

APRPREP - Open House

How to develop your learning strategy to pass the APR Examination

DO NOT PRINT - For online viewing only

 **THINK BEFORE YOU PRINT**

Participant Confirmations and Assignments

Volunteer to Present

Role	Name	Confirmed	Activity Complete
Host Facilitator:	Volunteer Michael	Pending	Pending
APR Facilitator #1:	Volunteer JOY	Pending	Pending
APR Facilitator #2:	Volunteer	Pending	Pending
Scenario Question:	Volunteer	Pending	Pending
Module Notes:	Volunteer	Pending	Pending
Case Response:	Volunteer	Pending	Pending
Book Review:	Volunteer	Pending	Pending

Live Webcast Stand-by APR Open House

Invite others to join the meeting:
<http://www.anymeeting.com/Online2Learn>

#APRPREP

Getting Ready for 2016

Developing your Study Strategy to pass the APR Examination



APRPREP- APR Online Study Course

Participate!

You may ask a question anytime!
Let us know where you are right now.
Type your city or chapter in the chat
window below



Est. 1964

APRPREP- APR Online Study Course

Welcome!



Kathy Mulvihill

Accreditation Manager



Joy Samsel, APR

APR Facilitator



Michael Henry

Technical Facilitator



Agenda

- Introductions
- Professional Development and ‘Why APR?’
- Examination Process
- What to Study...
- KSAs – Knowledge, Skills & Abilities
- Study Tips & Resources (APR Study Guide)
- Online Course
- Your questions



Introductions



Joy Samsel, APR
APR Facilitator

- **Military Background**
- **Examination Experience**
- **Tips to study**
- **Value of the APR**

APR is based on KSAs



Accreditation Examination tests for Knowledge, Skills and Abilities



APRPREP- APR Online Study Course

Landmark Practice Analysis

- Research based documentation of professional practice.
- Foundation for APR Examination
- Curriculum for Professional Development



APR Examination Study
Strategies

KSAs - Knowledge, Skills, Abilities

•RPIE	33%
•Leading the PR function	18%
•Managing relationships	15%
•Ethics & law	13%
•Managing issues & crisis comm	13%
•Models, theories & history	8%



Learn about the scope, process and study

Prepare the Readiness Review

Apply for the Examination

Schedule the RR then the CBE

...Study First... and throughout the process.

Process to become an APR



Examination Process in Brief

- Review Scope and Eligibility... begin your study
- Go to www.PRAccreditation.org
 - Download Readiness Review Questionnaire
 - After you have studied and believe you will pass...
 - Submit an application
 - Request Readiness Review panel
 - All candidates must complete a Readiness Review and be advanced before being allowed to take the Examination.
 - Continue your Study for the Computer-Based Examination
 - Make an appointment through Prometric to take the Examination - CBE



Examination Details

- Initiate process when you feel prepared to take the examination.
 - Submit eligibility form
 - \$385 at the time of application OR
 - \$410; \$205 at the time of application and \$205 after Advance Readiness Review.
 - Receive notification of eligibility from UAB within 4 weeks
- Plan how you will proceed. Remember that you have ***one year*** from the date you receive UAB authorization to complete the computer-based examination.



Professional Development



Michael Henry
Technical Facilitator

- **Why take the APR Examination? What's in it for you?**
 - For Employer
 - For Profession
 - For you
- **Share your personal motivation.**



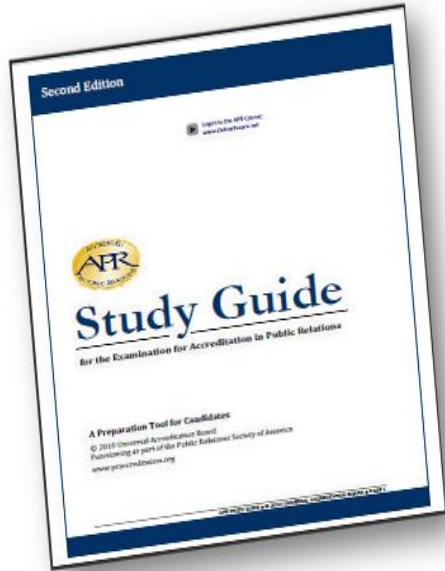
Study Resources

- Use the KSAs to determine your ‘gaps’
- Jump Start / Boot Camp / Power Play
- Conferences (Sessions marked with APR)
- Chapter Study Groups
- Mentor / Coach
- Online Study Course

Some report that the process can take 6 months to a year or more. Similar to a grad school course commitment.



