

The Canadian Public Relations Society

College of Fellows

Driven by values, passion, and performance

Application for Membership

NOTE: This application will be reviewed by a selection committee made up of people who do not necessarily know you. As a consequence, the contents must stand on their own merit. Please do not assume the reviewers will be aware of communications initiatives in which you have played a significant role and which you are including in this application. Please also note that submissions should be free of spelling, grammar and punctuation errors.

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Application for Membership

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 this year)
Date of accreditation:

Letters of Reference

Please include name, address and email address of individuals providing supporting letters of recommendation here. Letters which have not been sent separately to CPRS should be included in this section:

APR practitioners:

[supporting letter #1]
[supporting letter #2]

Former or current employers or clients:

Supporting letter, former or current employer #3
Supporting letter, former or current employer #4
Supporting letter, former or current employer #5

For further information, please see Letters of Reference at
[https://www.cprs.ca/getattachment/Certifications/Sr-Practitioner-\(20-years\)/English-CofF-Self-Assessment-Tool-May-16-2021-v-03-\(1\).pdf.aspx?lang=en-CA](https://www.cprs.ca/getattachment/Certifications/Sr-Practitioner-(20-years)/English-CofF-Self-Assessment-Tool-May-16-2021-v-03-(1).pdf.aspx?lang=en-CA)

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; 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

(Chronological order from current to first)

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. This is equally applicable if the applicant is citing agency experience; in that case the reviewers will be looking for examples of work done for clients.

Employer (current)

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

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 employers and/or 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.

In this section, applicants should include appropriate details of their work in both writing and delivering information, as well as how they have developed particular communication skills. This can include work done within and outside CPRS. Reviewers will be looking for evidence of how well the applicant has established and met strategic communications 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].

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.

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

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 evidence that shows the 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?

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