



Frequently Asked Questions about the Panel Presentation

Q: Is the criterion to sit for the Examination going to change from five years of experience preferred to five years required?

A: The UAB has not changed this criterion, but it is under discussion.

Q: How is a passing score for the Panel Presentation determined?

A: Each panelist will score the candidate independently based on 12 KSAs. Each KSA has a maximum of three points. The candidate cannot receive below 24 points from any individual panelist, nor a score of zero in any given KSA.

Q: Which KSAs are being removed?

A: Four KSAs were removed from the old Readiness Review:

- Client/employer/organizational focus. This one is assessed in the CBE KSAs and related learning objectives 5.1 (business literacy) and 5.3 (organizational structure and resources). Those questions evaluate, among other things, a candidate's understanding of how employers and clients generate revenue and how their operations are conducted; how the PR function contributed to the financial success of the organization; how organizations are structured; and which divisions need to be involved in a communications program.
- Teaches others. This KSA is assessed in learning objective 5.5 (leadership skills), which evaluates a candidate's understanding of motivation, influence and inspiration; achieving goals; building coalitions; and communicating vision.
- Control analysis. This KSA is assessed in learning objectives 1.3 (analytical skills) and 1.4 (strategic thinking), which test a candidate's ability to analyze the business environment, interpret data and synthesize relevant information to determine what is needed to best position the client, organization or issue appropriately.
- Communication skills / interviewing. This KSA is assessed in learning objective 1.2 (research applications), which evaluates a candidate's ability to use research tools to gather information about the client, industry or relevant issues; investigate the stakeholders' understanding of the product; and apply research findings.

Q: What is the timeline for submission of the questionnaire prior to convening the panel?

A: The panelists should be given 15 business days to review the questionnaire.

Q: How has the readiness review questionnaire changed from what it was before?

A: The first question in the third section on the old questionnaire has been removed, as it referenced a candidate's readiness to sit for the CBE, which no longer is part of the Panel Presentation assessment. The remaining two questions have been rolled, unchanged, into the first section of the questionnaire.

Q: Do we have a new verbal statement we are to state about the purpose of the panel at the start of the panel presentation?

A: Yes, the verbal statement has been updated to this:

The Panel Presentation is the first in a two-step process to earn Accreditation in Public Relations. It is a gateway to the computer-based Examination. According to the Universal Accreditation Board Policies and Procedures, the intent and purpose of the Panel Presentation is to assess the candidate's performance on the KSAs that cannot be assessed on the computer-based portion of the Examination.

*"The intended result of the Panel Presentation is that each candidate will earn an Advance or Not Advance assessment that will recommend the Universal Accreditation Board (UAB) either accept or decline the candidate's request for admission to the computer-based Examination at this time."**

**The final decision on whether or not to advance a candidate rests with the Universal Accreditation Board.*

Q: Does the UAB recommend that a candidate go through the Panel Presentation before taking a chapter-organized study course for the CBE?

A: The UAB does not formally recommend one timeline over another for a candidate's course of study. That is a personal decision made by the candidate after factoring in the various resources offered by his or her local chapter or participating organization.

Q: Can the candidate's portfolio be presented in person completely digitally with no hard copy, if the candidate assumes the risk?

A: The portfolio may be presented in an electronic format, such as PowerPoint, Keynote, or similar software. However, candidates must assume all responsibility for their presentation choice and should perform technology checks when the panel details are confirmed, allow extra time if needed to set up equipment, and have a back-up plan in case the technology fails.

Q: Is it recommended that candidates do their presentation on only one project?

A: A single-project will make for a more concise delivery during the Panel Presentation; however, it may be necessary for a candidate to include more than one project in the presentation if his or her experience with that project did not include certain critical elements of the four-step RPIE or RACE process. A second example may be the only way to convey to the panelists the candidate's understanding of those elements of the public relations function.

Q: Are the KSAs about creativity, initiative, ability to multitask, flexibility and writing/editing in the questionnaire, or do we panelists need to add questions about them?

A: The candidate's knowledge, skill and/or ability to understand and perform these KSAs should be expressed both in their written materials and in the delivery of their live presentation. As a panelist is reading the questionnaire, he or she should consider whether or not the written materials demonstrate such an understanding. If not, the panelist may wish to make note of this and be prepared to ask probing and insightful questions of the candidate during the live presentation to verify that understanding. Ideally, the candidate's delivery of the presentation will demonstrate such knowledge.

Q: Are we to implement this new procedure for the Panel Presentation immediately, even though an applicant completed the Readiness Review questionnaire in 2016?

A: Candidates who submitted their questionnaires in 2016 but are sitting for the Panel Presentation in 2017 will not need to resubmit their paperwork. They should be advised, though, that the panelists will use the new score form for their presentation.

Q: What changed besides the name change from Readiness Review to Panel Presentation?

A: Additional changes:

- The purpose is no longer to assess readiness for the computer-based Examination (CBE), but is instead the first step in a two-step process designed to assess KSAs that are not testable on the CBE.
- Four KSAs were eliminated from review during the Panel Presentation, as they are assessed on the CBE.
- Section Three on the questionnaire was eliminated, as two questions were removed and one question was added to Section One.
- Panelists are no longer required to mentor candidates after the Presentation, but are welcome to if they so choose.
- Virtual Panel Presentations are allowed, not only in cases of hardship, but if the Accreditation chair deems it appropriate and feasible.