



CPRS

Advancing Public Relations &
Communications Management

SCRIP

Pour une gestion optimisée des
relations publiques et des communications

College of Fellows Self-Assessment Tool

To help you be successful in applying to the College of Fellows, the College has prepared the check list below. The contents of the list, taken as a whole, demonstrate the experience and attributes of a successful applicant to the College. The more check marks you can make, the closer you are to readiness to proceed with the process.

CAN I BE SUCCESSFUL?

	Do I have a minimum of 20 years* of public relations experience?
	Have I been an active member of CPRS for at least 10 years*?
	Do I have the ability to communicate well both orally and in writing in one of Canada's two official languages?
	Can I write my submission clearly and concisely in plain language and without grammar, spelling and punctuation mistakes?
	Do I have extensive volunteer experience within CPRS and have I served in leadership roles in the Society?
	Can I demonstrate a pattern of greater responsibilities as my career has progressed? Have I taken on more senior roles for employers/clients? Have I undertaken progressively more significant work in the public relations profession?
	Have I hired and supervised staff who are working in public relations?
	Have I invested in professional development throughout my career?
	Do I consider myself a role model for fellow practitioners? Do I believe my ethics, values and behaviour are consistent and unassailable?
	Have I helped to advance the profession by writing abstracts and articles? Have I delivered lectures and speeches, and led workshops?
	Does my work consistently demonstrate strategic capabilities? Does my work show high ethical standards for employers/clients? Does my work meet or exceed industry standards?
	Can I identify five (5) referees** who have knowledge of the work I would cite in my application? Can they speak to both that work and my suitability for membership in the College?

*As of January 1, in the year you are applying to the College.

** Please see **Letters of Reference** for further details.

If you would like to discuss your readiness or have other questions about the application process, please call the CPRS national office at (416) 239-7034 ext. 9 to talk to Sara Rafuse.