

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 clearly and concisely in plain language and am I competent in grammar, spelling and punctuation? |
| | 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 to talk to the CPRS Certification Team.

Letters of Reference

- 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.
- Three of the letters MUST be written by accredited members of CPRS; the other two 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.