Universal Accreditation Board (UAB) announces Q4 2011 and final 2011 Accreditation in Public Relations Examination results

NEW YORK, March 26, 2011 – The Universal Accreditation Board (UAB) -- the leading certification body for the public relations profession -- has announced fourth quarter and final 2011 results for the Examination for Accreditation in Public Relations.

In 2011, a total of 212 earned their Accredited in Public Relations (APR) credentials, including three who earned the APR+M designation for military public affairs professionals. APR+M candidates must pass the same computer-based exam as other APR candidates, but they also are required to meet additional, rigorous criteria unique to military public affairs practices.

“Fourth quarter 2011 results continue to show increases in pass rates for both the computer-based Examination and Readiness Reviews compared with previous years,” said Janet E. Kacskos, APR, Fellow, PRSA, and 2012 chair of the Universal Accreditation Board.

Comparing the fourth quarters of 2010 and 2011, the number of candidates taking the computer-based Examination fell slightly - from 88 to 80 - but the pass rate rose from 67.04 percent to 71.25 percent. The number of non-military candidates completing readiness reviews in the fourth quarter also declined slightly, from 61 to 57, but the pass rate increased from 77.05 percent to 91.23 percent. APR+M candidates undergo a separate Readiness Review process.

The overall pass rate for the computer-based Examination was 71.43 percent in 2011, compared with 66.67 percent in 2010.

“The quality and variety of resources to help candidates prepare for the Examination continues to improve. Also, the increased pass rate reflects on the candidates themselves, and the effort they’re putting in to prepare for the Examination,” said Kacskos.

Examination content is based on knowledge, skills and abilities (KSAs) identified in a public relations practice analysis. The Examination underwent a significant revision in 2000, to reflect KSAs identified in a practice analysis conducted early in the Accreditation re-engineering process. While some executional tactics have changed -- especially with the growth of social media -- a practice analysis update completed in late 2010 showed that the strategic focus of advanced practitioners remains largely unchanged. While the Examination is refined and
updated continuously to remain consistent with today’s public relations practices and to reflect improvements recommended by the testing firm, the board doesn’t anticipate any significant changes to the Examination in the near future.

The Universal Accreditation Board administers the Examination for Accreditation in Public Relations and coordinates all activities related to the Accredited in Public Relations (APR) and Accredited in Public Relations + Military Communication (APR+M) designations. The UAB was established in 1998 by a coalition of public relations professional organizations including the Agricultural Relations Council, Asociación de Relacionistas Profesionales de Puerto Rico, Florida Public Relations Association, Maine Public Relations Council, National School Public Relations Association, Public Relations Society of America, Religion Communicators Council, and Southern Public Relations Federation. Each organization contributes resources and senior-level appointed members representing all segments of the public relations profession.

For a complete list of UAB members and other information about Accreditation, visit www.praccreditation.org.