IT TAKES a pro

HOW TO PREP FOR THE APR

Members of the Universal Accreditation Board

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Presenters

IT TAKES a pro

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- **How to Prep for the APR: *Application***
  - Caron Blanton, APR
- **How to Prep for the APR: *Written Submission and Panel Presentation***
  - Lanette Hart, APR, CPRC
- **How to Prep for the APR: *Computer-based Examination***
  - Kathleen Giery, APR, CPRC
- **How to Prep for the APR: Resources Available to Candidates**
  - Mitch Marovitz, Ph.D., APR, Fellow PRSA

HOW TO PREP FOR THE APR
APPLICATION

Caron Blanton, APR

How to Apply for Accreditation

Complete Examination for Accreditation in Public Relations (APR) application on www.praccreditation.org

Submit completed application with payment of the Examination fees

- Two payment options:
  - $385: Single payment covering the full Examination fee; due at time application. If you choose this option, the $25 application fee will be waived.
  - $410; Two payments of $205 covering the full Examination fee and $25 application; $205 due at time of application and $205 due when candidate completes the required Panel Presentation and is authorized for the computer-based Examination.

- All fees are not refundable or transferrable.
- Receive application approval from UAB:
  - Candidates have one year from approval to complete the required Panel Presentation and take the computer-based Examination.
  - Hardship exceptions are considered.

The Panel Presentation

- On Jan. 1, 2017, the Readiness Review changed to the Panel Presentation.
- WHY?
  - The Readiness Review to Panel Presentation change was a part of the UAB's ongoing review of the entire APR process to ensure it remains rigorous, relevant, appropriate and understandable.
- WHAT HAS CHANGED?
  - The changes are primarily in name, purpose and what is assessed.
  - Nothing new was added – in fact, some KSAs were eliminated (because they are assessed on the CBE) and some questions on the questionnaire were removed.
  - While panelists are encouraged to serve as candidate mentors, they no longer are required to do so.
  - Virtual Panel Presentations are allowed, not only in cases of hardship, but also if the Accreditation chair deems it appropriate and feasible.
  - Portfolios may be shared in digital/electronic format, although candidates are encouraged to have a back-up plan as they bear any responsibility for technical difficulties.

- Download Panel Presentation Guide and Materials for full candidate Panel Presentation instructions on www.praccreditation.org.

- Updated materials for candidates and panelists (candidate questionnaire, score sheet, panelist instructions, etc.) are online:

    - http://www.praccreditation.org/teach/readiness-review-panelists/index.html
    - http://www.praccreditation.org/resources/candidates/

- The Panel Presentation has 2 components:
  - The Panel Presentation questionnaire
  - The Panel Presentation itself
    - The portfolio is a part of the presentation
- Request a Panel Presentation date via your local Accreditation chair to determine a proposed Panel Presentation.
- Complete the Panel Presentation questionnaire and submit to the UAB.
- Prepare your Panel Presentation portfolio/presentation and practice your presentation.
- The portfolio should not be submitted with the questionnaire. Bring the portfolio with you to the presentation.

Panel Presentation Questionnaire

- Complete Panel Presentation questionnaire.
  - Download Panel Presentation questionnaire at www.praccreditation.org.
  - The questionnaire has two sections:
    1. Your organization and your role
    2. Your work experience and sample public relations plan
  - Select a public relations plan you have written that reflects your experience.
  - Complete the Questionnaire at your own discretion.
- Submit an electronic copy or three printed copies of the completed questionnaire to your local Accreditation chair at least 15 business days in advance of your scheduled Panel Presentation.

- During the 15 days, prepare/finalize your Panel Presentation portfolio/presentation and practice.

- The portfolio contains materials illustrating the public relations plan you have described in the Questionnaire.

- Presentation should be 1 hour, with a maximum of two hours, including time for panelists' questions.

- Present portfolio and respond to interview questions.

- Panelists evaluate readiness in 12 specific areas of competency that cannot effectively be judged in the computer-based Examination environment.

- UAB notifies you of your Advanced/Not Advanced status to the computer-based Examination within 3-4 weeks:
  - If Advanced, you receive your candidate ID # to use to schedule the Examination.
  - If not Advanced, you can repeat the Panel Presentation after 90 days.
  - You may appeal the result to the UAB after two re-takes of the Panel Presentation.

- Overview
  - Second step in the Examination process
  - Validation of one's mastery of the profession
  - Demystifying the terms
    - KSAs
    - Practice Analysis
    - Learning Objectives
- Item writing

- **KSAs**
  - Knowledge
  - Skills
  - Ability
- **Learning Objectives**

- **Practice Analysis**
  - Importance
  - Frequency
  - Relevance

KSAs

- 33% Researching, Planning, Implementing and Evaluating Programs
- 18% Leading the PR Function
- 15% Managing Relationships
- 13% Applying Ethics and Law
- 13% Managing Issues and Crisis Communications
- 8% Understanding Communication Models, Theories and History of the Profession

Learning Objectives

- 31 total

- Researching, Planning, Implementing and Evaluating Programs
  - LO: Implementation
    - Understands sequence of events. Develops timelines and budget. Assigns responsibilities. Executes planned strategies and tactics.

- Applying Ethics and Law
  - LO: Ethical behavior
    - Understands and adheres to commonly accepted standards for professional behavior. Recognizes ethical dilemmas. Acts to remedy unethical acts.

Presentation slide: "Computer-based Examination"

Computer-based Examination

- **Item writing**
  - References
  - Beta testing
  - Technical review
  - Validation
  - Legally defensible

A world of resources awaits...

- Visit PRAccreditation.org ➜ Resources➜Candidates
  - FAQs
    - APR program
    - Examination
  - List of competencies/KSAs
  - Process chart:
    http://www.praccreditation.org/apply/apr/APR_CandidateProcessChart
  - Webinar ("Five Steps to APR")
  - Application form
  - Panel Presentation Instructions
  - Written exam demo

- First steps
  - Chapter Jump Start Class
  - Online Study Guide
    - http://www.praccreditation.org/resources/documents/apr-study-guide.pdf
  - Recommended Texts
    - http://www.praccreditation.org/resources/recommended-texts/index.html

An approach (that worked for me)

- Panel Presentation resources (PRAccreditation.org ➔ Resources➔Candidates)
  - Panel Presentation Guide and Materials
    - http://www.praccreditation.org/resources/documents/apr-RR-Candidate-Instructions.pdf
  - Panel Presentation Candidate Questionnaire
- Online Course
  - http://online2learn.net/APR/
- Study groups
  - Panel Presentation
  - Written exam

- Download Panel Presentation Guide and Materials for full candidate Panel Presentation instructions on www.praccreditation.org.
- Updated materials for candidates and panelists (candidate questionnaire, score sheet, panelist instructions, etc.) are online:
  - http://www.praccreditation.org/teach/readiness-review-panelists/index.html
  - http://www.praccreditation.org/resources/candidates/

Focus your study efforts to maximize ROI:

KSAs

- 33% Researching, Planning, Implementing and Evaluating Programs

- 18% Leading the PR Function

- 15% Managing Relationships

- 13% Applying Ethics and Law

- 13% Managing Issues and Crisis Communications

- 8% Understanding Communication Models, Theories and History of the Profession

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

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