 Pennsylvania Ave., NW  
Washington, DC 20506  
202-682-5400  
<https://www.arts.gov/>

National Gallery of Art – Division of Education  
Department of Education Resources  
2000B South Club Dr.  
Landover, MD 20785  
<https://www.nga.gov/learn/learningresources.html>

National Art Education Association  
1916 Association Dr.  
Reston, VA 20191-1590  
703-860-8000  
[www.naea-reston.org](http://www.naea-reston.org)

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

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

# Fiduciary Duty

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.”

Fiduciary duty is a legal responsibility to act in the best interest of another person. Fiduciary implies a level of trust that is necessary to represent our members.

Executive board members have three fundamental fiduciary duties:

- The **duty of care** means that an executive board member actively participates, attends executive board meetings, is educated on the industry, provides strategic direction, and oversees the daily operations of the PTA.
- The **duty of loyalty** requires an executive board member to operate in the interest of the PTA and not to use their position to further a personal agenda.
- The **duty of obedience** requires an executive board member to know the state and federal laws and regulations that apply. This includes the regulations and guidance issued by the IRS and the Texas State Comptroller’s Office. Obedience to governing documents requires a deep understanding of the operating documents (bylaws, standing rules, policies, executive board resource guides, and required Texas PTA training). Finally, obedience requires that an executive board member not act outside the scope of the PTA’s legal documents.

Fiduciary duty in PTA means the executive board members act as trustees of the organization. This includes exercising due diligence to oversee that the organization is well-managed and that its financial situation remains sound.

# Finance for Executive Board Members

## Financial Considerations

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

## Budget Basics

The budget is a financial representation of the activities and operations a PTA expects to conduct during the PTA's fiscal year. An adopted budget must be in place at all times for fundraisers to be conducted and expenses to be paid. The budget for the following year is presented and adopted by the membership at the last membership meeting of the year. It is amended at the first membership meeting of the next fiscal year based on approved plans of work submitted by the incoming executive board. The membership always approves expenses and income via the budget, which can be amended as needed.

## Payments

Payments are never made in cash, and signed blank checks are never handed out. All payments must relate to an adopted budget line item and have a [funds request form](#) attached with a receipt and/or invoice.

## Deposits

To protect the PTA and its volunteers, PTA funds should always be counted and verified by the signature of two individuals on the Deposit Form found at [txpta.org/treasurer](http://txpta.org/treasurer). All signers should retain a copy or image of the completed deposit form. The treasurer may be one of the two counters unless prohibited by the PTA's standing rules.

All money should be deposited in the bank on a daily basis. Never deposit money in a personal account or leave the money in someone's home. Cash should never be taken from an event's collected money to use to pay expenses, reimburse individuals, or use as start-up cash for a later event.

## Banking

PTA money cannot be mingled with other funds and must be kept in a PTA bank account at a financial institution. The money of another group or organization is never deposited into a PTA account. Any request to use a PTA bank account is unacceptable and possibly illegal, even if it costs the PTA no money. Money can never be "turned over" to the school and/or principal to spend at their discretion.

## Financial Reports

To keep members informed, a financial report is presented at every regular executive board and membership meeting. The report covers the financial transactions since the last meeting of that type. The report should include each budget line's current period actuals, year-to-date actuals, and adopted budget amount. The verbal report should include the starting balance, total income, and expenses for the current period, change to sales tax liability during the current period, change in state/national dues liability during the current period, ending cash balance, and ending balances of the sales tax liability and state/national dues liability accounts. Your financial software may refer to liabilities as escrow or off-budget. As the funds belong to the members, they have the right to access the financial reports presented at any membership meetings. See a sample financial report at [txpta.org/treasurer](http://txpta.org/treasurer).

## Statement Reviews

The president appoints a member, subject to the executive board's approval, who is not authorized to sign on the bank account to review each PTA account statement. The statement reviewer utilizes the [Texas PTA Statement Review by Non-Signer Form](#). The secretary presents the result of this review at the next executive board meeting. If the reviewer identifies items for further review on the Statement Review by Non-Signer form, these items should be investigated by the executive board. The results of the investigated items should be attached to the Statement Review by Non-Signer form. If evidence of theft, fraud, or embezzlement is discovered, the Theft, Fraud, and Embezzlement Policy found at [txpta.org/policies](http://txpta.org/policies) should be followed.