Study Resources - APR Study Guide



- Foundation for your study
- Explore “context” of KSAs
- Professional Development



APRPREP

APR Online Study Course

- ✓ Due to Geography
- ✓ Due to Time
- ✓ Due to Family/Work Issues

APRPREP - Online Course

- Case Study Approach
- Learning Interactions
- Apply what you are learning
- Cohort Groups
 - Have you ever taken an online course before?



Michael Henry
Technical Facilitator



Ten “Self-Paced” Modules And Weekly Web Meetings



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APRPREP- APR Online Study Course

Transition to the new online course



Michael Henry
Technical Facilitator





“Active Learning” Approach

Hosted eLearning Interventions

Design | Develop | Deliver



Online2Learn.net

custom eLearning events

Learning Interactions <SCORM & xAPI>

Online Courses <Certification and Compliance>

Team and Organizational Development

Bookmark: <http://o2l.talentlms.com/>

[Resume course](#)

APRPREP - Online Study Course (APRPREP)

7%

Description

APRPREP, Online Study Course designed to prepare professionals for Accreditation in Public Relations. The Online Study Course is self-paced, including ten modules focused on the KSAs -- Knowledge Skills and Abilities -- required to pass the APR Examination. In addition, participants may join free weekly webcasts, hosted by APR Facilitators. APR Facilitators review participant work, provide feedback and study strategies in an informal and effective learning event.

APR is a mark of distinction for public relations professionals who demonstrate their commitment to the profession and to its ethical practice and who are selected based on broad knowledge, strategic perspective, and sound professional judgment.

Content

- ✓ Orientation
- ✓ Web Meeting Schedule - Summer
- ✓ Web Meeting Schedule - Fall 2016
- ✓ APRPREP - Connections

MODULE 1: PUBLIC RELATIONS - A MANAGEMENT FUNCTION

- ✓ 1.1 Module Introduction
- 📖 1.2 Readings
- 📖 1.3 Scenario Question Formation Activity
- 📖 1.4 Profile - Introduction
- 📖 1.5 KSA - Self-Assessment Exercise

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COURSEMAP

APRPREP- APR Online Study Course

Module One: Scenario Question Formation Activity

Public Relations: A Management Function

- **Topic: Defining Public Relations (Practice, Function, Roles)**
- After reviewing the module readings and handouts, consider how you might be asked to demonstrate your understanding of the topic. Try to frame a situation, real or imagined, that would put a principle, strategy or concept into practice. Then make several options for your situation, maintaining the characteristics of the questions on the APR Examination. **Review the APR Examination Question Handout**
- Indicate the response you believe is correct, based on your reading.
- Provide a RATIONALE, with a reference to the text or handout and include page numbers.
- After posting your question, you will be able to see other candidate questions.

[Post Scenario Question](#)

Scenario Practice Question

APR Online Study Course

These are NOT from the APR Examination!

- Listen to the scenario
 - Consider the KSA
 - Respond based on “Best Practices”
 - Discuss the content and format of the question.
-

Create Scenario Practice Questions

- Submit ONE Scenario question, based on your review of the module materials.
- Focuses your study and application of the material
- Develop an understanding of the “psychometrics”
- APR Facilitator review questions submitted (and answers) to select the most appropriate.



Scenario Practice Question

Meagan Shurden

You are the public relations specialist for a school district located in a city with an active news market. One of your schools has a tradition of inviting guests to attend a specially planned “Community Day” where they join students for a meal. Lunch has been served all day in the school cafeteria when a guest suddenly reports feeling ill. This information travels throughout the community, and a reporter calls you for information about a “possible” food poisoning incident.



What would you do first?

