**2021 PRSA COLLEGE OF FELLOWS APPLICATION**

Applying to the College of Fellows provides a unique and rewarding opportunity to assess your professional career and civic engagement: how you have contributed to our profession and your various communities for the past 20 or more years.

Only the finest in our profession are chosen to become members of the College and use the “Fellow PRSA” designation, first by applying, then having the application screened through a rigorous peer review.

As you prepare to start this application, you may want to read [“What Makes A Fellow, A Fellow?”](https://www.e911.com/blog/what-makes-a-fellow/) by Jim Lukaszewski, APR, Fellow PRSA. It captures the true meaning of being a member of the College of Fellows.

While selection to the College of Fellows reflects the highest pinnacle of leadership in the public relations profession, it is not a "career achievement" award. It is the next step on a career and leadership path, bringing even greater responsibility to lead with integrity and purpose.

We wish you the best as you begin this exciting process.

**The 2021 College of Fellows Executive Committee**

Chair Greg Bailey, APR, Fellow PRSA

Chair-Elect Lori Marble, APR, Fellow PRSA

Vice-Chair Olga Mayoral Wilson, APR, Fellow PRSA

Secretary Treasurer Philip Poole, APR, Fellow PRSA

Immediate Past Chair Barbara Kerr, APR, Fellow PRSA

**INSTRUCTIONS**

**Who Can Apply**

Ensure that you meet minimum criteria outlined in the PRSA Bylaws. An applicant to the College of Fellows must:

* Be a current PRSA member;
* Be currently Accredited in Public Relations (APR). You can verify Accreditation status by contacting PRSA’s Accreditation Manager (accred@prsa.org), and
* Document 240 months of experience as a public relations or communication practitioner and/or public relations or communication educator, completed by January 1st of the year in which they apply. Work experience must be in public relations or communications. Experience in journalism may not be used toward the 240 months. Complete the mandatory [Experience Calculator](https://www.prsa.org/docs/default-source/about/get-involved/college-of-fellows/cof-calculator-2020.xlsx?sfvrsn=a08e4f3e_4) and submit it and your resume with number of total months in each position,  % of time spent in PR/Communications management or teaching in each position, and  PRSA and community involvement included to PRSA at FellowsApplication@prsa.org. Once it has been reviewed and approved, you may continue with your application.

**Working in Public Relations**

* Full-time work in public relations or communication can be counted as complete months if the applicant has a public relations or communication and/or teaching position that requires more than 50 percent of time devoted to public relations or communication activities and leadership or teaching students in the study of public relations throughout the year.

Part-time work in public relations or communication is more difficult to assess and relies on an applicant’s professional responsibility to account for the months accurately and fairly. For adjunct or other college-level, part-time faculty, the teaching of one three-hour credit course in one semester can be counted for two months toward the 240-month requirement.

For public relations or communication professionals employed on a part-time basis, the percentage of time worked on public relations or communication programming should multiplied by the number of months served in that position (e.g., 0.25 FTE x 100-month term = 25 months that can be counted toward the 240-month requirement).

**GoodFellows**

GoodFellows are a select group of Fellows from throughout the U.S. who represent different areas of public relations or communication practice and are prepared to coach applicants through the application process. Request a GoodFellow by emailing GoodFellows@prsa.org by March 17, 2021. Applicants are not required to have a GoodFellow, but it is strongly recommended.

**The Application: Parts I, II and III**

Application: Part I - Applicant Information

* Fill out all sections of Part I carefully. Pay close attention to the names you are listing for letter writers. List the four public relations references first, then the non-PR person and finally the person who is writing the Chapter/District/Section letter.
* Your electronic signature must be attached to the application (see the space for e-signature at the end of the application.)

**The Application: Part II – Six Criteria**

* Number each of the five examples required in criteria 3–6.
* Do not repeat the same example from one criterion, either within the same criterion or a different criterion.
* Demonstrate outstanding writing skills, including correct grammar and punctuation.
* Include a reference contact with a phone number and/or email with each example. You are responsible for providing the best available contact information. Follow up with the reference contact to inform them that you are using them as a reference.