## State and National Filing Requirements

The executive board verifies that all filing requirements and tax obligations are completed. At a minimum, this includes filing the IRS Form 990 and having proof of acceptance by the IRS within 60 days of the PTA's year-end.

## Financial Reconciliation

A financial reconciliation is required to be 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 no fewer than three (3) members who are not authorized signers, the current secretary, the incoming treasurer, a majority of student members related by blood or marriage or reside in the same household as the authorized signers or current secretary. The financial reconciliation committee report is adopted by a majority vote of the members at the regular membership meeting immediately following the financial reconciliation.

## Financial Mismanagement

Mistakes in managing the PTA's finances can occur, and sometimes a trusted individual will take advantage of their role in the PTA for their own financial benefit. It is important to seek help from your Council president or FSR as soon as possible to limit any additional losses to the PTA. If theft, fraud, or embezzlement is suspected, the PTA is required by the bylaws to follow the Texas PTA Theft, Fraud, and Embezzlement Policy found at [txpta.org/policies](http://txpta.org/policies).

## Financial Red Flags

- Bank statements are not seen by the treasurer and nonsigner monthly.
- Financial reports are not given at executive board or membership meetings.
- The beginning balance of a financial report doesn't agree with the last reported ending balance.
- Amounts in the financial reports do not balance the total.
- Money is counted by only one person.
- Checks or deposits are missing.
- Checks are made payable to a check signer's family members.
- Checks are made payable to "Cash."
- Checks are payable to the same payee made out for the same amount each month.
- Two or more signers on the bank account are related by blood, marriage, or reside in the same household.
- Receipts are missing from funds request forms.
- The membership did not approve the budget.
- The membership did not approve fundraising activities.
- The amount of profit doesn't agree with the amount in the contract signed with the fundraising company.
- Less money was deposited for a fundraiser than paid to the company for the product received.
- Bills are received for unbudgeted items.
- Individual PTA members profit monetarily from any fundraiser.
- Children are used to raise funds for PTA.
- The required annual financial reconciliation report was not presented to the membership at the first membership meeting of the new year.
- The financial reconciliation committee consists of signers on the bank account or of individuals related to those signers.

## IRS 990 Filing Requirements

All PTAs are classified as tax-exempt 501(c)(3) nonprofits under the Internal Revenue Code and must submit a 990 return to the IRS. Texas PTA requires PTAs to electronically file the appropriate IRS Form 990 and have it accepted by the IRS within 60 days of the PTA's fiscal year-end. PTAs must file one of three IRS Form 990s annually:

- The 990-N is required for PTAs whose gross receipts are \$50,000 or less.
- The 990-EZ and Schedule A are required for PTAs that gross more than \$50,000 but less than \$200,000.
- The 990 and Schedule A are required for PTAs who gross \$200,000 or more.

Proof of the 990 filing is presented at the first executive board meeting of the year. For more details on financial procedures for your PTA, visit [txpta.org/treasurer](http://txpta.org/treasurer).

# Protecting Your PTA with Insurance

Texas PTA strongly encourages PTAs to obtain adequate insurance protection against liability and financial loss due to fraud, embezzlement, or dishonest acts.

Texas PTA negotiated a group discount with Association Insurance Management (AIM) (800-876-4044) to obtain insurance coverage at affordable prices. Similar coverage may be obtained from any insurance company, locally or otherwise.

AIM offers several types of coverage listed below, and PTAs may secure any combination of coverage at any time during the year. Additional information may be found at [txpta.org/pta-insurance](http://txpta.org/pta-insurance).

