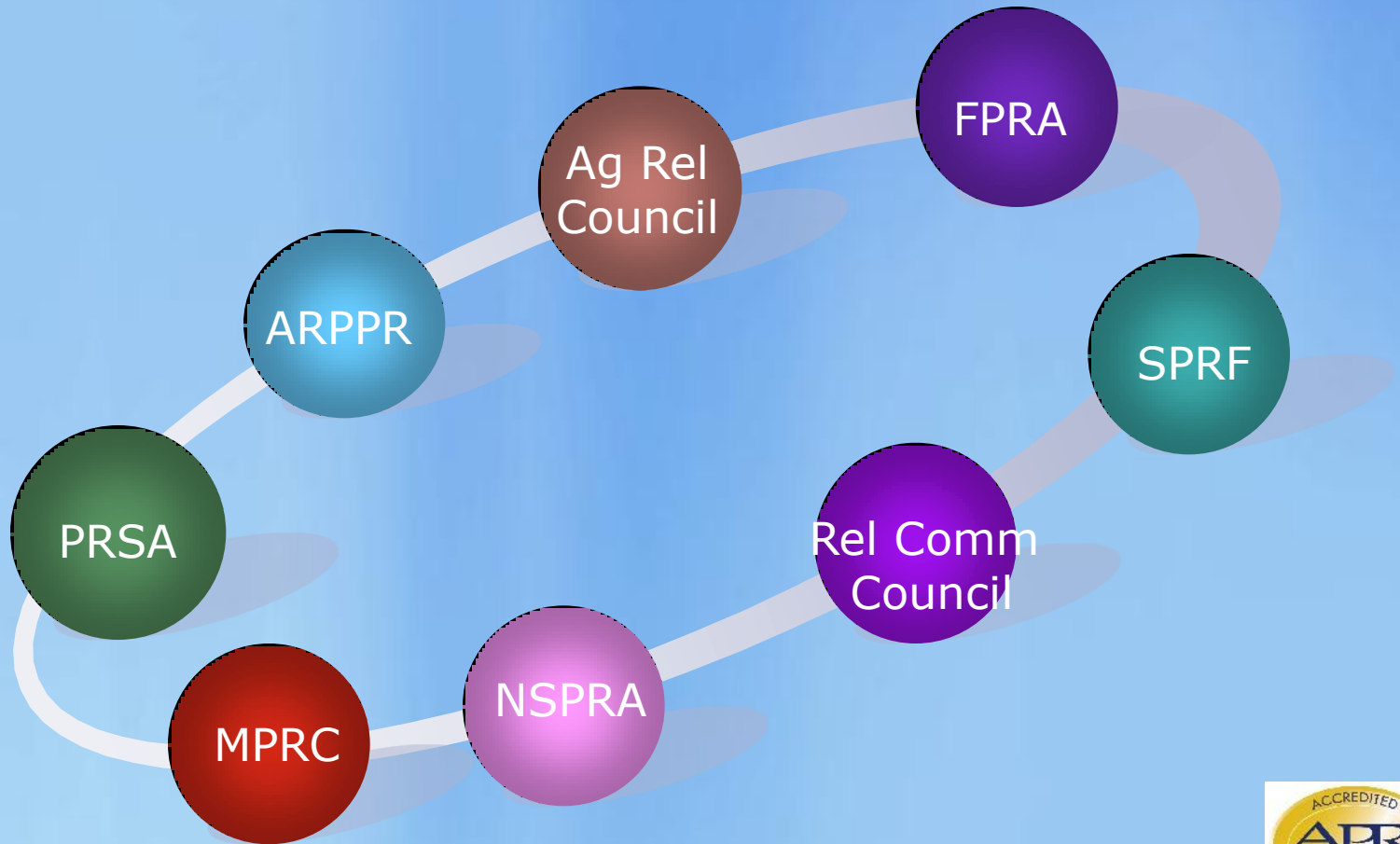


# Universal Accreditation Board

**Sunday, October 14, 2012  
San Francisco, CA**



# Universal Accreditation Board



[www.praccreditation.org](http://www.praccreditation.org)



