Adam Kelley, APR
Member, Universal Accreditation Board

Corporal Communication and Marketing Manager, Children’s of Alabama

Mitch Marovitz, Ph.D., APR, Fellow PRSA
Vice Chair, Universal Accreditation Board

PR Program Chair and Collegiate Professor, The Graduate School of the University of Maryland University College

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
3 P’s of APR

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

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
I DON'T KNOW HOW TO TELL YOU THIS BUT,

I'M KIND OF A BIG DEAL.
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.
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 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.”

VALUE OF THE APR
ADVANCING YOUR CAREER THROUGH ACCREDITATION

Elizabeth McMillan, APR
Development is advancement
Talk about advancement

Talk about Accreditation
Whatever Your Next Step

• 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
Questions & Answers

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

www.praccreditation.org
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