



# VALUE OF THE APR

Members of the Universal Accreditation Board

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Member, Universal Accreditation Board

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Vice Chair, Universal Accreditation Board

*PR Program Chair and Collegiate  
Professor, The Graduate School of the  
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**Elizabeth McMillan, APR**

Immediate Past Chair,  
Universal Accreditation Board

*Director of Corporate  
Communications, Fiserv*

- **The value of the Accreditation process**
  - Adam Kelley, APR
- **Benefits to the public relations practitioner**
  - Mitch Marovitz, Ph.D., APR, Fellow PRSA
- **Advancing your career through Accreditation**
  - Elizabeth McMillan, APR



# VALUE OF THE APR

## THE VALUE OF THE ACCREDITATION PROCESS

Adam Kelley, APR



Image: Universal Pictures

1. The Process
2. Professional Value
3. Personal Value





Image: University of Alabama

*“There’s a great quote by Julius Irving that went,  
‘Being a professional is doing the things you love to  
do, on the days you don’t feel like doing them.’”*

*--David Halberstam*

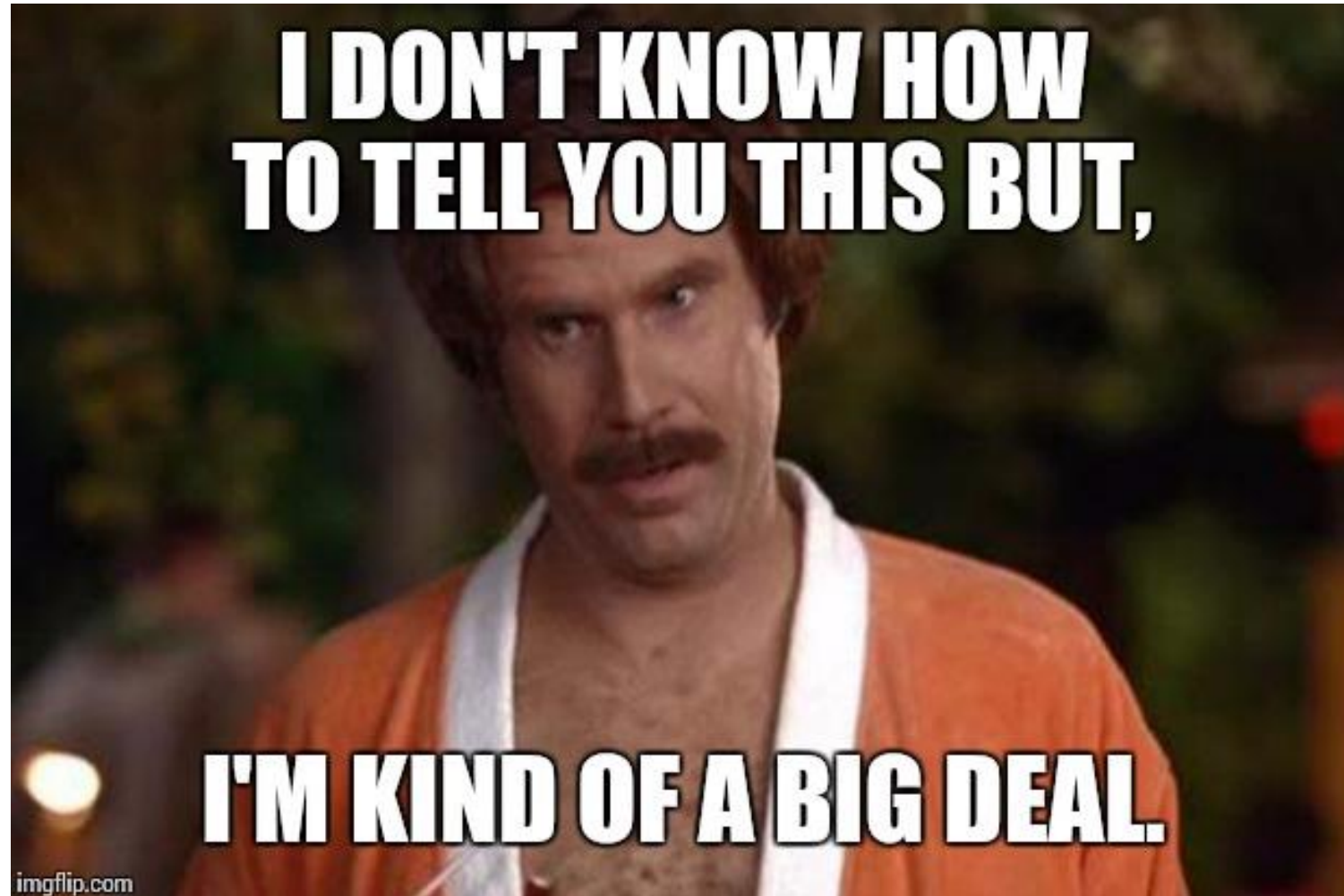


Image: Dreamworks Pictures





# VALUE OF THE APR BENEFITS TO THE PR PRACTITIONER

Mitchell Marovitz, Ph.D., APR, Fellow PRSA

As a skilled PR professional, you know that your success is dependent on staying relevant, resourceful and inspired.



# Differentiates you from the crowd

- The APR credential certifies:
  - Your drive, professionalism and principles
  - Confirms your commitment and adherence to industry best practices and ethics
  - Properly positions you as a leader and mentor in the competitive public relations field
  - Ensures your readiness for the present and the future of public relations

- Integrates timeless communications principles with contemporary strategies and tactics
- Earning the credential demonstrates a commitment to lifelong learning and ethical standards.
- The APR process propels your career forward by:
  - Exposing you to cutting-edge strategies and effective practices in the broad communications world
  - Identifying your strengths and areas for growth while keeping you on track with all industry requirements
  - Provides direct access to top public relations leaders who will guide you through the process



# The process is proven and results in confidence in the boardroom

- The APR provides you with a proven process:
  - Research
  - Planning
  - Implementation
  - Evaluation
- Mastery of the process provides confidence in the boardroom.
- Accreditation also opens you up to a nation-wide network of experienced and proven public relations pros.



“The process increased my understanding of the planning and strategy that goes into creating successful public relations campaigns versus the ‘it just happens’ syndrome.”

- Carol Crawford, APR, Principal, Crawford Communications, San Francisco, Calif.

“The APR preparation provided a thorough review of the proper thought-processes involving public relations issues and strategic planning process. Additionally, my APR experience has strengthened my confidence in my ability to counsel senior management on all public relations issues.”

- Robert Stillwell, APR, Corporate Communications, NV Energy, Las Vegas, Nev.



# VALUE OF THE APR

## ADVANCING YOUR CAREER THROUGH ACCREDITATION

Elizabeth McMillan, APR

Development is advancement

Talk about advancement

Talk about Accreditation

- Didn't study public relations
- Ready to rejoin the workforce
- Working for a raise
- Positioning for a promotion
- Looking to change jobs
- Ready to go out on your own



# Promote Yourself

DO  
*or* DO NOT.  
*There is* NO TRY. *- Yoda*

[www.praccreditation.org](http://www.praccreditation.org)

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