**\*\*PLEASE NOTE:** Members of the Selection Committee often contact people not listed as references, contacts or recommendation letter writers if they believe additional information may be beneficial to the committee in making decisions on its new Fellow recommendations to the PRSA Board.

* Do not submit supplementary material of any kind. Additional material, including examples, graphics, portfolios, blogs, tweet chats, videos, websites, etc., cannot be considered and will be discarded. Do not refer application readers to a website, video, or any social media.
* Meet the deadline. Applications must be received by Thursday, May 6, 2021 at 5 p.m. EDT. Any application received after that date and time will **not** be considered.

**You are responsible for providing evidence of meeting these criteria. Submitting misleading or false information is a violation of the PRSA Code of Ethics and the College of Fellows Standards of Excellence. Doing so will automatically disqualify an individual from consideration.**

**The Application: Part III - Summary Profile and Biography**

Provide two statements about your career, both written in the third person:

1. 35-word summary profile that distills your achievements and legacy, answering the question, "For what should I be known?" This is used to guide the presenter during the induction ceremony.

2. 150-word formal biography to be used in the program for the induction ceremony and in other areas where a formal bio is needed. Consider how you have advanced the public relations or communication profession through unusual and superior contributions. What qualifies you to be elected into the College of Fellows? What have you done to advance the profession and other professionals? What body of work, physical or anecdotal evidence will endure beyond your career and continue to demonstrate the ongoing influences of your professional contributions?

**The Application: Parts IV and V**

**Application: Part IV – Letters of Support**

Identify five individuals to write letters of support in addition to the Chapter/Section/District form and letter described in the previous instruction. Four must be from individuals who are public relations or communication practitioners or public relations or communication educators.

Public Relations/communication practitioner letters: Carefully consider whom you ask to write these letters. Authors of these letters must know you and your public relations/communication work firsthand. They must be able to articulate your qualifications as an applicant. If possible, include at least two letters from members of the College of Fellows or from PRSA members who have earned the APR.

Non-public relations (fifth letter): One letter must come from an individual who is not a public relations or communication practitioner or public relations or communication educator. The letter from the non-PR practitioner or non-PR educator cannot be from someone who is a member of PRSA, IABC, AMA or any similar organization and is likely to be questioned if it is from an individual whose job title includes communication or marketing. Do ensure this letter writer is someone who is familiar with your work as a public relations practitioner/educator and can address your contributions and leadership within the field.

No one may write a letter of support for more than one applicant per year. This includes current members of the College of Fellows. Be sure to ask your letter writers if they have been asked by another individual to write a letter of support this year.

The following may not write a letter of support for you:

* Members of the PRSA Board of Directors
* Members of the College of Fellows Executive and Selection Committees; College of Fellows Executive Committee members
* [PRSA staff member](https://www.prsa.org/about/national-leadership)
* Your GoodFellow (Your GoodFellow may write a letter of support for another applicant.)

It is your responsibility to:

* Follow up with each letter writer to ensure that he/she submits the letter written on your behalf no later than the application submission deadline.
* Ensure that letter writers understand the significance of becoming a Fellow.

A good letter of support should:

* Add something to your application. It should not simply repeat information fromyour resume or application.
* Add content and substance to your application, expand upon an example you have used and give a more complete picture of your excellent performance.

Writers should:

* Know you and/or your work,
* Briefly explain why/how he or she is in a position to write on your behalf,
* Address College of Fellows criteria:
	+ your superior professional capabilities and achievements,
	+ what you have done to advance the public relations or communication profession,
	+ your service and leadership,
	+ your reputation, integrity, how you have been a role model or how you have demonstrated the highest ethical standards.

Provide letter writers with letter of support guidelines. Every letter received on your behalf must meet all criteria listed here or the letter will not be accepted.

