



Program Recognition Application form

SECTION 1 - INSTITUTE INFORMATION

Institute Information (To be reviewed by CPRS National Office)

Educational Institute Name:

Program Name:

Department:

Institute / Program website

Primary Contact:

First Name _____ Last Name _____ Title _____

Street Address _____ City _____ Province _____ Postal Code _____

Phone _____ Fax _____ Email _____

Dean or Director or Chair:

First Name _____ Last Name _____ Title _____

Street Address _____ City _____ Province _____ Postal Code _____

Phone _____ Fax _____ Email _____

Confidentiality and Privacy

CPRS advises individuals and institutions who apply for program recognition that application information will be protected (and remain private and confidential). Absent their consent, such information cannot be disclosed to anyone or by anyone, except where so instructed or permitted by the Executive Director of CPRS.

Similarly, applicants and related parties cannot disclose to anyone, information that may be obtained from various sources during the entire process of application assessment and which may be considered confidential or private, in the absence of the consent of the relevant party except where so instructed or permitted by the Executive Director of CPRS.



Declaration and Signature

I have read and understand the CPRS Recognition Program Agreement and the recognition criteria. I understand that CPRS has the right to withdraw my program’s CPRS recognition status at any time should my organization be found to be in breach of this agreement.

_____ Applicant’s Name	_____ Applicant’s Title
_____ Applicant’s Educational Institute	_____ Program Name and Department
_____ Signature	_____ Date (DD/MM/YY)
_____ Dean or Director Name	_____ Dean or Director Title
_____ Signature (electronic or other)	_____ Date (DD/MM/YY)

Payment Information

Method of Payment:

- Cheque
 Visa
 MasterCard
 AMEX
 Please invoice me

Total amount due: _____

_____ Credit Card Number	_____ Expiry Date (MM/YY)
_____ Name on Card (please print)	_____ Signature

*For payment by credit card, please call the Canadian Public Relations Society offices at 416-239-7034. **Or, fill in this document then print and fax with card information to 416-239-1076.***

Application Submission requirements

In order to be eligible for the CPRS recognition program the institute must:

- Be a recognized* Canadian college, university or post-secondary institution.
- Submit all the required application documents including the signed and completed application form, fees and any required supporting materials.
- Meet the depth and scope required for the outcomes and course framework as described in the attached application form and in the *Pathways to the Profession*[®] document.
- Provide further documentation to the CPRS National Council on Education and the Review Committee to support its application, as required.

Please confirm that you have read and understand these submission requirements by checking the box.

Yes, I have read and understand the submission requirements.



Evaluation Criteria

CPRS endeavours to partner with institutes whose programs effectively demonstrate all or most of the following:

- A clear vision for the program and its development to meet the changing needs of the profession;
- An evident commitment on the part of the institute to support and promote continuous program development and resourcing;
- Program delivery by core faculty with, or pursuing, professional accreditation;
- Sound program design and curriculum (Section 3);
- A clear match to CPRS values of ethical practice; strategic practice; mutual benefit; leadership and engagement; and continuous learning (Section 4).

Please provide specific information and examples that demonstrate how your program meets each of the criteria outlined under the Pathway/level you choose in the *Pathways to the Profession* document, and fully answer each of the questions.

The Program Review Committee will base its decision solely on the detail you provide in this application form. Course outlines, links to policies and other information may be provided in appendices for reference, however all information required to prove the program meets the requirements of the selected Pathway MUST be provided in this application form.



SECTION 2 – INTRODUCTION TO YOUR PROGRAM AND INSTITUTE

2.1 Does the institute meet the criteria of a Recognized Canadian Postsecondary institution as defined by the CICIC?

***Recognized Canadian Postsecondary Institution** – For these purposes, defined as a public or private institution that has been given authority to grant degrees, diplomas, and other credentials by a *public or private* act of the provincial/territorial legislature or through a government-mandated quality assurance mechanism. <http://www.cicic.ca/507/definitions.canada>

Yes

No

Other

The following information provides an indication of the scale of the program.

2.2 How many students (fte) are enrolled in the institute? _____

2.3 How many students are enrolled in the current year of the PR/CM program?

Year 1 _____

Year 2 _____

Year 3 _____

Year 4 _____

Other _____

2.4 With which school/faculty is this PR/CM program associated? _____

2.5 What approximate percentage of students in this program is part time/full time?

Part time _____% Full time _____% Other (specify) _____%

2.6 What are the program admission criteria?



2.7 How is content delivered for this program? Please check all that apply and provide estimated percentages for each.

- Face-to-face _____ %
- Distance _____ %
- Online _____ %
- Combination _____ %
- Other _____ % (please specify)

2.8 What geographic region does the institute predominantly serve?

2.9 Who teaches this program? Please provide a list of core faculty teaching the core public relations and communications management courses, starting with the program leader.

