



2018 Accreditation Process

- March 8 **Attend APR Information Session (additional details TBA)**
- Learn from recently accredited members about the process and what you need to prepare.
- March/April **Apply for eligibility and prepare**
- Apply for accreditation online at www.praccreditation.org (five years of PR experience recommended). Submit eligibility form and payment to the Universal Accreditation Board (UAB). You will receive notification of eligibility from the UAB within four weeks. Plan how you will proceed. You have one year from the date you receive UAB authorization to complete the computer-based examination. Access preparation resources such as the candidate's instructions for Panel Presentation, Panel Presentation Questionnaire and *panelist* grading instructions. And, plan to attend the prep courses and take advantage of the mentoring/buddy program conducted by the Tampa Bay Chapter. You may also choose to participate in the [online study course](#).
- April/May **Participate in one-on-one Panel Presentation mentoring and prep meeting**
- You will be assigned an APR mentor/buddy, who will meet with you to review your portfolio and offer tips and suggestions for your Panel Presentation session. Ask your mentor to do a "test run" Panel Presentation with you.
- Download the Questionnaire for Panel Presentation. Select a public relations plan you have written that reflects your experience and complete the Questionnaire. Request a Panel Presentation through the UAB.
- By May 15 **Complete the Panel Presentation Questionnaire**
- Send an electronic copy of your completed questionnaire a minimum of 10 business days before your scheduled presentation to Katy Parsons, co-chair of the Tampa Bay Chapter Accreditation Committee at KParsons@chappellroberts.com.
- Week of June 4 **Participate in Panel Presentation**
- The Panel Presentation sessions will be scheduled in consultation with those who have applied. Present your portfolio and respond to interview questions, allowing one to two hours for your session. Panelists score your knowledge, skills and abilities in 12 KSA areas and evaluate skills that cannot be judged in the computer-based examination. The Panel Presentation plays an important role in the Accreditation process. The UAB notifies you to advance or not advance to the computer-based examination. If advanced, you will receive a personal ID number to use to schedule the examination. If not advanced, you can repeat Panel Presentation after 90 days. You can appeal the result to the UAB after two retakes of the Panel Presentation.

June 19-Aug 7

Participate in the Pre-Examination Prep Sessions

The Accreditation Committee will conduct seven prep sessions. These sessions will be held on Tuesday evenings from 6:00-8:00pm at a location to be determined. There will be no classes during the week of July 4.

By July 31

Schedule Computer-Based Examination

Schedule your computer-based examination at a Prometric testing center using the personal I.D. number Universal Accreditation will email to you via Prometric's website at www.prometric.com or by calling (800) 274-1900. Prometric recommends you schedule your test-taking appointment at least 30 days in advance of your preferred date.

By September 30

Take Computer-Based Examination

You will have three hours and 45 minutes to take the exam. Use as much of the time available as you want to complete it. Receive immediate, but unofficial pass/did not pass feedback, in addition to your strengths and weaknesses in tested knowledge, skills and abilities. Receive the official pass or fail notice from the UAB within three to four weeks. If you passed, the UAB will grant Accreditation. New APRs will be recognized at the PRSA Tampa Bay PRestige Awards in November. If a retake is necessary, request from the UAB a new personal I.D. number to repeat the process.

November

New APR Pinning at PRestige Awards

Visit praccreditation.org for more information about the Accreditation process. If you have questions after reviewing this information, contact:

Paula MacDonald, APR

Image Suite PR

(813) 419-2494

paula.macdonald@imagesuitepr.com

Katy Parsons, APR

ChappellRoberts

(813) 281-0088 x327

KParsons@chappellroberts.com