**The Application: Part V - Chapter/Section/District Comment Form and Letter**

An officer, current, or immediate-past president/chair of a Chapter, Section or District who knows you and your contributions to the public relations or communication profession is asked to submit two documents: a Comment Form accompanied by a letter. The form requests that the executive committee, board or leadership of the Chapter, Section or District discuss your role within that group privately and confidentially and give the Fellows Selection Committee comments. The form is located on the [PRSA website](https://www.prsa.org/docs/default-source/about/get-involved/college-of-fellows/2020-college-of-fellows-chapter-district-section-form---revised-april-2020.pdf?sfvrsn=ca584ff8_0).

This letter is one of the six required letters of support. The letter must be one page and no longer than 500 words

A Chapter, Section or District officer, current president, or immediate-past president/chair can submit comment forms and letters for multiple applicants who meet the criteria and that the group considers to be qualified for membership in the PRSA College of Fellows. There are no restrictions on the number of forms and letters an officer or immediate-past president/chair can submit. However, the Chapter/District/Section letter is only signed by one individual.

*The comment form and letter with original or electronic signature must both be sent directly to the PRSA College of Fellows at* FellowsApplication@prsa.org. They must be *received no later than 5 p.m. (EDT) on* Thursday, May 6, *2021. For assistance, please write to* FellowsApplication@prsa.org.

Letters must be:

* No longer than one page
* A maximum of 500 words
* Submitted on business, organization or personal letterhead. Submitted by the letter writer. You cannot submit letters of support on your own behalf.
* Submitted with an original or electronic signature.
* Sent directly to the PRSA College of Fellows via email.
* Received by the PRSA College of Fellows no later than the application deadline.

*The reference letters with original or electronic signature must be sent directly to the PRSA College of Fellows at* FellowsApplication@prsa.org. They must be *received no later than 5 p.m. (EDT) on* Thursday, May 6, *2021.*

 *For assistance, please contact us at* FellowsApplication@prsa.org.

**Final Steps and Proofing: Double-Check Everything**

* Grammar
* Spelling
* Completeness of answers and materials
* Electronic signature on your applicant information form
* Make sure the Chapter/Section/District has submitted its comment form and letter before the deadline.
* Ensure that the other five letters of support are submitted before the deadline.

**Application Fee**

As you submit your application, pay a $100 non-refundable processing fee online ([click here](https://apps.prsa.org/ShoppingCart/?additem=COFAPFEE)). The link will take you to a secure part of the PRSA website for payment.

**Deadline**

The completed application, fee, comment form, your preferred headshot and all letters of support must be received at PRSA headquarters no later than 5 p.m. (EDT), Thursday, May 6, 2021.

**2021 COLLEGE OF FELLOWS APPLICATION**

The application for admittance into the College of Fellows is a 5-part application.

Part I: Applicant information form

Part II: A narrative addressing six criteria

Part III: A one-page summary profile and bio

**Parts IV and V are to be completed and submitted as follows:**

Part IV: A Chapter/District/Section Comment Form and letter of recommendation should be sent by an officer, current president/chair or immediate past president/chair of a Chapter/District/Section to PRSA Headquarters. The letter with original or electronic signature should be sent via email to FellowsApplication@prsa.org.

Part V: Letters of reference should be submitted by the individual letter writers to PRSA Headquarters. Six letters are required for new applicants. Four letters are required for reapplicants.

The letters with original or electronic signatures should be sent via email to FellowsApplication@prsa.org.