Last Name	First Name	Designations (all that apply)	Other credentials	Courses taught



2.10 How long has this program been operating?

2.11 Has this program been vetted/received approval by an internal institute review process? If yes, please outline what these are and when they were most recently reviewed and approved.

2.12 What process was undertaken to identify the need for this program?

2.13 What advisory, professional or industry-based groups provide advice/feedback/counsel on this program?

2.14 Please see section 4 (page 15) in the *Pathways to the Profession™* document and determine which Pathway model most accurately reflects your program:

- Technical Career Management Leadership Scholar

In order to best identify a Pathway for this program, it is critical that the Pathways model be understood. As such, applicants are asked to provide a brief paragraph (250 - 500 words) on why the selected Pathway is the option that most accurately reflects your choice.

The recognition assessment process is built around the Pathways framework, which will be used to help us evaluate your program. Please assist us by indicating which Pathway you believe best aligns with your program.

Please note that this information provides the assessors with insight into how applicants view the program's contribution to students in their progression to practice. This information is not used to determine whether or not the program receives recognition, nor will it be used for marketing purposes. It will be used by CPRS to track the paths of public relations education in Canada available to the prospective student.



Please provide a description of the program by responding to the following questions.

Does this program offer credit courses or non-credit courses?

What is the credential that students receive upon completion of this program?

How many courses are required for this program? (How many credit hours or equivalencies per course? In total?)

What is the structure of the program? What courses are required and which are electives? Please indicate by year or terms if appropriate to the teaching model (may be provided as a separate Addendum).

Please include course descriptions for each course in the Appendix.



SECTION 3- PROGRAM OUTCOMES

CPRS endeavours to partner with institutes whose programs effectively demonstrate all or most of the following areas of the framework, or demonstrate a strategy toward incorporating them. Please indicate how these key areas are met.

The Pathways document provides detail regarding courses and program outcomes that is useful for curriculum and program development. We recommend that applicants begin by working with the course framework (page 12) as well as the program outcomes listed in the appropriate section of the Pathways document as a baseline of comparison and support.

Technical Pathway – p. 13

Career Pathway – pp. 14 and 15

Management Pathway – pp. 16 and 17

Leadership Pathway – p. 18

Scholar Pathway – p. 19 (no performance measures are provided)

In answering the next questions, please use the overall course framework as well as the specific program outcomes related to your selected Pathway.



The Technical Pathway

Please indicate how your program’s courses and experiential learning requirements satisfy the learning outcomes listed under the Technical Pathway. Be sure to name the course, then briefly describe the way it meets each program outcome and its associated performance measures.

Program Outcome 1: Communicate effectively at both a personal and organizational level by using a variety of communication tools and techniques

Performance measures:	Learning activities and evaluation measures that correlate to performance measures:	Course name and stated learning objectives that relate directly to this performance measure (Please provide a word link for the course outline on your Web site)
Understand and use clear writing and demonstrate an appropriate command of grammar, punctuation, and spelling, free of errors		
Write and produce a wide range of communications tools including brochures, correspondence, and organizational material		
Write speeches to persuade, influence and inform		
Plan and prepare newsletters for both internal and external use by an organization		
Produce feature articles for newsletters, newspapers, or magazines		
Demonstrate writing for the web		
Monitor and implement strategies using social media.		
Develop material that is graphically and visually appealing including print material and websites		



Program Outcome 2: Develop and support media relations strategies as part of organizational communications

Performance measures:	Learning activities and evaluation measures that correlate to performance measures:	Course name and stated learning objectives that relate directly to this performance measure (Please provide a word link for the course outline on your Web site)
Explain the difference between reactive and proactive media relations strategies		
Compose all elements of a media kit, including news release, media advisory, biography, backgrounder, and fact sheet		
Prepare news releases and information materials using Canadian Press (CP) and related journalistic style		
Monitor media response to organizational and industry related issues		

Program Outcome 3: Apply knowledge of public relations theories and practices to develop and execute basic tactical communication plans

Performance measures:	Learning activities and evaluation measures that correlate to performance measures:	Course name and stated learning objectives (Please provide a word link for the course outline on your Web site)
Describe the goals of a communication plan from a public relations perspective		
Develop and implement a tactical plan		
Develop and implement a special events plan		
Support planning for more complex processes		
Explain simple models of social communications theory		