## Event/General Liability Coverage

- \$1,000,000 or \$2,000,000 liability coverage per occurrence (no deductible)
- Protection from lawsuits if someone is injured at one of your events
- \$5,000 per person medical payment included (no deductible)
- Option for increased medical payments: \$10,000, \$25,000, and \$50,000
- Option for Media Liability to cover misuse of the content on your PTA website or social media
- Option for Hired and Non-owned Auto Liability
- Option for Abuse and Molestation Coverage

Event/general liability insurance covers carnivals, bounce houses, dunking booths, fun runs, skating parties, auctions, and more.

## Directors & Officers Liability Coverage

- \$1,000,000 liability limit (no deductible)

If someone sues the officers of your PTA for mismanagement, misrepresentations, dissemination of false or misleading information, or inappropriate actions, this coverage pays to defend them against those actions.

## Embezzlement Coverage (Fidelity Bond)

- Coverage available: \$10,000 to \$250,000 (usually based on annual revenue)
- \$250 deductible

Embezzlement insurance covers monetary losses sustained by a PTA through any fraudulent or dishonest act(s) or embezzlement committed by any of the elected officers, members, volunteers, or employees.

*Note: For embezzlement insurance to apply, a PTA must have account statements reviewed monthly by a non-signer and conduct an annual financial reconciliation.*

## Business Personal Property Coverage (Inland Marine)

- Coverage available: \$10,000 to \$250,000
- \$250 deductible

Property insurance covers items such as raffle merchandise, auction items, and fundraising supplies while in your PTA's care, as well as your PTA's personal property like popcorn machines, school store supplies, emergency relief supplies, and more.

# Training & Learning Resources

Texas PTA believes that volunteer at-home accessibility to FOUNDATIONS Training is important. As such, all required training is located at [txpta.org/courses](http://txpta.org/courses). Our volunteer leaders across the state can access quality educational resources to support success within their roles and build strong PTAs.

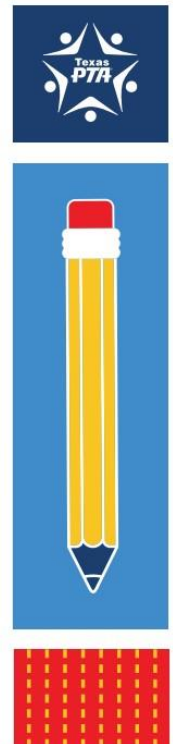
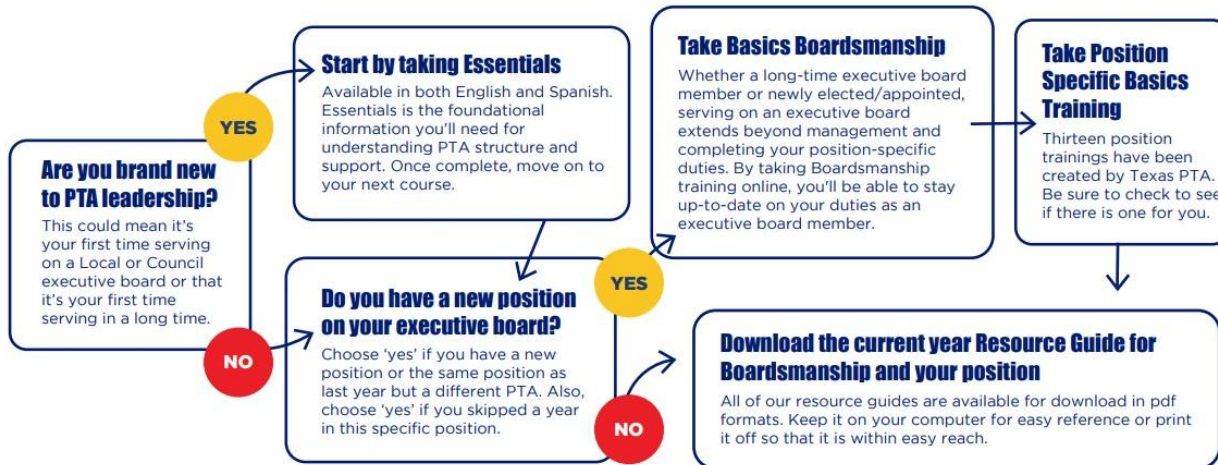
## FOUNDATIONS Required Training

