

# Examination for Accreditation in Public Relations

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The Accreditation Process and the Role of the  
Universal Accreditation Board (UAB)



# What the UAB Does

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- Develops and implements policies for the program.
- Develops and maintains the Examination for Accreditation in Public Relations.
- Oversees the development of the Examination questions and answer keys.
- Reviews appeal cases.
- Grants Accreditation.



# Who Is Eligible?

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- PRSA is one of nine participating UAB organizations.
- *Recommended* 5+ years of paid, full-time experience.
- Fee is \$385; PRSA rebates \$110 to each PRSA member.
- Good “for life,” with fulfillment of maintenance of Accreditation requirements and continued membership.



# The KSAs Assessed

- The Examination *process* tests specific Knowledge, Skills and Abilities (KSAs) in several areas of professional practice:
  - 33% Research, Planning, Implementing and Evaluating Programs
  - 13% Applying Ethics and Law
  - 13% Managing Issues and Crisis Communications
  - 8% Understanding Communication Models, Theories and History of the Profession
  - 18% Leading the Public Relations Function
  - 15% Managing Relationships



# 1. Apply for Eligibility



- Initiate process at personal discretion.
- Print eligibility form from UAB website.
- Submit completed eligibility form with payment to PRSA.
- Receive notification of eligibility from UAB through PRSA.
- Access Q&A, reference materials, local preparation courses, mentoring and coaching.



## 2. Complete Panel Presentation Questionnaire



- Download Panel Presentation questionnaire.
- Complete at your own discretion.
- Request a Panel Presentation via PRSA or local Accreditation chair.
- Submit copies of questionnaire to local Accreditation chair, at least 15 business days in advance of the scheduled Panel Presentation.



# 3. Participate in Panel Presentation



- Present portfolio and respond to interview questions.
- Panelists score candidates in 12 knowledge, skills and abilities (KSAs).
- Panelists help assess and direct the candidate's study.
- PRSA notifies candidate is to be Advanced/will not be Advanced to computer-based Examination.
- May appeal the result to the UAB after two re-takes of the Panel Presentation.



## 4. Request Coaching, Mentoring, Support



- Request coaching, mentoring or other support services through Accreditation chair, as desired.
- Repeat steps No. 2 and No. 3 if another Panel Presentation is needed.





# 5. Schedule the Computer-Based Examination



- Schedule the Examination at your convenience at a Prometric testing center using unique ID number.
- Remember, candidates need to complete the computer-based Examination before your one-year eligibility time frame expires. Use it or lose it.



## 6. Take the Computer-Based Examination



- At one of 300+ Prometric testing centers.
- Receive immediate feedback.
- Receive official pass/fail notice from UAB within two to four weeks.
- If passed, the Universal Accreditation Board may grant Accreditation, and notify you and your local Accreditation chair.
- If retake is necessary, repeat steps No. 5 and No. 6.



# The Computer-Based Examination (CBE)



- The CBE is computer-delivered and scored.
- The CBE is 100 percent multiple-choice questions.
- Three hours and forty-five minutes are allotted.
- To pass, you must answer at least 82 of the 132 questions correctly (62 percent).



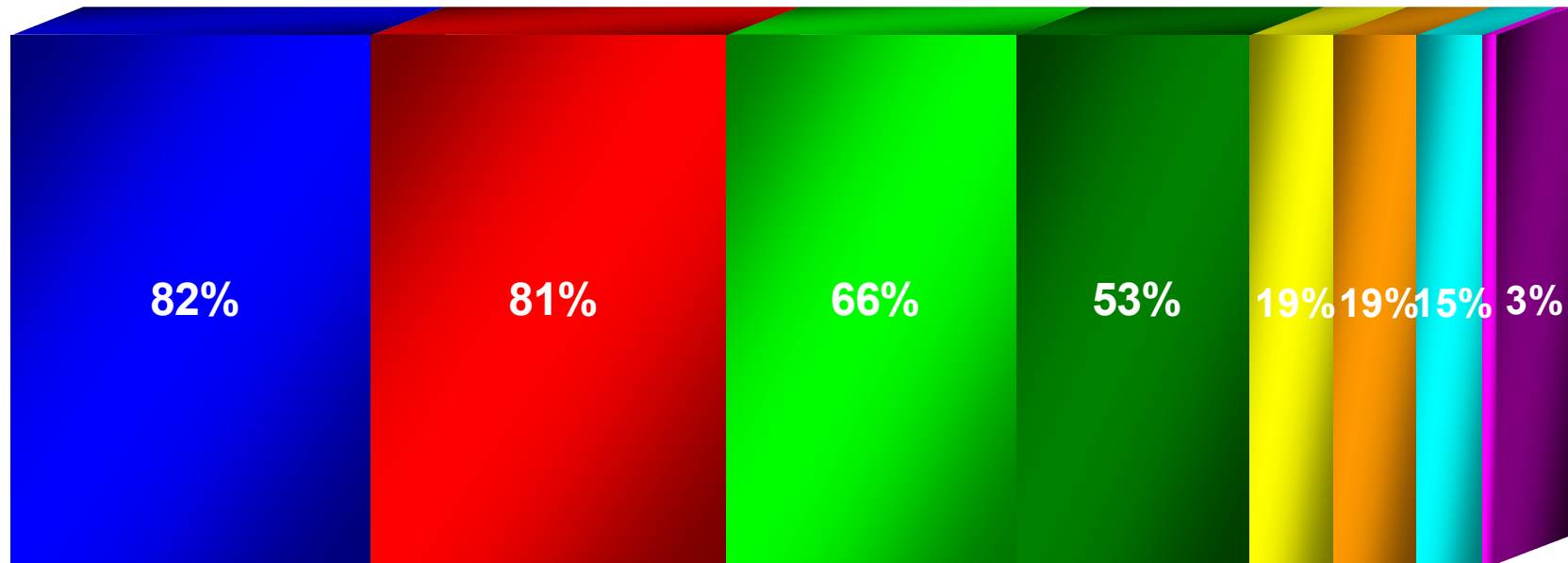
# How Many Practitioners Are Accredited?

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- Today, about 5,000 practitioners are Accredited within all nine organizations that belong to the Universal Accreditation Board.



# People Become Accredited Primarily to Enhance Their Careers and to Improve Themselves



- Enhance Career Growth
- Self Improvement
- Increase Knowledge of the Field
- Improve Status With Peers
- To Serve Leadership Role
- To Increase Salary
- To Increase Chance of Promotion
- Employer Requires