Define the impact of theories on public relations programs		
Explain the impact of current events and trends on the individual and the organization		

Program Outcome 4: Use appropriate software and hardware to support organizational and public relations functions

Performance measures:	Learning activities and evaluation measures that correlate to performance measures:	Course name and stated learning objectives that relate directly to this performance measure (Please provide a word link for the course outline on your Web site)
Proficient in current software applications used in organizations		
Use basic applications of software packages suitable for desktop and web publishing		

Program Outcome 5: Develop a personal ethical framework for decision making

Performance measures:	Learning activities and evaluation measures that correlate to performance measures:	Course name and stated learning objectives that relate directly to this performance measure (Please provide a word link for the course outline on your Web site)
Examine organizational values and ethics		
Develop a personal code of ethics for use in the workplace and identify personal values as they pertain to career expectations and aspirations		
Assess his/her fit within an organization based on shared values and ethics		
Recognize and explain basic PR values in relation to ethical dilemmas		



The Career Pathway

Please indicate how your program’s courses and experiential learning requirements satisfy the learning outcomes listed under the Career Pathway. Be sure to name the course, then briefly describe the way it meets each program outcome and its associated performance measures.

Program Outcome 1: Develop clear and measurable communication objectives and identify techniques to evaluate the achievement of these objectives.

Performance measures:	Learning activities and evaluation measures that correlate to performance measures:	Course name and stated learning objectives that relate directly to this performance measure (Please provide a word link for the course outline on your Web site)
Differentiate between goals and objectives		
Establish and differentiate between reputation management goals, relationship management goals and task management goals		
Write measurable objectives		
Formulate evaluation strategies reflective of the measurable objectives		
Manage projects		
Ensure that communication planning objectives are aligned with organizational goals		

Program Outcome 2: Complete all work in accordance with public relations codes of professional ethics, standards, and practices and relevant law.

Performance measures:	Learning activities and evaluation measures that correlate to performance measures:	Course name and stated learning objectives that relate directly to this performance measure (Please provide a word link for the course outline on your Web site)
Recall and understand the CPRS code of ethics for PR professionals and apply to real business situations and cases		
Identify corporate values		



Program Outcome 3: Apply creative approaches to communications planning, execution and problem solving.

Performance measures:	Learning activities and evaluation measures that correlate to performance measures:	Course name and stated learning objectives that relate directly to this performance measure (Please provide a word link for the course outline on your Web site)
Classify campaigns by type and objective		
Conduct formative research.		
Devise a campaign strategy.		
Create communication tactics.		
Conduct evaluative research		
Apply knowledge and build skills by planning and proposing a public relations campaign		

Program Outcome 4: Use research skills to meet specified communication objectives

Performance measures:	Learning activities and evaluation measures that correlate to performance measures:	Course name and stated learning objectives that relate directly to this performance measure (Please provide a word link for the course outline on your Web site)
Set measurable objectives for communication outcomes		
Choose the most appropriate metrics that apply to the right aspects of the communication plan		
Explain and apply qualitative and quantitative research techniques for measuring messages, communication channels, and organizational outcomes		
Manage a research project		
Analyze and communicate research findings using independent critical thinking		



Incorporate an awareness of ethical issues associated with conducting research on human participants		
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Program Outcome 5: Implement project management strategies in support of PR plans and activities

Performance measures:	Learning activities and evaluation measures that correlate to performance measures:	Course name and stated learning objectives that relate directly to this performance measure (Please provide a word link for the course outline on your Web site)
Develop, execute, and monitor action plans as part of communication planning		
Delegate and monitor the progress of plans		
Manage the implementation of plans		
Develop and monitor project budgets		

Program Outcome 6: Implement management strategies to ensure accountability and effectiveness

Performance measures:	Learning activities and evaluation measures that correlate to performance measures:	Course name and stated learning objectives that relate directly to this performance measure (Please provide a word link for the course outline on your Web site)
Liaise with staff and vendors to ensure that communication objectives are met		
Manage project budgets		
Function as an effective and responsible member of an organizational team		



The Management Pathway

Please indicate how your program’s courses and experiential learning requirements satisfy the learning outcomes listed under the Management Pathway. Be sure to name the course, then briefly describe the way it meets each program outcome and its associated performance measures.