**Part I: APPLICANT INFORMATION FORM**

**1. CONTACT INFORMATION**

Applicant Name:

Date:

Title: Organization:

Address:

City: State: Zip Code:

Work Phone:

Mobile Phone:

Home Phone:

E-mail (the best one for the College of Fellows to use):

**2. SOCIAL MEDIA ACCOUNT INFORMATION**

**Personal – Include the link to each social media channel.**

Facebook:

LinkedIn:

Twitter:

Website:

Other:

**Business: – Include the link to each social media channel.**

Facebook:

LinkedIn:

Twitter:

Website:

Other:

**PRSA Chapter: (please include all applicable) – Include the link to each social media channel.**

Facebook:

Twitter:

LinkedIn:

Website:

**PRSA District: (please include all applicable) – Include the link to each social media channel.**

Facebook:

Twitter:

LinkedIn:

Website:

**PRSA Section: (please include all applicable) – Include the link to each social media channel.**

Facebook:

Twitter:

LinkedIn:

Website:

**3. PRSA MEMBERSHIP**

Month/Year your public relations or communication career began:

In what year did you join PRSA?

Of which PRSA Chapter are you currently a member?

Of which PRSA District are you currently a member?

To which PRSA Section(s) do you currently belong?

**4. REAPPLICATION NOTIFICATION**

**This is a reapplication. Note:** Check this box ONLY if you applied in 2020. Then, review the specific application instructions for reapplying. If you applied *more than* one year ago, your application is considered **NEW.**

**5. LETTERS FOR NEW APPLICANTS – SIX;
LETTERS FOR REAPPLICANTS - FOUR**

The following list must match the names on the letters received on your behalf: A total of six for new applicants and a total of four for reapplicants. This includes the Chapter/Section/District letter. If possible, include at least two letters from members of the College of Fellows or from PRSA members who have earned the APR.

*Additional letters will not be accepted by the Selection Committee.*

1. PR Professional Name: Phone: E-mail

2. PR Professional Name: Phone: E-mail:

3. PR Professional Name: Phone: E-mail:

4. PR Professional Name: Phone: E-mail:

5. NON-PR Professional Name: Phone: E-mail:

6. Chapter/Section/District Leader submitting your Comment Form and Letter: Name: Phone: E-mail

**Note: Reapplicants** need only **four** new letters, which must be written by individuals who did not submit letters for your application last year. T**wo letters** should be from public relations or communication practitioners and/or public relations or communication educators; **one letter** from someone who is **not** a public relations or communication practitioner and/or public relations or communication educator and a **new** Chapter/Section/District comment form and letter.

**6. PERSONAL DECLARATION AND SIGNATURE**

Are you currently aware of any prior or pending business, legal, regulatory or other matter involving you that may arise during your candidacy that might reflect adversely on the profession, the College of Fellows or PRSA? Yes: No:

If yes, please provide details. Any information you provide will only be seen by the Fellows Selection Committee and the PRSA Board of Directors and will not be divulged to any other member of PRSA, staff member or the public.

I hereby submit this application for induction into the College of Fellows. The information contained in this application is *true and accurate*.

By applying for identification as a Fellow, I agree that if I am inducted into the PRSA College of Fellows, to serve wherever possible; to respond when called upon by the Chair of the College; and to perform any tasks that are clearly intended to advance the state of the public relations profession on behalf of the College of Fellows and PRSA. I further agree to abide by the [PRSA Code of Ethics](https://www.prsa.org/about/ethics/prsa-code-of-ethics) and the College of Fellows Standards of Excellence.

Applicant Signature

Date

**PART II: 2021 APPLICATION FOR MEMBERSHIP**

**Criterion 1: Accreditation**

Date you were Accredited.

Date(s) of Reaccreditation (If applicable. Candidates who earned APR prior to January 1, 1993 are not required to seek reaccreditation).

If necessary, contact PRSA Headquarters to verify date(s).

**Criterion 2: Professional Experience and Qualifications**

Provide your academic training, including colleges and universities attended and degrees received.

Identify all positions you have held as a public relations or communication practitioner or educator, starting with the most recent position. Give complete dates of employment, including job titles, employers and brief descriptions of responsibilities. Using month and year, add up the total number of months in each position (e.g., October 1998–May 1999 = 7 months). The total number of months for all public relations or communication work experience must add up to at least 240 months. Experience in journalism may not be used to calculate the 240 months.