# UAB Mission



Unify and advance public relations by recognizing those with knowledge, skills and abilities in PR






Increase visibility, credibility and value of Accreditation




# UAB AT WORK

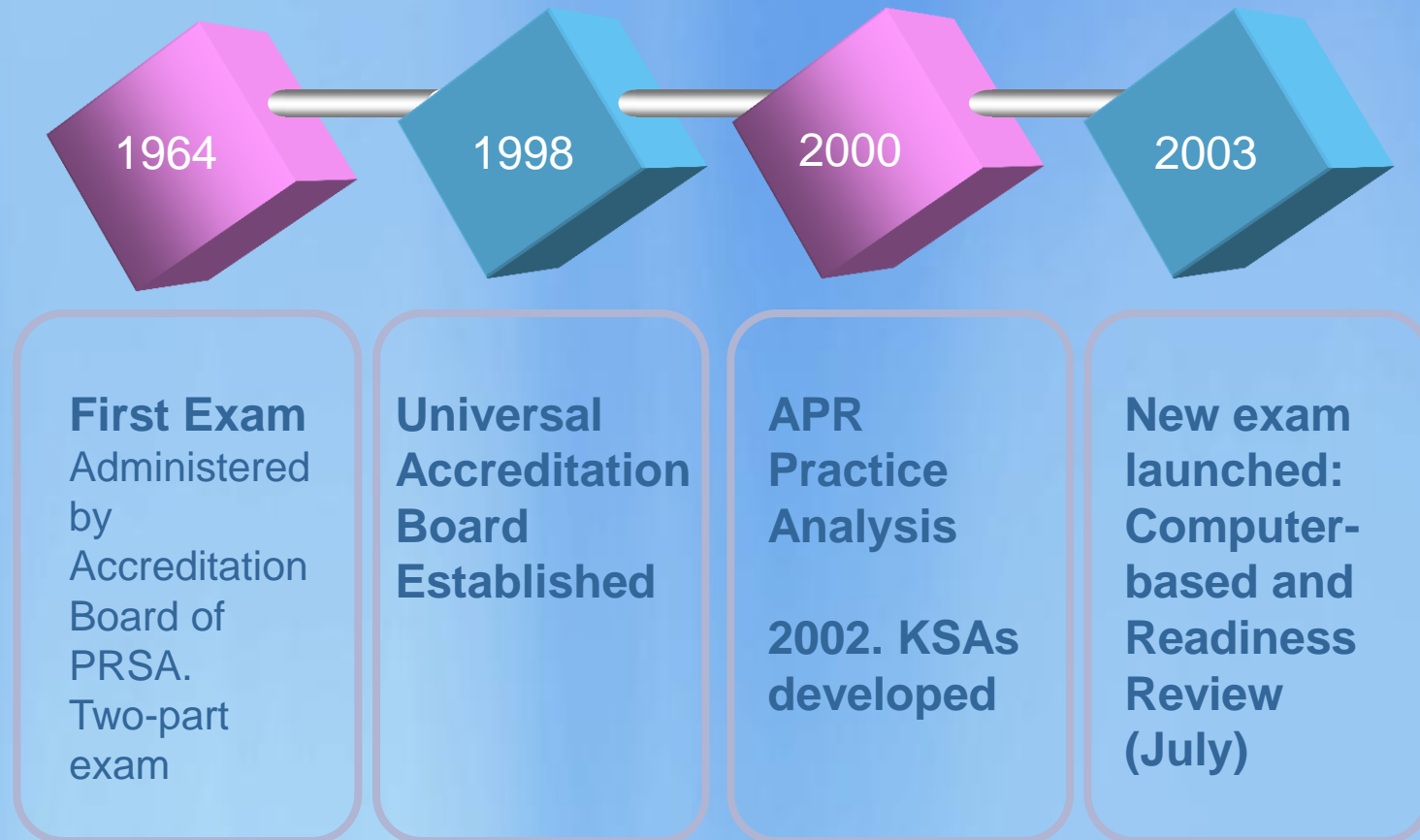
## 2012 Focus Areas

-  Launch of new entry-level credential
-  Revisions to computer-based Examination components in step with Practice Analysis findings
-  Expand UAB's reach through social media; Twitter, Facebook and LinkedIn

