

**CANADIAN PUBLIC RELATIONS SOCIETY**

**COLLEGE OF FELLOWS**

*Driven by values, passion, and performance*

**APPLICANT'S SCREENING REPORT  
FROM THE REVIEW COMMITTEE**

Guidance: Please bear in mind that being selected as a Fellow of the Canadian Public Relations Society is recognition of personal and professional excellence on several levels. This screening report should guide you in how you review, assess and assign a yes/no/not yet recommendation. This is not a 'beauty contest' or a measure of loyalty and friendship; rather, this process is about determining who have the proven ethical counsel and behaviour, experience and credentials to be admitted into the College of Fellows.

Applicant's name \_\_\_\_\_

Proctor \_\_\_\_\_

**Professional experience (maximum 10 points)**

**Has the applicant demonstrated conclusively that s/he has had a progressively more significant work history, developed and delivered both expected and extraordinary work for client(s), and shown a consistent ability to define and meet or exceed appropriate and ethical measurable communications-related objectives, strategies, and initiatives?**

I believe that the applicant has fulfilled the criteria required:

\_\_\_\_\_  
\_\_\_\_\_

Comments/concerns:

\_\_\_\_\_  
\_\_\_\_\_

College of Fellows Applicant Review Form

**Professional capability (maximum 25 points)**

**Has the applicant demonstrated ongoing personal and professional development and advancement; has s/he supervised staff with proven effective mentoring; had s/he shown a trend for professional advancement?**

I believe that the applicant has fulfilled the criteria required:

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Comments/concern :

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**Advancement of the profession (maximum 25 points)**

**What has the candidate shown in terms of helping those outside the practice of public relations and communications to better understand and embrace the profession; what has s/he done in terms of advancing the body of knowledge; what has s/he written, delivered formally and informally to help those in the field improve their understanding and skills?**

I believe that the applicant has fulfilled the criteria required:

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Comments/concerns:

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College of Fellows Applicant Review Form

**Role model (maximum 25 points)**

**How has the candidate demonstrated ongoing active engagement and leadership in guiding, enhancing and growing the skills of his/her colleagues in public relations/communications, and/or those seeking guidance and counsel?**

I believe that the applicant has fulfilled the criteria required:

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Comments/concerns:

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**Letters of recommendation (maximum 15 points - 3 each)**

Do the letters reflect what feels like sound and credible commentary; is there a sufficient range of comments from colleagues and clients; are the letters of recommendation consistent and supportive of the candidate's profile and submission?

Assessment of each letter:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Name of Review Committee member \_\_\_\_\_

Due date \_\_\_\_\_