**For each position, indicate the percentage of time spent in the performance as well as in the management of public relations or communication activity. *Applications without this information will not be accepted.***

If a public relations or communication practitioner, utilize these guidelines for calculating months of experience:

* Full-time work in public relations or communication can be counted as complete months if the applicant has held a public relations or communication position that requires more than 50 percent of time devoted to public relations or communication activities and leadership.

Part-time work in public relations or communication is more difficult to assess and relies on an applicant’s professional responsibility to account for the months accurately and fairly. For public relations or communication professionals employed on a part-time basis, the percentage of time worked on public relations or communication programming should be multiplied by the number of months served in that position (e.g., 0.25 FTE x 100-month term = 25 months that can be counted toward the 240-month requirement).

If a public relations or communication educator, utilize the following guidelines for calculating months of teaching:

* Full-time work as a public relations or communication educator can be counted as complete months if the applicant has held a teaching position that requires more than 50 percent of time devoted to teaching public relations or communication curricula.
* For adjunct or other college-level, part-time faculty, the teaching of one three-credit course in one semester can be counted for two months toward the 240-month requirement.
* If you have owned a consulting firm or been part of one, explain the firm’s size, practice area and general reputation in its community or industry, as part of your brief description.

**Number each of the five examples required in criteria 3-6. For example, in Superior Professional Performance, the first example would be C3-1: EXAMPLE TITLE**

**Criterion 3: Superior Professional Performance**

Provide **five significant examples** of your career that demonstrate your superior professional performance as a practitioner or educator and show how your work has been consequential to or achieved wide influence in an industry, your community or the profession.

Present each example in a situation/action/outcome/impact format.

* Briefly explain the situation, strategies and tactics taken and the outcome or result. (Consider outcome, not output. For example, how much did attitudes change, market share increase or attendance/participation improve? How can that be quantified? Were there any qualitative results/impact?)
* Describe your personal contributions in each example.
* Applicants are encouraged to review strong examples from past applications. (LINK TO PAGE WHERE SUCCESSFUL APPLICATION EXAMPLES MAY BE FOUND/NOT CURRENTLY ON PRSA.ORG

Examples can include (but are not limited to):

* Use of innovative strategies and tactics to accomplish exceptional results for your organization or client.
* Strategies used to defuse opposition that achieved notable benefits for all involved groups beyond your own sphere of influence.
* Comprehensive campaigns resulting in desired behavioral change that you have used as lessons learned to educate other public relations professionals.
* Effective programs that were adapted for broader use. For instance, you resolved a problem that has plagued many organizations and then shared your solution with others who face the same issue, extending the impact of your work within a community, industry or public policy.
* Exceptional management of the business or teaching of public relations that generated a new standard of collaboration, enhanced results from new technology and/or new training excellence.
* Anecdotes about the success of current or past students beyond the classroom, or efforts that succeeded in elevating the reputation of your department or school.
* Groundbreaking research that led to change in your or your client's organization and was successfully applied later in other situations.
* Development of new crisis protocols that helped your organization, your client or another stakeholder, potentially enabling others to avoid the problem altogether.

Include a name, phone number and email address for a contact who can verify your contribution in each example. **Do not use the same contact repeatedly**.

**Criterion 4: Advancement of the Profession**

* Provide **five significant examples** of your work that exhibit superior contributions to the field of public relations and have advanced the state of the profession.
* Present each example in a situation/action/outcome or result format.
* Explain clearly your personal role and contribution and how each action advanced the profession.

Examples can include (but are not limited to):

* A significant contribution to the industry through professional accomplishment, such as development of a new strategy that was later emulated by others. Or a noteworthy analytical work that altered previously held perceptions among public relations professionals or other stakeholders.
* Articles, books, chapters, published monographs or blogs, tweet chats or discussion groups you’ve led or lectures you’ve given that contributed to the profession’s body of knowledge or increased understanding of the profession by corporate executives, the public, media or others. Be specific about the title, publication and/or date of presentation, as well as the impact.