- **Essentials** is a high-level orientation to PTA, taken online via the Texas PTA website at [txpta.org/pta-training](http://txpta.org/pta-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 (FLO) and Leadership Orientation Training (LOT)) again whenever the training is updated.
- **Basics** courses contain detailed information to support PTA Leaders in their executive board position. Every executive board member must attend a Basics course for their position at least once every two years. These training sessions are available on-demand at [www.txpta.org/courses](http://www.txpta.org/courses). Basics content includes an online training video, a companion Resource Guide, and other supporting resources.
  - a. PTA Leaders can access the Resource Guides via the Texas PTA website. Visit [txpta.org/local-pta-leaders](http://txpta.org/local-pta-leaders) to download free PDFs.

Reminder: Both Essentials and Basics courses are mandatory for executive board members. The path to ensure that all required training has been completed is explained in the following graphic.

## PTA Online Training | Where Do I Start?

*Texas PTA requires all Local and Council board members to complete FOUNDATIONS Essentials training once in their PTA career. Position-specific Basics Training should be completed each time a PTA executive board member changes positions or campuses. All trainings can be found online at [txpta.org/courses](http://txpta.org/courses).*



## FOUNDATIONS: Spotlights

Spotlight courses offer short, in-depth reviews of 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 optional but offer vital insights on specific and timely topics.

## Newsletters and Alerts

Texas PTA provides content-specific newsletters based on your PTA position. Registering as an executive board member with Texas PTA each year helps ensure you receive important updates and position-specific newsletters! Visit [txpta.org/officer-intake](http://txpta.org/officer-intake) to access the form.



All executive board members are encouraged to closely follow Texas PTA legislative advocacy efforts by subscribing to Under the Dome, our advocacy newsletter, at [txpta.org/newsroom](http://txpta.org/newsroom). You can sign up for advocacy Action Alerts at [txpta.org/take-action](http://txpta.org/take-action).

### **Leadership Development Resources**

Texas PTA training goes beyond the FOUNDATIONS by offering Leadership Development resources. The topics covered result from polling PTA leaders across the state.

All PTA leaders are encouraged to visit [txpta.org/leadership](http://txpta.org/leadership) to discover Extra Credit courses to continue their leadership development and to investigate the Full Circle Leadership program.

# Texas PTA Staff and Board of Directors Support

## **BOARD OF DIRECTORS** | [txpta.org/bod](https://txpta.org/bod)

The Texas PTA Board of Directors are your volunteer representatives at the state level. From the president to the directors at large, Texas PTA Board members can help answer your questions and address your needs. You can reach them at the address above.

## **COMMUNICATIONS** | [communications@txpta.org](mailto: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](mailto:finance@txpta.org)

Texas PTA understands the responsibility of managing your member dollars. The Finance team is charged with monitoring Texas PTA resources according to 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 and sales tax filings with the State Comptroller.

## **LEADER ENGAGEMENT** | [leaderengagement@txpta.org](mailto:leaderengagement@txpta.org)

The Leader Engagement team gives direct support to PTA leaders and members. They assist with standards of continuing affiliation, bylaws and standing rules, organizing PTAs, and general questions on leading and managing a PTA.

## **MEMBER RELATIONS** | [memberrelations@txpta.org](mailto:memberrelations@txpta.org)

The Member Relations team is responsible for developing recruiting resources that may be adapted for all levels of PTA – early childhood, elementary, and secondary. Staff assists with member recruitment strategies, processes membership rosters and dues, and coordinates membership awards and the distribution of membership cards to Local PTAs.

## **PROGRAMS** | [programs@txpta.org](mailto:programs@txpta.org)

The Programs team is focused on connecting PTA members and leaders with the information they need to be successful and develop programs. The Programs team is your contact for student and staff programs, such as Reflections, Texas PTA's scholarship, and educators awards, as well as Texas PTA's turnkey campus program library- Connect. Whether your PTA is registering for LAUNCH or requesting a Connect Program, the Programs team is available to assist you.





Texas PTA



txstatepta



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