

**Canadian Public Relations Society  
National Council on Education  
2007-2008 Work Plan**

**PURPOSE:** To oversee the implementation of PR Education as a field of formal study in Canada.

**GOALS:**

1. Develop a strong commitment to Student Education/Development within CPRS. (2007-2010)
2. Increase the participation and support of the PR Industry in Education (2007-2010)
3. Establish an Educators Academy to be integrated with the National Conference (2008).
4. Create a national membership open to all full time students enrolled in PR programs (2009-2010)
5. Construct CPRS certification standards of excellence for institutional credentials. (2010)

**ACTION PLAN:**

Strategies & Actions	Responsible	Completion	Budget
Conduct a series of exploratory research studies relating to student membership.	Nick Douloff (Seneca) Jeffrey Martin	Sept. 2007	500\$
Recommend a set of educational standards and curriculum for undergraduate and graduate degrees in Canada.	Joan Yates (Camosun)	March 2008	800\$
Conduct conference calls/survey research to measure interest level of Canadian educators.	Ed Wright (Humber)	March 2008	500\$
Ongoing coordination of Council/ March 2007 Council meeting (Seneca College).	David Turnbull (Seneca) Patrice Leroux (UdeM)	2007-2010	3000\$
Total			\$4,800.

**OUTCOMES:**

- Bring PR Education to a higher level.
- Achieve clear focus and direction for council's work.
- Achieve CPRS member acceptance of council's mandate.