CPRS | SCRP

Advancing Public Relations & Communications Management | Pour une gestion optimisée des relations publiques et des communications

2026 Application Process

College of Fellows Self-Assessment Tool

To help you be successful in applying to the College of Fellows, the College has prepared the checklist 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 National 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 Nationally or in a Local 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 and communications field?
	Have I supervised colleagues or consultants working in public relations and communications?
	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 to diverse audiences (postsecondary institutions, corporate or community (NPO)), 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.*

HOW YOUR APPLICATION IS SCORED

Every application is independently reviewed and scored by three College of Fellows members, using the approved Applicant Scoring Guide. To be recommended as a Fellow, an applicant's overall score must be at least 70 out of 100, and no individual section may fall below the minimum shown below. Falling short on either measure means the application is not recommended for that cycle.

Section	Max Points	Minimum to Pass
Career	20	10
Level and Quality of Work	25	13
Mentoring within the Profession	20	10
Advancing the Profession	20	10
Letters of Reference	15	8
Overall Total	**100**	**70**

This information is provided so you can see how the College evaluates applications. Reviewers score only what is documented in your written application and letters of reference — not personal reputation or outside knowledge of your work. The strongest applications provide specific, evidence-based examples across every section.

If you would like to discuss your readiness or have other questions about the application process, please contact:

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