# UAB AT WORK - continued

 Research - Two manuscripts are in preparation for submission to academic journals and two papers have been prepared for distribution by the marketing communications committee on the value of Accreditation

# History of the Examination



# **What's it take?**


## **Understanding the Process**

[www.praccreditation.org](http://www.praccreditation.org)



# Apply

- Complete and submit Application Form along with examination fee
- Universal Accreditation Board (UAB) will notify you of eligibility
- Candidates have **one year** from eligibility approval



**UNIVERSAL ACCREDITATION PROGRAM**

Agricultural Relations Council, Asociación de Relaciones Públicas de Puerto Rico, Florida Public Relations Association, Maine Public Relations Council, National School Public Relations Association, Public Relations Society of America, Religion Communications Council, Southern Public Relations Federation, Texas Public Relations Association

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**EXAMINATION FOR ACCREDITATION IN PUBLIC RELATIONS APPLICATION**

The Universal Accreditation Board invites you to apply to take the Examination for Accreditation in Public Relations.

It is recommended that candidates have at least five years' experience in the full-time practice or teaching of public relations and who have earned either a bachelor's degree in a communication or specific field (e.g., public relations, journalism, mass communication) or have equivalent work experience, which includes public relations principles, public relations writing, public relations campaigns, research, ethics and law and internship/special experience under supervision. Some member organizations have stricter requirements.

**How To Apply:**

1. TYPE or PRINT your responses.
2. Indicate the number of years of your full-time, paid public relations experience. Your application will not be accepted if it is not complete.
3. Return your application and payment (see page 2) to:  
Accreditation Department, PRSA, 22 Madison Lane, New York, NY 10028-5150.
4. The essay section of your application and credit card payment information by FAX: 212-694-0757.
5. Questions? Contact the Universal Accreditation Board by calling 212-694-4436 or email ACCREDIT@PRSA.ORG

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I am a Member of: ☐ ARC ☐ ARPPR ☐ FPRR ☐ NPPRC ☐ NSPRA ☐ PRSA ☐ ROC ☐ SPRP ☐ TPRR

(Circle all that apply)

Name: (last) \_\_\_\_\_ (first) \_\_\_\_\_ (middle initial) \_\_\_\_\_ (please do not include home address)

Position or Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Business Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ (area code) \_\_\_\_\_ (office code) \_\_\_\_\_ Fax: \_\_\_\_\_ (area code) \_\_\_\_\_ Email: \_\_\_\_\_

Length of Tenure with This Title: \_\_\_\_\_ (min. 1 yr.) To \_\_\_\_\_ (max. 5 yrs.) Total Months: \_\_\_\_\_

Nature of Organization's Business or Activity: \_\_\_\_\_

Note: Questionnaire results are mailed to home address (unless otherwise specified).

Home Address: \_\_\_\_\_ (Street/P.O. Box)

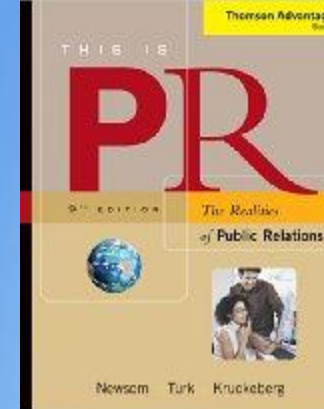
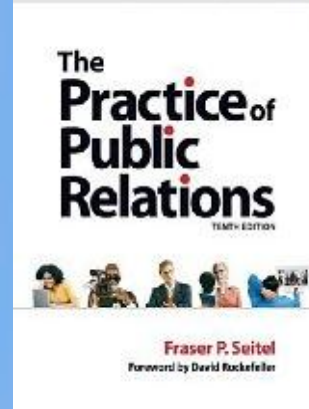
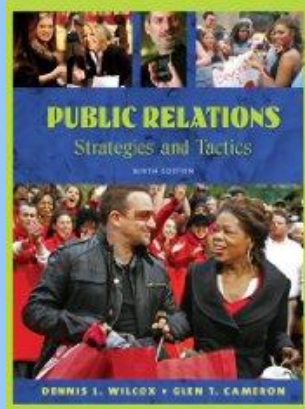
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ (area code) \_\_\_\_\_ (office code) \_\_\_\_\_ Fax: \_\_\_\_\_ (area code) \_\_\_\_\_ Email: \_\_\_\_\_

