APPLICATION FOR ACCREDITATION

PERSONAL INFORMATION

**APR Candidate:**
Thank you for your interest in the Accredited in Public Relations (APR) program. In order to apply for the program, please complete the following steps:

**STEP 1**: Please complete and send in this application form **on or before February 28 by email to** **certification@cprs.ca** **.**

**STEP 2**: After you have sent in the form please pay the accreditation fee of **$495.00 plus tax** by calling the CPRS national office with your credit card information: 416-239-7034.

**STEP 3**: On or before **February**, submit by email a resume and work sample overview (detailed instructions follow) setting out the scope and ownership of your chosen work project.

Name:

Surname:

Business address:

Postal code:

City:

Province:

Mobile telephone number:

Other telephone number:

Email:

Number of years practicing public relations:

CPRS membership activated:

REFERENCES

Please list three references who can attest to your standards of professional conduct. **Two of three references must be accredited Members of the Society (APR).** The third reference may be a current or former employer or client or others who have worked closely with you. Immediate subordinates from your workplace cannot serve as references, nor can members of the CPRS National Council on Accreditation.

Name:

Surname:

Email:

Name:

Surname:

Email:

Name:

Surname:

Email:

If you are awarded the APR designation, how do you wish your name to appear on your certificate?

CONFIRMATIONS

I agree to abide by the final decision of the National Council on Accreditation and its examiners in the matter of Accreditation.

YES - NO

I agree to allow the National Council on Accreditation to make inquiries of my references to ascertain my eligibility for Accreditation.

YES - NO

I confirm I am a member of the Canadian Public Relations Society Inc.

YES - NO

CPRS will not contact any other individuals without your consent. If you have questions about how this information will be used please contact CPRS Executive Director Lorianne Weston.

NOTE: The Accreditation Chair in your Society may offer a variety of services to candidates including information sessions, coaching, mentoring, etc. Please note that due to confidentiality and privacy, you must get in touch with your own local accreditation chair to notify him or her of your application.

SIGNATURE \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

DATE \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Guidance for Candidates**

**Work Sample Overview**

Each APR candidate must submit a Work Sample Overview (WSO) and Curriculum Vitae in pdf format to certification@cprs.ca on or before the deadline (**5 pm on February 28** **EDT**). The naming convention for the Work Sample Overview is: SurnameFirstnameWSO, e.g., SmithJaneWSO

*\*Those applying via the Academic or Educator streams can submit specific major achievements in lieu of the work sample. See below for details on which projects are eligible.*

**Form and Content**

The Work Sample Overview describes the project you intend to submit for the work sample component of the accreditation process and is contained in a one-page (300 – 500 words) description that outlines the **scope** of the project and your **role and ownership** in it. Your Curriculum Vitae must set out your **public relations experience** to ensure you meet the minimum experience requirement of five years of full-time public relations experience, with the month and year each position was started and terminated. Please include some detail of the public relations work carried out while engage in each position.

Candidates are encouraged to use the **RACE** formula to organize their Work Sample Overview and it is noted that each eligible Work Sample project must also include a budget component. The word count (maximum 500 words) must appear at the top of the page. A cover page is not required; it is sufficient to include the candidate’s name, member ID number, date, proposed title of the work sample project and word count at the top of the first page. The name, member ID number, date and title of the work sample do not factor into the total word count.

**Evaluation Criteria**

**SCOPE**

**For the project scope, the Deputy Presiding Officer of Eligibility will review to assess:**

1. An overview of the project, meaning that the project is multifaceted, incorporating a variety of communication approaches (Single deliverable program, e.g. one seminar or one report, will generally not meet minimum scope guideline).
2. The organizational and public relations goals the project was intended to serve and how these relate to the evaluation of your project, meaning the project must clearly serve a stated public relations goal and the overview mentions how this links to an organizational goal and the overview refers to the ability to evaluate the outcome, not just the output of the program or project.
3. The approximate date of your project; the project must have been completed (evaluation finished) within three years prior to the full work sample submission date of April 1.

If a candidate does not meet the minimum scope standard, s/he can elect to proceed with the work sample, addressing the weaknesses identified, in order to increase the likelihood of success. No appeal is required. The candidate’s alternative is to voluntarily withdraw from the accreditation process until a suitable project is available that meets the scope standards and in this latter case, may request a refund of accreditation fees minus the $50+tax administrative fee.

