ADVANCING YOUR COMMUNICATION STRATEGY IN DE&I
CERTIFICATE PROGRAM

SIX ON-DEMAND MODULES

FORMAT
ON-DEMAND

LOCATION
ONLINE

DATE(S)
Available 24/7
(Online Offering)

TIME/DURATION
Approximately
four to five hours

PRICE
PER MODULE
Members: $195
Nonmember: $245

**ENTIRE COURSE
(CERTIFICATE PROGRAM)**
Members: $975
Nonmember: $1225

SUGGESTED LEVEL
Intermediate/Advanced

ACCREDITATION
1.0 CEU
per module
for a total of
6.0 Credits

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www.prsa.org/pd

About the Certificate Program:

Communication plays an instrumental role in building an authentic, inclusive and anti-racism culture where internal and external stakeholders experience your organization as one that embraces and acts on diversity, equity and inclusion.

This professional development offering is designed as an on-demand, certificate of completion program. It will equip management-level communicators with the tools to build a strategic approach to communication planning that advances diversity, equity and inclusion issues for our profession and in our workplaces to achieve more effective public relationship outcomes.

Who Should Enroll:

- Manager and senior-level PR and communication professionals.
- Any professional responsible for managing a corporate communications team.
- Leaders charged with advising other executives.
- Professionals responsible for managing strategic communication plans.
- Human resources professionals.
- Communicators with five or more years of experience.

Modules:

1. Laying the Groundwork: Behavioral Strategic Planning for DE&I
2. Establishing DE&I Direction: Setting Goals & Measurable Objectives
3. Understanding Stakeholders: DE&I Environmental Assessment and Research
4. DE&I Strategy: Relevant Behavioral and Communication Science Theories, Strategies, and Their Applications
5. Tactics: Designing and Implementing Effective DE&I Tactics That Move Behavior
6. Measurement & Evaluation of DE&I Communication Plans

By the end of this course, participants will be able to:

- Expand their understanding of different experiences related to DE&I and how to communicate respectfully and openly about them.
- Understand how to effectively ask for and listen to input and feedback to better shape planning.
- Determine and set realistic expectations.
- Build effective programming and outreach.
- Evaluate programs and outreach effectively.

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Module Descriptions:

1. Laying the Groundwork: Behavioral Strategic Planning for DE&I

In this module, participants will learn the fundamentals of behavioral strategic planning. Participants will review key steps one must take to understand, communicate within and move the behavior of stakeholders no matter the issue, organization or background of stakeholders.

2. Establishing DE&I Direction: Setting Goals & Measurable Objectives

In this module, participants learn how to set DE&I goals and objectives that are achievable, measurable and linked to organizational strategy. They will explore how to make these goals an integral part of an organization's fabric.

3. Understanding Stakeholders: DE&I Environmental Assessment and Research

In this module, participants explore the environment (landscape) in which DE&I communication is happening, the history that brought us to this point, and the many lenses through which DE&I communication is filtered. They will learn about the most effective and respectful ways to gather information on this subject.

4. DE&I Strategy: Relevant Behavioral and Communication Science Theories, Strategies, and Their Applications

In this module, participants explore communication and behavioral science theories and strategies to help design programming and outreach that achieves designated objectives and goals.

5. Tactics: Designing and Implementing Effective DE&I Tactics That Move Behavior

In this module, participants learn about building objectives and tactics that move behavior in order to achieve DE&I goals.

6. Measurement & Evaluation of DE&I Communication Plans

In this module, participants learn about effective methods for evaluating their program, and using that data to adjust or improve programming. They also will briefly explore messaging as part of an overall behavioral DE&I strategy.

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