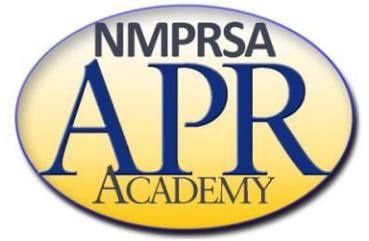


APR Academy Starts

Feb. 18, 2015



NMPRSA is offering an APR prep course for chapter members interested in becoming accredited in public relations. Spring semester classes are scheduled for Wednesday evenings, Feb. 18 – April 1. Readiness Review Panels are scheduled for April 11. The goal of the Academy is to help serious candidates prepare for completing the readiness review and the computer-based examination. Candidates who successfully pass their review panel will be ready to take the computer-based examination and could feasibly be accredited before the end of the year.

What is Accreditation?

Accreditation in Public Relations is a voluntary certification program for public relations professionals, administered by the Universal Accreditation Board. The designation signifies a high professional level of experience and competence, and is a mark of distinction for those who demonstrate their commitment to the profession and demonstrate broad knowledge, strategic perspective, and sound professional judgment. Increasingly, job listings are specifying APR preferred, and senior public relations professionals have been outspoken in support of Accreditation.

Those eligible for the program must be members of UAB Participating Organizations, such as PRSA, who are involved in the professional practice of public relations, or in the teaching or administration of public relations courses in an accredited college or university.

Why Earn an APR?

- ★ APR designation demonstrates your knowledge, experience and ethical judgment in PR.
- ★ APR designation confers credibility and signifies longevity in the profession.
- ★ APR Preferred job listings are increasing nationwide – it is a symbol of excellence and professionalism.
- ★ Salary surveys consistently show APRs earn up to 25 percent more than their non-accredited peers.
- ★ Accreditation is a satisfying personal achievement.

For more information, or to sign up for the APR Academy, contact:

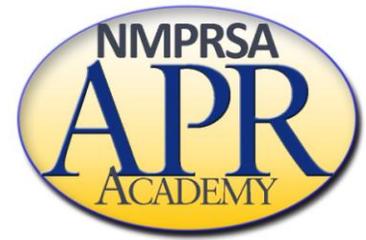
Jennifer Kemp, APR
NMPRSA APR Chair
goldie@nmia.com
505-277-0600 (work)

Need more incentive???

Southwest District gives \$100 scholarships upon completion!
Go here for more information!

<http://www.prsasw.org/index.php/apr>

Steps to Getting Your Accreditation in Public Relations (APR) PRSA – New Mexico Chapter



1. Apply

Submit your APR Application (www.praccreditation.org) to the Universal Accreditation Board (UAB) with the application/exam fee. Exam fee is \$385 for PRSA members; \$110 will be refunded to PRSA members upon completion of the exam. ***If you plan to participate in the April 2015 Readiness Review, please apply by Friday, March 6, 2015 to allow time for processing.***

2. Study

Preparation sources, including study guides, recommended textbooks and an online study course are available on the UAB website. The New Mexico chapter schedules two APR Academies per year (fall and spring). If you are interested in attending an upcoming academy, please contact the APR chair. The APR Academy Fee will be taken at the first class. ***(See boxes below for fee and date information.)***

3. Schedule your Readiness Review

The next Readiness Review will be held on Saturday, April 11, 2015. There are NO makeup local review dates.

4. Write Readiness Review Essay

Submit your Written Submission Form (essay questions). Your questions are **not** to exceed one page per answer. Typed, double-spaced, 12-point Times New Roman, with one inch margins is preferred. The submission must be received by noon, Friday, March 20, 2015 to participate in the April Readiness Review.

5. Prepare Your Portfolio and Attend Readiness Review

The Readiness Review is a comprehensive interview/discussion before three local APR professionals who will assess your Written Submission Form, professional experience, portfolio and overall readiness to advance to the computer-based examination. Readiness Reviews will be held on Saturday, April 11, 2015. Candidates will be assigned a one hour time slot. (Times to be determined.)

6. Sit for Computer Based Examination

When you advance from the Readiness Review, the UAB will notify you by letter that you are authorized to take the computer-based examination at a local Prometric testing center at your convenience. Candidates have one year to take the exam from the date of applying for accreditation. The examination is multiple-choice and will take approximately three hours and 45 minutes to complete.

7. Maintain Your APR

Once you receive your APR, you will be required to accumulate 10 points towards continued education, professional development and public service every three years and pay a \$50 maintenance fee. APR is good for life by remaining in good standing with PRSA and completing maintenance requirements.

DATES
Feb. 18 – April 1 – APR Academy
March 6 – Deadline to register for exam
March 20 – Deadline for Readiness Review Application
April 11 – Readiness Review

FEES
PRSA Exam Fee: \$385 (PRSA members)
PRSA Refund after exam completion: \$110
NM PRSA APR Academy Fee:
\$75 (NM PRSA members)
\$100 (PRSA members)
\$50 (Returning students)
Academy Rebate for chapter members who complete the course and successfully advance through the Readiness Review: \$50