



**NSPRA Members: APR CANDIDATE'S PROCESS**  
[www.praccreditation.org](http://www.praccreditation.org)

### 1. Make A Plan to Attain Your APR

- ❖ Decide when you want to attain your APR. Set a date for your goal. Create a study plan (35 – 40 hours). Work your plan.
- ❖ Begin to Study. [Download the APR Study Guide](#), (Free!). Contact your local Accreditation Committee Chair to discuss coaching mentoring support available through either a local NSPRA or PRSA chapter or NSPRA. If possible, join local prep courses or create a study group.

### 2. Complete Readiness Review Questionnaire

- ❖ Download [Readiness Review Questionnaire](#). You set your own deadline (budget about 8 hours).
- ❖ Complete and Submit [application form](#) with application and testing fee. Do this after you have completed your Questionnaire. Once your application is approved you have one year to complete the process. (Allow 30 days prior to your desired Readiness Review Date)
  - The Examination for Accreditation in Public Relations fees are: \$25 application fee and \$385 Examination fee. Candidates have two options for payment.
    - \$385: Single payment covering the full Examination fee; due at time of 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 fee; one due at time of application and the remainder due when candidate completes Readiness Review and is authorized for the computer-based examination.
  - All fees paid are non-refundable or transferable.
- ❖ NOTE: From the date the application is approved and the candidate is notified, the candidate has one calendar year to complete the required Readiness Review and take the computer-based examination.
- ❖ Candidates will receive notification of eligibility from Accreditation Coordinator Kathy Mulvihill. NSPRA also receives notification.
- ❖ Request a Readiness Review through NSPRA or PRSA. For NSPRA, call Karen Kleinz, APR.
- ❖ Submit Readiness Review Questionnaire either by e-mail or 4 mailed copies to the Accreditation Chair a minimum of 15 business days in advance of the review date you schedule. (E-mail is preferred.)
- ❖ Prepare your portfolio and presentation of your work for you Readiness Review. More info at: <http://www.praccreditation.org> click on Become an APR.

### 3. Participate in Readiness Review

- ❖ Present your portfolio and respond to interview questions.
- ❖ Panelists score your knowledge, skills and abilities in 16 areas.
- ❖ Panelists help you to assess and direct your study preparation.
- ❖ UAB notifies you if you have advanced/not advanced to computer-based examination.

#### **4. Request Coaching, Mentoring, Support Services**

- ❖ If not advanced, you may repeat the Readiness Review after 90 days. Request coaching, mentoring or other support services through APR Chair as desired.

#### **5. Schedule Your Examination**

- ❖ If advanced through the Readiness Review, you receive a unique ID # to be used to schedule the written examination. Keep in mind your deadline of one calendar year from date of application approval.
- ❖ Schedule examination at a Prometric testing center using unique ID #. Use Prometric's Web site (<http://www.2test.com/index.jsp>) or telephone 800.274.1900.
- ❖ Note: Prometric experiences peak demand from June through August and October through December. During those periods, schedule an appointment at least 30 days in advance to secure your desired date.

#### **6. Take the Examination**

- ❖ Receive immediate feedback at Prometric Testing Center on strengths and weaknesses in tested knowledge, skills and abilities and unofficial notification of pass or fail before you leave!!
- ❖ Receive official notice from PRSA of pass or fail within a few weeks
- ❖ If passed, the Universal Accreditation Board may grant Accreditation.
- ❖ Receive notice from NSPRA of celebration event if any.
- ❖ Repeat steps #5 and #6 if retake is necessary

#### **7. Submit application for reimbursement to NSPRA for a portion of written testing fee.**

- ❖ NSPRA will reimburse each candidate \$110 upon successful completion of the written exam (limited to the first 20 candidates each year due to budget considerations)

**“Anyone can walk off the street and start ‘practicing public relations.’ Accreditation is what sets apart those who are providing strategic counsel, managing constituent relationships through good and bad times, and contributing to the success of the organization. It’s sorely needed in our profession, more than ever.”**

**--Kelly Groehler, APR  
Padilla Speer Beardsley**