Program Outcome 1: Apply knowledge of public relations, corporate communications, and organizational theories and practices that support a strategic role for the function

Performance measures:	Learning activities and evaluation measures that correlate to performance measures:	Course name and stated learning objectives that relate directly to this performance measure (Please provide a word link for the course outline on your Web site)
Apply knowledge of contemporary organizational theories		
Use strategic thinking to develop and execute communication plans, incorporating research, analysis, communications, and evaluation		
Execute a complex communications plan using appropriate strategies and tactics		
Examine the influence of organizational and community dynamics on the communications planning process		
Develop and define communication objectives based on needs and criteria for projects and plans, in consultation with stakeholders		
Develop communication plans to support the needs of internal and external stakeholders		
Examine the impact of corporate culture on communications		
Develop a budget for communication plans		



Program Outcome 2: Apply creative approaches to complex communications and organizational issues using a range of communication planning processes that define appropriate strategy, implementation, and problem solving

Performance measures:	Learning activities and evaluation measures that correlate to performance measures:	Course name and stated learning objectives that relate directly to this performance measure (Please provide a word link for the course outline on your Web site)
Choose and apply critical thinking skills and strategies		
Analyze ideas, concepts, and programs to determine influencing factors		
Generate creative ideas for strategies and solutions considering organizational dynamics, concepts, themes, and opportunities		
Critique problems and recognize opportunities		

Program Outcome 3: Display a commitment to lifelong learning, both within and outside the work environment

Performance measures:	Learning activities and evaluation measures that correlate to performance measures:	Course name and stated learning objectives that relate directly to this performance measure (Please provide a word link for the course outline on your Web site)
Debate public relations and organizational communication issues and trends		
Compare and assess own skills and knowledge		
Adapt own skills, knowledge, and values to new situations		
Display enthusiasm for continued learning and personal growth		
Demonstrate an interest and a plan for professional accreditation		



Program Outcome 4: Apply principles of advocacy and ethics and be able to make decisions or recommendations for action based on sound principles of each

Performance measures:	Learning activities and evaluation measures that correlate to performance measures:	Course name and stated learning objectives that relate directly to this performance measure (Please provide a word link for the course outline on your Web site)
Work within established organizational culture and acknowledge its impact on an organization's changing needs		
Follow correct organizational process when preparing and submitting work		
Compare and contrast organizational behaviour theories used to influence corporate/organizational culture		

Program Outcome 5: Display mindful awareness of events, trends and cultural shifts that impact the organization and can be used in proactive ways in communications management activities

Performance measures:	Learning activities and evaluation measures that correlate to performance measures:	Course name and stated learning objectives that relate directly to this performance measure (Please provide a word link for the course outline on your Web site)
Examine current trends and issues and their potential impact on the organization		
Translate issues from the particular to broader implications		
Identify how events, trends and cultural shifts might be used in communication activities		



Program Outcome 6: Function in a responsible, professional, trustworthy, and accountable manner respecting the legal, moral, and ethical practice

Performance measures:	Learning activities and evaluation measures that correlate to performance measures:	Course name and stated learning objectives that relate directly to this performance measure (Please provide a word link for the course outline on your Web site)
Examine ethical, legal, and moral issues facing organizations		
Conduct oneself within professional and organizational codes of conduct		
Recognize the significance and implications of relevant laws (such as privacy, defamation, intellectual property, investor relations) on the communication function or plans		
Recognize the importance of corporate social responsibility frameworks on organizational reputation		

Program Outcome 7: Conduct and co-ordinate research and evaluation processes to support communications and public relations strategies

Performance measures:	Learning activities and evaluation measures that correlate to performance measures:	Course name and stated learning objectives that relate directly to this performance measure (Please provide a word link for the course outline on your Web site)
Conduct strategies to effectively implement and monitor the outcomes of plans, issues, and activities		
Monitor and evaluate methods of output, process, and outcomes		
Report on project status		



Program Outcome 8: Function as an effective member of a team

Performance measures:	Learning activities and evaluation measures that correlate to performance measures:	Course name and stated learning objectives that relate directly to this performance measure (Please provide a word link for the course outline on your Web site)
Prepare plans in teams		
Work on events in groups		
Collaborate/brainstorm ideas with partners for group projects in-class		
Prepare and present group presentations		
Provide counsel and advice in a persuasive and tactful manner		

Program Outcome 9: Provide leadership in implementation of PR and CM objectives

Performance measures:	Learning activities and evaluation measures that correlate to performance measures:	Course name and stated learning objectives that relate directly to this performance measure (Please provide a word link for the course outline on your Web site)
Advises and counsels managers and team leaders		
Aligns PR and CM function with organizational business objectives		
Supports the development of communication procedures and policies		



The Leadership Pathway

Please indicate how your program's courses and experiential learning requirements satisfy the learning outcomes listed under the Leadership Pathway. Be sure to name the course, then briefly describe the way it meets each program outcome and its associated performance measures.