☐ If you do not want your local Accreditation chair to be copied on notification mailings, check here. Remember, if you check this box, you will be responsible for communicating with your local Accreditation chair.



# Begin the Studying Process



- Read a PR Textbook
- Books can be found in libraries, college bookstores, and online
- Download the FREE APR Study Guide
- Participate in chapter study sessions and/or take the Online Study Course
- Be familiar with the **Knowledge, Skills and Abilities** (KSAs) needed to pass the exam

[www.praccreditation.org](http://www.praccreditation.org)



# The Computer-Based Exam

- All multiple-choice questions
- Items developed by subject matter experts and psychometrician
- Beta items tested in marketplace for validity and reliability
- Beta items accepted, revised or rejected after test period
- 147 scored questions on exam
- Pass rate of 67% required

# Readiness Review



- Complete questionnaire
- Prepare portfolio for presentation

# Readiness Review Portfolio

## Slide 1-Problem Statement

- Identify client
- Provide problem statement

# Readiness Review Portfolio:

## Slide 2-Research

- Point out the research you have done
  - Formal
  - Informal
  - Primary
  - Secondary
- Point out what conclusions you reached as a result of your research
  - Is every problem a public relations problem?
  - Possible research support for use of a communications theory

# Readiness Review Portfolio: Slide 3-Planning, Part 1

- Goals
  - Describe the “end state”
  - How do you know when you are finished
  - Does not have to be measureable
- Objectives
  - Output vs. Outcome
  - Written to PRSA “Change Desired-Time dependent-Measurable” standard

# Readiness Review Portfolio: Slide 4-Planning, Part 2

- Publics
  - Primary
  - Secondary
  - Intervening
- Messages
  - All audiences
  - Audience segments
- Talking Points
  - If any, possibly best used as a handout



# Readiness Review Portfolio: Slide 5-Planning, Part 3

- Strategies
  - The approach or the “how” you will achieve your objectives; Strategies can be proactive or reactive
  - Strategies involve:
    - Positioning; channels and venues; intensity and volume; engagement and alliances
  - Communications theories guiding your approach
- Tactics and Timeline
  - What you are planning to do
  - When are you planning to do it
- Budget
- Evaluation Plan



# **Readiness Review Portfolio: Slide 6-Implementation Tactics**

- What did you do?
- What worked well?
- What “course corrections” did you make?

# Readiness Review Portfolio: Slide 7-Evaluation

- How did you determine if what you did worked?
  - Periodic and continuing feedback
  - Campaign evaluation plan
- What measurements did you take?
  - Were your measures tied to your objectives?
  - Were your measures tied to your original problem?
  - Were your measures tied to your research?

# Readiness Review Portfolio: Slide 8-Conclusion

- What was the result of your work?
- Did your effort help achieve the organizational goal?
- Did the plan work?
- Did you encounter any ethical or legal issues?
- What did you learn for the next time?

A photograph of a crowd of people from behind, with many hands raised in the air, suggesting a lively event or a public meeting. The image is overlaid with a semi-transparent blue gradient.

# **Mock Readiness Review**

[www.praccreditation.org](http://www.praccreditation.org)



# Characters

- Janet, the experienced panel chair
- John, the difficult one
- Susan, the new panelist, but read the handbook
- Bey-Ling, the candidate

*Special thanks to Bey-Ling Sha, , Ph.D.,  
APR*

# Resources

- [praccreditation.org](http://praccreditation.org)
- Online demo
- Online Study Course
- APR Study Guide
- Coach's Guide, companion to Study Guide
- Your local chapter Accreditation chair

