CEPR Certification in Education for Public Relations

ACADEMIC DISTINCTION FOR EDUCATIONAL PROGRAMS

Sunday, Oct. 14, 2012 • PRSA INTERNATIONAL CONFERENCE • San Francisco

OVERVIEW

Susan Gonders: "What is CEPR?" More than 30 university programs in the U.S., Canada, Europe, South America and New Zealand have earned PRSA's quality-assurance endorsement for studies in public relations.

CEPR VALUE and BENEFITS

John Paluszek: "How does CEPR benefit students, academic programs, the profession and PRSA?" Certified programs are better equipped to acquire resources, students have an edge in the competition for internships and jobs, the profession gets a stronger entry level workforce, and PRSA is recognized for "The Global Standard in public relations education."

CEPR STANDARDS

Judith Phair: "How does a program qualify for certification?" Programs at the undergraduate and/or master's degree levels are assessed according to indigenously appropriate application of the eight CEPR standards for curriculum, faculty, resources, students, assessment, professional affiliations, relationships, and diversity and global perspectives.

CEPR PROCESS

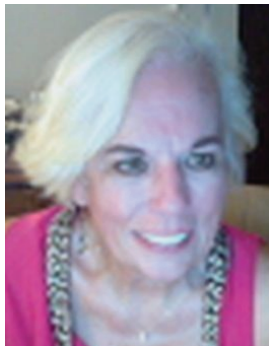
Susan Gonders: "What are the procedures for CEPR application and review?" After a school submits an application and $300 fee, a two-person review team is scheduled for a site visit. The team's report is reviewed by the co-chairs before submission to the whole of Educational Affairs. The PRSA Board considers the Educational Affairs recommendation, and certification is conferred at the PRSA International Conference. Six-year recertification reviews ensure continued quality public relations education.

QUESTIONS & ANSWERS

Interactive session with participants.

John Paluszek,, APR, Fellow PRSA.
Senior Counsel, Ketchum-New York and Washington, D.C.
PRSA Liaison to the United Nations
Immediate Past Chair, Global Alliance for Public Relations
Co-Chair, PRSA Educational Affairs Initiative on CEPR
2005-11 PRSA Representative, ACEJMC
2010 Atlas Award Recipient and 1994 Gold Anvil Recipient
1998-09, Commission on Public Relations Education
1989 PRSA President/CEO
Honorary Doctorate and B.A., Manhattan College

Judith Phair, APR, Fellow PRSA
Owner, PhairAdvantage Communications, LLC-Laurel, Maryland
Co-Chair, PRSA Educational Affairs
PRSA Representative, ACEJMC
2012 PRSA Representative, ACEJMC
2010 Gold Anvil Recipient
2010 College of Fellows Chair
2005 PRSA President/CEO
M.A. University of Maryland
B.A. Simmons College-Boston



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