Program Outcome 1: Apply theory models and concepts of PR and CM based upon a critical analysis of their relevance to individual practice and to the profession as a whole

Performance measures:	Learning activities and evaluation measures that correlate to performance measures:	Course name and stated learning objectives that relate directly to this performance measure (Please provide a word link for the course outline on your Web site)
Compare and contrast current models of PR and CM and explain the application of each to the work place		
Summarize the role of PR and CM in society		

Program Outcome 2: Use research to develop and expand on a body of knowledge

Performance measures:	Learning activities and evaluation measures that correlate to performance measures:	Course name and stated learning objectives that relate directly to this performance measure (Please provide a word link for the course outline on your Web site)
Deliver original quantitative and qualitative research to support projects		
Create original work that supports areas of PR and CM specialization, based on industry or area		
Identify the appropriate use of qualitative and quantitative methods		



Program Outcome 3: Provide leadership to the organization on reputation, relationships and positioning

Performance measures:	Learning activities and evaluation measures that correlate to performance measures:	Course name and stated learning objectives that relate directly to this performance measure (Please provide a word link for the course outline on your Web site)
Plan and implement organizational communication priorities		
Develop high-level reputation management strategies		
Provides counsel and strategies in support of the reputation management of the organization.		
Generate planning processes aligned with organizational strategy		
Evaluate issues, opportunities, and challenges facing the organization and develop strategies to address these factors		
Relate leadership theories and identify and exhibit personal leadership traits		

Program Outcome 4: Articulate the status of PR and CM within a broad social context and apply this to the immediate organizational one

Performance measures:	Learning activities and evaluation measures that correlate to performance measures:	Course name and stated learning objectives that relate directly to this performance measure (Please provide a word link for the course outline on your Web site)
Appraise current thinking on PR and CM and determine its applicability to the work place		
Compare the historical context of PR and CM to the present		
Describe the evolution of PR and CM based on a theoretical framework		



Program Outcome 5: Engage in professional opportunities that support a deeper understanding of the self and of the profession

Performance measures:	Learning activities and evaluation measures that correlate to performance measures:	Course name and stated learning objectives that relate directly to this performance measure (Please provide a word link for the course outline on your Web site)
Self-reflect on the application of work to career planning and personal objectives		
Engage in professional and personal activities that highlight an ongoing plan for learning		
Develop personal learning plans		
Interpret current content and knowledge to assess best practices		
Construct theory about professional practice		
Engage in professional opportunities that support the search of excellence		

Program Outcome 6: Display mindfulness of the role of the organizational leader

Performance measures:	Learning activities and evaluation measures that correlate to performance measures:	Course name and stated learning objectives that relate directly to this performance measure (Please provide a word link for the course outline on your Web site)
Discuss current management theory		
Appraise the impact of global, national, and local events on the organization and its operations		
Understand fundamental elements of business, including financial, organizational, and human resources		
Exhibit high levels of trustworthiness and professionalism		



SECTION 4 - PROGRAM VALUES AND CPRS VALUES

In this section, in 250-500 words, please indicate how this program aligns with the values held by the Canadian Public Relations Society: ethical practice; strategic practice; mutual benefit; leadership and engagement; and commitment to continuous learning.

Value Section 1: How does this program demonstrate an Ethical Practice that is:

- transparent (open, honest, and willing to share information)
- accountable
- in the public interest
- built on integrity and independence

Value Section 2: How does this program achieve Mutual Benefit through:

- meaningful engagement with priority publics
- creating strong and reciprocal relationships
- engaging in symmetrical and balanced communication
- developing programs that are socially responsible

Value Section 3: How does this program demonstrate Leadership and Engagement through:

- volunteer opportunities within the profession and the communities we serve
- mentorship programs
- commitment of resources (advisory, financial, and human) to advance the profession

Value Section 4: How does this program demonstrate a Commitment to Continuous Learning through:

- professional development
- advancing the body of knowledge
- sharing of knowledge
- teaching and scholarship

Feel free to add any information or attach any additional documents that would provide further context. Letters of support, information about the program's history, or any other information that you believe would support the application are welcome and encouraged.



Need more information?

If you have questions about this application form and process please contact the CPRS National Office at 416-239-7034 or accreditation@cprs.ca.

Completed applications may be saved and emailed to accreditation@cprs.ca. Fees may be paid by cheque payable to Canadian Public Relations Society or credit card (*please never send credit card information by email*). Alternatively, you may request to be invoiced. **Applications will not be processed without the full application fee.**

Canadian Public Relations Society Inc.

National Council on Education

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