



Accreditation In 3 “Easy” Steps

Barbara Burfeind, APR+M, Fellow PRSA

Dianna Fornaro, M.A., APR, AINS

Paola Vargas-Strassner, M.P.S., APR

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What are we going to talk about?

96% of Accredited professionals find the APR credential valuable

- **Application process**
- **Panel Presentation**
- **Computer-Based Exam (CBE)**



What is APR?

- **Professional credential that sets a standard**
- **Earned through a rigorous process**
- **Demonstrates:**
 - Commitment to professional advancement and ethics
 - Broad PR knowledge, skills and abilities
 - High professional level of experience and competence



Two Options



Application Process

<http://www.praccreditation.org/apply/apr/>

- Eligibility

- Member of one of nine participating organizations
- Recommended 5+ years experience
- Complete process in one year from application date

- Fee is \$385

- Some employers pay as professional development

- APR is “good for life”

-- with renewal of Accreditation requirements every 3 years and continued membership in a participating organization.



Panel Presentation

- Questionnaire – submit two weeks prior to chair
- Request Panel 30 days prior to present your PR case study
 - Conducted **virtually** (due to COVID-19) by a 3-member Accredited panel
 - Recommend candidate Advance/Not Advance to UAB
- Panel Presentation Documents
 - <https://www.praccreditation.org/resources/documents/apr-PP-Candidate-Instructions.pdf>
 - [Candidate Questionnaire](#)
 - [Sample Video](#) of how presentation is administered



KSA's for Panel Presentation

1. Creative conceptualization
2. Initiative
3. Interpersonal skills
4. Management skills
5. Multi-tasking
6. Flexibility
7. Time management
8. Uses multiple delivery mechanisms
9. Communication skills/Speaking
10. Communication skills/Writing and Editing
11. Communication skills/Listening
12. Presentation skills



Computer-Based Exam (CBE)

- Computer delivered and scored through Prometric testing centers
- 100% multiple-choice questions - 70% pass
 - Terms, situation analysis, examples
- Takes three hours and 45 mins.
- Preliminary results immediate; final results in weeks
- [Demo](#) of Computer-Based Examination
 - Some [sample questions](#) available



Accreditation sets professional standards

*The current
pass rate
for the
Examination is
70%.*

- **Knowledge, Skills & Abilities**
 - Research, planning, implementing and evaluating programs - 33%
 - Leading the PR function – 18%
 - Managing relationships – 15%
 - Applying Ethics and law - 13%
 - Managing issues & Crisis Communications - 13%
 - Communication models, theories & history of PR - 8 %
 - Advanced communication skills



Wrap Up

- **Apply** for eligibility at www.praccreditation.org
- Seek coaching support from Accreditation chair
- Integrate online and in-print study materials
- Form local study groups
- Ask for a mentor
- **Panel Presentation (Questionnaire)**
- **Computer-Based Examination**



Accreditation Contacts

- Barbara Burfeind, APR+M, Fellow PRSA
Mentor & Trainer, Independent Consultant
burfante81@yahoo.com, 571-331-9020
- Dianna Fornaro, M.A., APR, AINS
Sr. Communications Specialist for Chesapeake Employers Insurance;
Director and APR Manager, PRSA Maryland Chapter
dfornaro@ceiwc.com, 410-494-2033
- Paola Vargas-Strassner, M.P.S., APR
Strategic Communications, Spanish Interpreter, and Public Relations
Professional
pvargasstrassner@gmail.com, 202-277-3038



Value of Accreditation

“I’d just earned my master’s degree in communications management when I began the Accreditation process. I wanted to tie my degree and my practical experience together as a ‘capstone’ to my education. Earning my APR enriched my skills in strategic planning and gave me the confidence to advance my career. I’m honored to be part of such an esteemed group of professionals.”

-- Christine P. Barnhart, M.S., APR

Vice President, Strategic Communications

Greater Capital Area Association of Realtors (GCAAR)



Value of Accreditation

“As an educator, it is very important for me to lead by example for my students. Earning the APR shows my commitment to best practices in the field, respect for the highest ethical standards, and the need to always upgrade your skills to remain current. My hope is that my investment in this process will elevate my teaching, and as a result, help produce the next generation of PR stars.”

-- **David Marshall, Ph.D., APR**

Professor and Chair,
Department of Strategic Communication
Morgan State University



Value of Accreditation

“Pursuing the APR took my public relations career to the next level. Going through the accreditation process honed my communications skills and heightened my confidence. Each day I draw upon my APR foundation, whether it be for strategic planning, tactical execution, or management decisions. It has been a great investment both professionally and personally!”

-- **Cami Colarossi, APR**

Director of Communications,
Notre Dame Preparatory School



Value of Accreditation

...to yourself:

“Accreditation made a positive impact on how I do my job and how I view the practice of public relations....earning the APR was a challenge; the sense of accomplishment earned is something that will last throughout my career.”

Edward M. Bury, APR
Coordinator, Public Information
Urban Transportation Center at
the University of Illinois at Chicago



Value of Accreditation

...to your employer:

“The guidance, approach and techniques reinforced throughout the APR process have guided my work to a higher plane, given me added influence and confidence, and helped me advance our profession’s abilities. These APR benefits have been very important to my career.”

Ken Hunter, APR
President and Lead Strategist
The PowerStation Communications



Value of Accreditation

...to the profession:

“I wanted to take the Examination for Accreditation in Public Relations to reassure myself that I had what it takes to operate professionally in this industry ... [Accreditation] gives them more confidence in the results that public relations efforts can produce. The APR program is a great support for an often misunderstood industry.”

Sonya Ruffin, APR
Consultant
Emerge Communications