**ROLE AND OWNERSHIP**

**For the project role and ownership, the Deputy Presiding Officer of Eligibility will review to assess:**

1. Your involvement in the decision to launch the project, or the point at which you became the lead public relations practitioner for the project and your involvement must pre-date the commencement of the analysis.
2. Your role in the research, analysis, communication and evaluation related to the project and you must have had some direct involvement in at least three of the four RACE elements.
3. Whether you worked alone, as team leader, or as a member of a team. If you worked alone, that is fine or if you were the team leader then you must have been responsible from the start of the project and ensure you meet the requirements of #2 above. If you were a member of a team, you must have been solely responsible for activities serving a specific PR objective.
4. The staff or consultant support available for the project and your involvement in the project or program must not be limited to staff or consultant supervision.

If a candidate does not meet the minimum ownership standard, the work sample project is disqualified and the candidate may request a refund of the accreditation fee, minus the $50+tax administrative fee or may remain in the accreditation program and submit a new work sample project for consideration the following year.

**PUBLIC RELATIONS EXPERIENCE**

**For the candidate’s public relations experience, the Deputy Presiding Officer of Eligibility will review to assess:**

That the candidate meets the minimum experience requirement of five years of full-time work in public relations. This is a strict standard and will be assessed based on the month and year of employment in each public relations position listed in the candidate’s curriculum vitae. A candidate should include some detail on the duties of the role to allow the DPO Eligibility to determine if this was fully a public relations role or if only part of the time was spent on public relations work, in which case it may count for 50% of the time.

If the candidate does not meet the experience eligibility requirements (five years of experience in Public Relations and three positive references, of which two are APRs), the candidate is not eligible to enter the accreditation program and may request a refund of the accreditation fee, minus the $50 + tax administrative fee or may request a deferral to re-enter the following year, if less than a year of experience is missing.

Candidates should note that a decision by the DPO Eligibility that the candidate is eligible to proceed, following assessment of the Work Sample Overview, does not guarantee that the full Work Sample will receive a passing grade. The full Work Sample submission is due on April 1 of each year and is graded based on the grader rubric (please see Work Sample Guidance for more information).

**Deferral before submission of the full work sample**

If the candidate has been judged eligible following the review of the Work Sample Overview but is unable to submit the full work sample by the April 1 deadline, s/he should send by email a deferral request to national office and national office will confirm the deferral has been accepted. The candidate must then contact national office [certification@cprs.ca] by December 1 to confirm the s/he will be using the same work sample project. If the candidate wishes to use a different work sample project, s/he must submit the Work Sample Overview for the new project by December 30, along with an updated Curriculum Vitae.

**Withdrawal before submission of the full work sample**

If exceptional circumstances prevent the candidate from continuing and the candidate decides to withdraw completely from the accreditation process after having passed the eligibility review, the candidate must forfeit $295 of the fee and can receive a refund of $200. The candidate may then begin the process again in any subsequent year, with a new application, new work sample, and payment of full fees for that year.

**\*Eligible Academic & Educator projects:**

**(i)                  Academic-Stream (Linked to Capstone)**

* Master’s students must have successfully completed a culminating project such as a thesis, capstone research project, or major research paper that applies to the practice of communications.
* The culminating project must have been evaluated by the project’s faculty advisor and at least a second reader.
* Academic-stream candidates will submit a detailed abstract/executive summary (max. 500 words) of the culminating project, with the project appended for reference.
* The submitted culminating project must have been completed within three years of its successful evaluation (i.e., for candidates going through the accreditation process in 2022, between April 1, 2019 and April 1, 2022).

**(ii)                Educator-Stream (Linked to Teaching)**

* Educators may submit a major career achievement of relevance to the practice of public relations or communications management for consideration in lieu of a work sample. Examples: published scholarly article; textbook; scholarly book; major peer-reviewed case study; development of a new program; development of an innovative new course or other significant pedagogical material.
* Candidates will submit a detailed abstract/executive summary (max. 500 words) of the culminating project, with the project appended for reference.
* Educator-stream candidates may consult with the CPRS Chief Examiner prior to submission to determine whether the career achievement will be admissible.
* The submitted major career achievement must have been completed within three years of its successful evaluation (i.e., for candidates going through the accreditation process in 2022, between April 1, 2019 and April 1, 2022).