

The Canadian Public Relations Society

College of Fellows

Driven by values, passion, and performance

Use this guide to build your submission document with your experience, achievements and references.

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Applicant Information

Name:

Title:

Organization:

Street Address:

City, Province, Postal Code:

Telephone: (work)

(home/cell)

E-mail:

Member Society:

Year Public Relations career began:

(must be at least 20 years full time as of January 1 the year of application)

Date of accreditation:

Post-secondary education:

Supporting Letters of Reference

Name, address and email address of individuals providing supporting letters of reference:

APR practitioners:

- Supporting letter #1
- Supporting letter #2

Former or current employers or clients:

- Supporting letter #3 – former or current employer / client
- Supporting letter #4 – former or current employer / client
- Supporting letter #5 – former or current employer / client

Letters of Reference requirements:

- The application requires five 1–2-page letters of reference for the candidate.
- These letters should include detailed information from each referee about the candidate.
- Two of the letters MUST be written by accredited Members of CPRS; the other three may be from colleagues, clients or individuals who are familiar with the candidate’s work.
- The letters should include information that supports the content of the candidate’s application, to provide a full picture of the work examples included in the application.
- The letters should support accomplishments achieved over time, to show the candidate’s work over a significant period.
- The letters should reflect, along with the candidate’s application package, that the candidate is a long-time Member of CPRS, a senior practitioner with considerable experience, and an individual who has made significant contributions to the profession and to the Society.

Download a copy of the Letter of Reference requirements here: <https://www.cprs.ca/CPRS/media/Documents/Letters-of-Reference-Aug-2024-English.pdf>

SECTION I – CANDIDACY HIGHLIGHTS

This section is where applicants provide the overview of their career with sufficient information to allow the selection committee to confirm their eligibility to join the College of Fellows.

College-identified characteristics of a potential member of the CPRS College of Fellows	Career and professional summary of [candidate name]
CPRS Member for at least 10 years and 20 years* of full time public relations experience and demonstrated leadership within CPRS.	<ul style="list-style-type: none"> • Relevant career and professional summary information
Accredited Member in good standing and actively participating in the Accreditation Maintenance program.	<ul style="list-style-type: none"> • Relevant career and professional summary information
Demonstrated personal and professional qualities, exemplary of a role model to fellow practitioners.	<ul style="list-style-type: none"> • Relevant career and professional summary information
Advanced the state of public relations through leadership in exceptional programs in the field.	<ul style="list-style-type: none"> • Relevant career and professional summary information
Authored abstracts, articles and reports; shown leadership through speeches, workshops, etc. that have advanced the quality of the skills and practice of public relations, and/or advanced its awareness and understanding externally.	<ul style="list-style-type: none"> • Relevant career and professional summary information

*As of January 1 in the year of application.

SECTION II – PROFESSIONAL EXPERIENCE PROFILE

In this section, applicants should demonstrate a progressively more significant work history and a trend for professional advancement. Reviewers are looking for the applicant’s personal and professional development in their employment history, as well as how well and how often the applicant has supervised staff.

Chronological order from current / most recent to first

Employer (current/most recent)

Position

Relevant position and experience summary

Employer

Position

Relevant position and experience summary

Employer

Position

Relevant position and experience summary

Employer

Position

Relevant position and experience summary

Board / Community affiliations

Professional Affiliations

- Professional affiliation #1
- Professional affiliation #2
- Professional affiliation #3

Education

- Post-secondary education
- Significant courses and programs
- Special certifications or training programs

SECTION III – PROFESSIONAL CAPABILITY PROFILE

In this section, reviewers are looking for evidence of the level and quality of the applicant’s work. Is the communications work for clients of a strategic nature? Does it meet or exceed industry standards? Does the applicant’s work show high ethical standards? The reviewers will especially be looking for evidence the applicant is able to develop and measure appropriate objectives.

- Summary of major career achievement #1 (*max. 1,000 words*)
- Summary of major career achievement #2 (*max. 1,000 words*)
- Summary of major career achievement #3 (*max. 1,000 words*)
- Summary of impact on external community organization
- Summary of major contributions to profession as speaker, author, etc.

Awards and Recognition:

Summary description of career awards and achievements – both personal and team-oriented:

Award #1

Summary description of award and relevance

Award #2

Summary description of award and relevance

Award #3

Summary description of award and relevance

Additional information

In this section, as well as in the section above, applicants should include appropriate details of their work in both writing and delivering information to help others to improve both their understanding of the profession, as well as particular communication skills. This includes work done within and outside CPRS. Reviewers will be looking for evidence of how well the applicant has served as a role model for their colleagues, especially in ongoing participation and leadership in professional public relations activities.

Listing of major speaking and teaching engagements:

- Engagement #1
- Engagement #2
- Engagement #3

SECTION IV – ADVANCEMENT OF PUBLIC RELATIONS

In this section, reviewers are looking for ways in which the applicant has advanced the profession: how have they contributed to the body of knowledge; how have they shown leadership within CPRS and to the broader community as a PR professional; how have they represented the profession to others throughout their career?

Illustration of industry participation and leadership:

Listing of professional association leadership roles, councils, task forces and contributions: