

Canadian Public Relations Society

National Council on Accreditation

2005/2006 Work Plan

PURPOSE:

The purpose of the National Council on Accreditation is to develop, implement and maintain the Canadian Public Relations Society's accreditation program.

GOALS:

The goals of the CPRS accreditation program are:

1. To assure professional competence,
2. To establish standards for professional practice,
3. To increase recognition for the profession within business organizations and the community, and
4. To influence the future direction of the profession.

OBJECTIVES:

To build upon the success of the past, Council recommends focusing on the following objectives:

1. To create a strengthened network with local accreditation chairs.
2. To increase the participation of qualified candidates and volunteers in the process.
3. To increase participation in the maintenance program.
4. To increase participant & volunteer satisfaction with the accreditation process.
5. To heighten awareness of the APR designation.

ACTION PLAN:	Responsible	Completion	Budget
Build accreditation chair network <ul style="list-style-type: none">• Regular conference calls• Data reports on participation• Encourage & support candidate mentorship	R. Alford	Quarterly As available April 1/06	
Develop & implement a marketing communication plan for APR <ul style="list-style-type: none">• Creative brief Implementation	T. Watson	Sept. 15/05 March 31/06	

Survey participant satisfaction (candidate & volunteer) • Questionnaire • Implementation	G. Diffey R. Stanley	Oct. 31/05 Feb. 15/06	
Implement the pre-qualification requirement for a work example overview upon application	P. Leonard	Dec. 1/05	
Encourage APR maintenance • Letter to accredited members	D. Boynton	Dec. 31/05	
Develop & implement new marking sheets & scoring guidelines • Work sample • Written exam • Oral exam	P. Leonard	June/06	
Conduct a review of the volunteer infrastructure for grading	S. Bonikowsky	TBD	
Offer & deliver local workshops for graders	P. Leonard & reg. examiners	Dec. 31/06	

OUTCOMES:

The following outcomes will be used to gauge the success of meeting the objectives of this plan.

1. There is increased satisfaction with the accreditation process as evidenced by less complaints and positive anecdotal feedback.
2. There are more qualified applicants going through the process.
3. There is greater volunteer participation and recognition.
4. More people are maintaining their accreditation.
5. There are more accredited members in the Society (measured as a percentage of membership).
6. There is a higher completion rate.
7. There are less candidate appeals.

September 6, 2005