



# Applying to the College of Fellows – *Why, When and How to Apply*

*November 15, 2021*



**PRSA**

COLLEGE OF FELLOWS



# PRSA

## COLLEGE OF FELLOWS

### Mission

The College of Fellows adds value to PRSA members by providing, encouraging and soliciting achievement, superior knowledge, ethical leadership and advocacy that supports communications professionals as they continue to progress through their careers.

### Vision

The College of Fellows celebrates accomplished PRSA members whose careers are recognized as the profession's highest level of ethical and strategic communications, and whose mentoring, leadership and service inspires and motivates others in the workplace, classroom and community.



# PRSA

## COLLEGE OF FELLOWS

- Established in 1989
- Highest distinction awarded by PRSA
- 350 active Fellows
- The number of successful applications varies from year to year; 13 inducted in 2021
- All have left a significant footprint on our profession and continue to serve





# PRSA COLLEGE OF FELLOWS



- For PRSSA Students: Your personal motto as you begin your professional journey
- For APR Candidates: A major aspirational goal
- For Fellows Applicants: Continue to aspire to a higher career goal and to inspire others
- For Fellows: Your career doesn't stop here; continue to inspire others through your contributions and service to the profession

# Key Questions to Ask



Am I ready to apply?

Why should I apply?

How do I complete the application?

What's it like to be a Fellow?

# How to Apply: Eligibility Criteria

- Current PRSA member
- Accredited in Public Relations (APR)
- Minimum of 240 months of public relations or communication experience
- Community and PRSA involvement
- For each position, include your percentage of time in public relations or communications management or teaching
- Applicant Experience Calculator is provided to confirm your eligibility for these criteria



# Why Should I Apply to be a Fellow?

- The gold standard of the world's largest association of PR professionals.
- Professionals who are among the “best of the best.”
- Career PR accomplishments mean something
- Leaving a legacy of excellence in PR



# Overview: Online Application



## 2022 COLLEGE OF FELLOWS APPLICATION

The application for admittance into the College of Fellows is a 5-part application.

- **Part I:** Applicant information form
- **Part II:** A narrative addressing six criteria
- **Part III:** A one-page summary profile and bio

# Online Application con't.



**Parts IV and V are to be completed and submitted as follows:**

- **Part IV:** A Chapter/District/Section Comment Form and letter of recommendation should be sent by an officer, current president/chair or immediate past president/chair of a Chapter/District/Section to PRSA Headquarters. The letter with original or electronic signature should be uploaded to the online application or sent via email to [FellowsApplication@prsa.org](mailto:FellowsApplication@prsa.org).
- **Part V:** Letters of reference should be submitted by the individual letter writers to PRSA Headquarters. Six letters are required for new applicants. Four letters are required for reapplicants.

# The Application: Criteria 1 and 2



The first two criteria seek historical information.

## 1. Accreditation

Date of Accreditation and dates of APR maintenance  
*PRSA Headquarters can provide dates, if needed*

## 2. Professional Experience

- Title, employer, brief description of responsibilities
- Months in each position and timeframe (must add up to at least 240 months in public relations or communications positions)
- Percentage of time by position spent in management, performance or teaching public relations or communications.

Applications without this information will not be accepted.

Months spent in journalism and marketing do not count as time in public relations or communications

# The Application: Criteria 3-6



Criteria 3-6 ask you to demonstrate your public relations or communications excellence by presenting a body of outstanding work.

For each criterion, you must give **five** examples using this format as closely as you can:

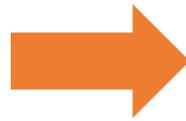


- Situation/background
- Actions/execution, including your role
- **OUTCOMES/RESULTS**
- Name and contact information for someone who can speak about your work and cited example(s)

# Application: Criteria 3-6



A Total of 20 DIFFERENT Examples



- Reference name
- Current phone number and email

*Important: Ensure each reference is willing and able to validate your work/contributions. A Selection Committee member may call him/her about your work and expertise. Note: PRSA staff may not be listed as a reference.*

# GoodFellows are Your Best Resource:

Starting January 1, 2022: Submit your request to [goodfellows@prsa.org](mailto:goodfellows@prsa.org) with your resume and the Applicant Experience Calculator.

Include:

- 1) **Your months in each position**
  - 2) **For each position, your percentage of time in public relations or communications management or teaching. Requests without that information cannot be considered.**
- Are specially trained and prepared each year they serve
  - Coach applicants through application process
  - Are neutral and provide an extra, knowledgeable set of eyes for your application – but are not editors or proofreaders. They independently review your draft application as the Selection Committee would
  - Are assigned; they are not personally selected by the applicant nor are they to advise someone other than the assigned applicant

**Last Date to Request a GoodFellow: February 1, 2022 (by midnight)**



# Important Dates to Note

January 1, 2022	➔	Begin Submitting Experience Calculator and Requesting a GoodFellow
January 11, 2022	➔	National Webinar: Preparing to Apply
February 1, 2022	➔	Last GoodFellow Assignments
Thursday, May 5, 2022	➔	Applications due at PRSA HQ by 5 PM EDT
Late June	➔	Selection Committee screening
Early-to-mid July	➔	Selection Committee deliberations
Mid-to-late July	➔	PRSA Board review and approval
Mid-to-late July	➔	New Fellows notified
October 2022	➔	New Fellows inducted during the 2022 PRSA International Conference

# Questions

*Enjoy this challenging and amazing journey to reflect on your career and your accomplishments!*

*#AspireHigher  
#PRSAFellows*



# Contact Details

## [GoodFellows@prsa.org](mailto:GoodFellows@prsa.org)

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