

**PRSA**  
COLLEGE of FELLOWS **2010 GoodFellows Fact Sheet**

Official name	GoodFellows Committee of the PRSA College of Fellows
What is “GoodFellows”?	A select group of Fellows from all around the US, from all kinds of backgrounds, who are trained to help candidates through the Fellows application process.
Mandate	<ul style="list-style-type: none"><li>▪ Identify and encourage likely candidates for Fellowship.</li><li>▪ Work with chapters, sections and districts to identify and support possible applicants.</li><li>▪ Coach and mentor candidates on their applications.</li></ul>
Why have the GoodFellows?	<ul style="list-style-type: none"><li>▪ The Fellows selection process is rigorous, so an application must accurately reflect the candidate’s talent, achievements, and consequence. Every year, the College receives applications that under-represent viable candidates. Having a cohort of trained coaches to work with potential candidates improves the experience for the applicant, affects the quality of the application, and thus makes it easier for the Selection Committee to assess that person.</li><li>▪ Many senior PRSA members who could be Fellows simply don’t know how or whether to seek the designation, so GoodFellows help PRSA chapters, sections and districts, potential nominators, and/or prospective candidates decide who is ready.</li><li>▪ PRSA headquarters readily assists with logistics. Still, answers to more complex questions need to come from a knowledgeable College member who has been trained and assigned to be a GoodFellow.</li><li>▪ GoodFellows are conversant with the “superior” standards of performance required by the application.</li><li>▪ Sometimes, even long-standing Fellows give applicants weak advice, simply because they don’t know the process or because the application has changed since they were selected. Using a trained GoodFellow avoids this unintended problem and any possible disappointment.</li></ul>
Who are GoodFellows?	Members of the College who volunteer to mentor subsequent applicants. They are trained specifically by the GoodFellows Co-Chairs. Many GoodFellows serve repeatedly, and 21 have been trained for 2010. The GoodFellows Committee Co-Chairs work closely with the Chair of the College and the Chair-Elect, who is specifically tasked with leading the screening and selection process.
How long does a GoodFellow serve?	Usually from January or February to the first Thursday in May (when the application is due) of the year of application. Early candidate coaching, even starting the year before, is recommended and increasingly popular.

Requirements to be a GoodFellow

- Zest for the assignment, and commitment to the mission and the applicant.
- In-depth knowledge of the application and a strong sense of what works for the Selection Committee.
- Attendance at an annual, mandatory, hour-long training teleconference.
- Tact.
- Availability ... and willingness to help the candidate meet the deadline.

Restrictions on GoodFellows

GoodFellows do not:

1. Sit in judgment of the candidate.
2. Write the actual application.
3. Sign off on an application.
4. Sit in on the actual selection of new Fellows (except the GoodFellow Committee Co-Chairs, but only as advisors).
5. Write letters of recommendation for “their” candidate(s).
6. Discuss their highly confidential work outside the GoodFellows and Selection Committee.
7. “Help” a candidate who has been rejected to appeal or find out what didn’t work; this process is amply provided for in the Selection Committee’s assignment.

Does having a GoodFellow mean automatic acceptance?

The onus to convince the Selection Committee is entirely on the candidate. No one can guarantee selection.

How does a candidate get a GoodFellow?

- E-mail **GoodFellows@prsa.org**
- **Vivian Hamilton, APR,** 907/334-2531 office  
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- **Joan Capelin, APR, Fellow** 212/779-4949 office  
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- **Deborah Radman, APR,** 212/251-1208 office  
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NYC Chapter and 2005 Chair,  
Counselors Academy
- **Heather Ritchey,** 212/460-1464  
the liaison to the College of heather.ritchey@prsa.org  
Fellows at PRSA headquarters

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