As examples: It would not be sufficient to cite an article that appeared in "Strategies & Tactics." It would be important to demonstrate the impact of the article by providing specific information about how it influenced others and advanced the profession. It would not be sufficient to simply cite a speech or presentation. It would be important to demonstrate the impact of the speech or presentation by providing specific information about how it influenced others and advanced the profession.

Research activities you created and/or conducted, such as studies published or otherwise made public that advanced the profession in a significant way. Explain how each research activity advanced the profession. Unpublished articles or proprietary research cannot be considered without a clear explanation of their benefits to the profession.

* Programs or events that you initiated or developed and passed on to others to continue.
* Activities you have led or created that increased appreciation and understanding of public relations among those who are neither practitioners nor educators.
* A critical ethical issue or dilemma that you have faced and the plan/strategy/tactics/mentoring you used to resolve the issue. What was/were the outcome/outcomes? Do not violate ethical confidentiality in your response.

Include a name, phone number and email address for a contact who can verify your contribution in each example. **Do not use the same contact repeatedly**.

**Criterion 5: Service and Leadership**

* Provide **five significant examples** of your past, current and ongoing volunteer service, identifying instances of your clear leadership role. Describe service and leadership in a variety of organizations, not just PRSA. Describe what you did or are doing, your major contributions and the overall positive effects or consequences of the service.
* Present each example in a situation/action/outcome or result format.

Examples can include (but are not limited to):

* Significant instances of your demonstrated leadership within PRSA at the Chapter, Section, District, national committee or task force level and/or the national Board of Directors or national officer level.
* Significant contributions to other professional communication organizations (e.g., IABC, American Marketing Association, Arthur W. Page Society, etc.).
* Significant contributions to professional organizations in an industry where you work or have worked (e.g., architecture, engineering, health care, travel/tourism, etc.).
* Leadership and volunteer service in your community for an organization, nonprofit, not-for-profit or cause where your participation had a significant impact.
* Clear, strong and ethical leadership in a variety of places/organizations.

Include a name, phone number and email address for a contact who can verify your contribution in each example. Do not use the same contact repeatedly.

**Criterion 6: Role Model**

* Provide **five significant examples** that show how you have exhibited personal and professional qualities as a role model for others.
* Present each example in a situation/action/outcome format.

Examples can include (but are not limited to):

* Mentoring, ethics training and other educational activities that enhanced the professional skills of young people or practitioners who were not your own students or employees. Simply providing the name of someone you mentored, or the date of a training session is not sufficient. Instead, describe the impact of your work and expertise.
* Outstanding public and community service you performed that was not part of your job and did not provide direct financial gain. Describe the benefit of the activities, your role and why you were involved. Also indicate the scope (local, regional, state, national or international) of each program.
* Awards or other citations that provide evidence that peers have recognized you as a role model in the public relations profession. Indicate the date received, the awarding organization, criteria for nomination and rationale for the recognition, i.e., what is the purpose of the award and why did you receive it? Just naming an award you won is not sufficient. What did you do that led to your receiving the award?

Include a name, phone number and email address for a contact who can verify your contribution in each example, if possible. **Do not use the same contact repeatedly**.

**PART III: SUMMARY PROFILE AND BIOGRAPHY**

*On this single page, provide two statements about your career, both written in the third person.*

***Please list your name as it should appear in all College of Fellows printed materials:***

***\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***

***Please provide your name (or nickname) as you would like to be introduced during the College of Fellows Induction Ceremony:***

***\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***

**Statement 1: 35-word summary profile** that distills your achievements and legacy, answering the question, "For what should I be known?" This is used to guide the presenters during the induction ceremony.

**Statement 2: 150-word formal biography** to be used in the program for the induction ceremony and in other areas where a formal bio is needed. Consider how you have advanced the public relations or communication profession though unusual and superior contributions.

* What qualifies you to be elected into the College of Fellows?
* What have you done to advance the profession and other professionals?
* What body of work, physical or anecdotal evidence will endure beyond your career and continue to demonstrate the ongoing influences of your professional contributions?