- A. Contact the newspaper to get more information about how they obtained the details of the story.
- B. Contact your crisis communication team and ask them to meet you in your office in twenty minutes.
- C. Identify what kind of crisis this is before doing anything else.
- D. Immediately contact the university president to fill her in.



What would you do first?

- A. Contact the newspaper to get more information about how they obtained the details of the story.
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- ☒ C. Identify what kind of crisis this is before doing anything else.
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Rationale

- KSA - Crisis Communications
- According to the APR Study Guide, page 73, the first step when a crisis occurs is to determine what kind of crisis is happening.



Discussion



Joy Samsel, APR

APR Facilitator



Michael Henry

Technical Facilitator

Scenario Practice Question

Rhonda Leiberick

You have been hired to work in the internal communications department. After researching the culture of your organization, you find it represents a high power distance. The CEO would like the company to function on a low power distance culture. What are two tactics to achieve this objective?



What are two tactics to achieve this objective?

- A. To build morale, offer a team building retreat for managers.
- B. Develop a company blog for employees to post questions for the CEO to respond.
- C. Establish an anonymous employee advisory board to advise management on ways to accomplish short-terms company goals.
- D. Send a survey to stakeholders to gather feedback to develop an internal communications plan.

What are two tactics to achieve this objective?

- A. To build morale, offer a team building retreat for managers.
- ☒ B. Develop a company blog for employees to post questions for the CEO to respond.
- ☒ C. Establish an anonymous employee advisory board to advise management on ways to accomplish short-terms company goals.
- D. Send a survey to stakeholders to gather feedback to develop an internal communications plan.

- KSA - RPIE - Planning
- Source: EPR ed. 10, chapter 9
- Hofstede's research on culture dimensions revealed that **power distance** is the extent to which people see inequities as natural and unchangeable. A low power distance organization is one which managers and employees see each other as equals – despite their positions. Managers emphasize the common corporate goals and objectives as a team effort. Employees interact directly with the CEO.

Discussion



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1-5 KSA Self Assessment

This activity may be taken several times throughout your study to review your progress and determine when you are ready to take the APR Examination.

- All of the questions on the APR Examination are based on identified KSAs, Knowledge Skills and Abilities, for the professional practice of Public Relations.
- APR Facilitators and your APR Coach will be able to review this survey and provide focused support in your study process.



Review each topic and indicate your preparedness based on this scale:

1 2
Unprepared



1 Unfamiliar with the topic and have not studied it

1 2 3
Studied



2 Reviewed the Study Guide and Texts for this topic

2 3 4
Understand



3 Studied and demonstrated your understanding of the topic

3 4 5
Applied



4 Used the topic in practice and know how to apply the topic

4 5
Prepared



5 Prepared and confident that you can use and explain the topic.



< PREV

NEXT >

Objective 1.1 Research (Concepts)

Consider your experience and study of this KSA. Indicate your study effort and overall readiness:



- A. I have not studied this 1.1.
- B. I have studied this 1.1 but have had only some experience with it.
- C. I have studied this 1.1 and have had experience and confident.



SUBMIT

KSAs - Knowledge, Skills, Abilities

•RPIE	33%
•Leading the PR function	18%
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•Ethics & law	13%
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Questions?

Type your question in the chat window now.



Concerns about the KSAs?

Interested in a Cohort Group?

Questions about your APR?

Milestones...

- 1 • Identify Strengths/Weaknesses - KSAs
- 2 • Set a Target Date for RR & CBE
- 3 • Read and Study Modules
- 4 • **Do a “Case Problem”**
- 5 • Submit a Draft Readiness Review
- 6 • Practice RR, ***THEN*** apply for Examination

Are you Ready?

Share your progress toward your
APR in the chat window now.



“Just starting out...”

“Passed Readiness Review”

“Interested in Professional
Development...”

“Ready to take the Exam”

“Ready to study...”

Thank you!



Kathy Mulvihill
Accreditation Manager



Joy Samsel, APR
APR Facilitator



Michael Henry
Technical Facilitator



Thank you!

Enroll now for Summer 2016

- Cohort groups start Feb. May. Sept.
- Online Course does not require APR Application
- Enrollment Information www.Online2Learn.net/APR/



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