

Public Relations Society of America Assessment for Accreditation Candidates

Return to Andrea Smalec, APR, Arkansas-PRSA Accreditation Chair at asmalec@mwlaw.com or by fax at 501.918.7848.

NAME:

E-mail:

Please complete the questions below to the best of your knowledge at this time. Your answers will not obligate you in any way, but will help guide the design and creation of our Accreditation program.

Are you interested in taking the Accreditation exam in 2009?

(Circle one) Yes No Maybe

If yes, what is your motivation for pursuing Accreditation at this time?

If no, what timeframe were you considering for the test? _____

Have you submitted your Accreditation application to PRSA National and paid the application fee?

(Circle one) Yes No

Have you purchased any of the suggested textbooks? If so, which ones?

Please rate your level of knowledge/skill in these areas:

	<u>Lowest</u>					<u>Highest</u>
History and Current Issues	1	2	3	4	5	5
Definitions of Public Relations Functions	1	2	3	4	5	5
Communication Models & Theories	1	2	3	4	5	5
Business Literacy	1	2	3	4	5	5
Ethics and Law	1	2	3	4	5	5
Research/Planning/Evaluation	1	2	3	4	5	5
Campaign Development	1	2	3	4	5	5
Management Skills/Issues	1	2	3	4	5	5
Crisis Communications	1	2	3	4	5	5
Information Technology	1	2	3	4	5	5
Media Relations	1	2	3	4	5	5
Consensus Building/Negotiating	1	2	3	4	5	5

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Are you interested in taking Accreditation preparatory/ professional development courses?

(Circle one) Yes No Maybe

Would you prefer an instructor who is: (Check one only)

_____ A Practitioner from our PRSA Chapter

_____ An Educator from an area University

_____ A Regional/National Presenter

Are you willing to pay for the class(es)?

(Circle one) Yes No Maybe

If yes, what value would you place on the preparatory course? (Check one only)

_____ \$20-\$35/session

_____ \$35-\$50/session

_____ \$150/comprehensive course

_____ Other: \$_____

Would you be more interested in the online Study Course being offered by PRSA National at \$195?

(Circle one) Yes No Maybe

Do you currently have a portfolio of work to present at your Readiness Review?

(Circle one) Yes No In Process

Would you like to be assigned a mentor?

(Circle one) Yes No Maybe

If yes, did you have a specific person in mind? _____

Do you have any other specific needs or questions with regard to the Accreditation process?

Thank you!
