



Accreditation Marketing Committee (APR Marketing) 2023 Plan-on-a-Page

Stated Goal: PRSA is the premiere lifelong learning volunteer education association for communications professionals because of its preeminent credentialing programs: Certificates in Principles of Public Relations (CPR), Accreditation (APR and APR+M) and College of Fellows

OBJECTIVE 1: By Dec. 2023, reach 230 applications for both CPR and APR/APR+M (25%+)

OBJECTIVE 2: By Jan. 2024, drive 150 candidates for the College of Fellows "Prep to Apply" Webinar (+25 from 2022)

OBJECTIVE 3: By Dec. 2023, through UAB collaboration – 1) provide content to 9 partner organizations to reach 50 candidates enrolled; 2) wide distribution of ad campaign to create 750K views resulting in 50%+ in awareness, driving 2K click-thrus and 250 leads

- Target Audiences:**
- PRSA Board of Directors
 - UAB Board + leadership of 9 partner orgs
 - Communications students
 - Mid-level practitioners
 - APR professionals with 240+ career hours
 - Journalists covering the comms industry
 - Hiring managers
 - Military personnel
 - Chapter APR Chairs, local board leaders

STRATEGY 1: Proactively communicate and engage with PRSA Board to amplify messaging

STRATEGY 2: Uplift the promise of the credential, the process and the framework for career success

STRATEGY 3: Demonstrate through actions, trust with UAB and College of Fellows for mutual collaborative benefit *

STRATEGY 4: Run a comprehensive social media campaign on socials focusing on LinkedIn showcasing diverse personas to reach target audiences

STRATEGY 5: Establish sub-committee dedicated to researching actions necessary to heighten awareness of the credential.

STRATEGY 6: Conduct a comprehensive APR month of activities designed to promote the value of the credential

STRATEGY 7: Utilize ICON as a platform to promote the APR

STRATEGY 8: Consult and execute marketing programs to educated cohorts about the benefits of APR

STRATEGY 9: Expand the AMC committee

Tactic 1A: Utilize quarterly reporting to provide ongoing updates on activities moving the needle

Tactic 2A: Provide compelling content for The Pinnacle

Tactic 2B: Host, hold and lead quarterly Zoom session with APR champions

Tactic 3A: Provide transparency to collaborative organizations through sharing of data/insights/lessons from marketing activities to the enhanced benefit of the professional

Tactic 4A: Coordinate and provide recommendations for a consistent social media presence

Tactic 4B: Maximize LinkedIn as an opportunity to reach the professional

Tactic 5: Source 3-4 national orgs w/voluntary life-long pro dev learning programs w/credential. Must be apples-to-apples comparison, not a state/federal required exam. Understand each go-to-market performance, investment, outcomes.

Tactic 6A: Prepare compelling content to launch APR month with a series of educational opportunities focused on lifelong learning to appeal to any PRSA member focused on RPIE model to elevate success

Tactic 7A: Partner with the planning team to integrate APR programming and part of the fabric of the event

Tactic 8A: Focus on the benefits to the hiring process by changing how it is perceived

Tactic 9A: As a working committee, first vet and then outline expectations for committee members while continuing to motivate them by focusing on success outcomes

1. Submit quarterly reports to romie.ares@prsa.org
2. Present to the board twice annually
3. Inform the board and keep board liaisons in the loop of activities, successes and challenges

4. Develop newsletter through existing framework
5. W/consistent deadline, follow up 2-weeks in advance for content reminders & on-time delivery
6. Develop annual 12-month editorial calendar and assign committee responsibilities
7. Feature Mark McClellan's book, Ethical Voices, in issues and ask for regular contributions
8. Connect with partner committees for regular content – CPR, APR+M, Fellows
9. Review monthly newsletter results, noting opportunities for future editions or changes

10. Invite all APR Chapter, District and Section Chairs, representative from CPR, APR+M and College of Fellows
11. Provide APR leader trainings with guest speakers and topics to better support recruiting, coaching, etc.
12. Host new APR Chair Bootcamp session

13. Schedule and host quarterly meetings with the UAB to demonstrate collaboration in action
14. Schedule twice yearly calls with the College of Fellows Executive Committee to align activities
15. Provide results and additional data during the calls
16. Include in the distribution of The Pinnacle the 9 partner organizations to the UAB
17. Provide ready to go social media content for cross-platform communication to designated audiences

* Because UAB creates the test and PRSA's AMC markets the test the UAB creates, building rapport by working with two colleague groups to earn trust will deliver on promises. The College of Fellows directly benefits from an increase in APR candidates. Collaboration is essential to ensure the lifelong learning track across all areas.

18. Source lead from AMC to champion the annual effort
19. Partner with Maureen's team on editorial calendar with mutually agreed upon deadlines and accountabilities
20. Provide additional content recommendations
21. Reach out to accredited professionals from 2022 cohort for video testimonials
22. Track results as part of quarterly reporting to collaborators, Board and regularly share with the AMC members

23. Implement testimonials with lead lines and trackable SEO architecture on LinkedIn with Maureen's team

24. Research interior designers, financial planners, project managers, life coaches, etc., who CHOOSE to voluntarily dedicate their lives to professional growth through programs similar to APR. Ascertain from these 3-4 sourced comparative programs how they nationally market the programming, invest in its outcomes, showcases its results to the desired target audiences, etc. Present findings to PRSA Board in 4Q w/next step recommendation

25. Continuously improve the APR website
26. Provide relevant content to drive awareness across all channels (social, enews, online, blog, etc.)
27. Track and measure results from all activities and include in quarterly reporting and to collaborative partners

28. Schedule a strategy session with Kathy and PRSA conference lead, John B.
29. Source lead from AMC to champion the effort
30. Explore developing an APR recognition or special reception as an APR benefit
31. Secure Nashville baker to provide APR cookies for promo of "Sweet Reasons APR Brings Success" – use as an invite to daily info sessions during conference
32. Develop ICON session "What's Your Why – the best APR GOATS of all Time" – set as a competition like American Idol for best story of what the APR did for a person's career

33. Implement an incentive-based approach such as free job postings for 30-days for APR preferred listings, discounts on memberships, conferences or lifelong learning opportunities
34. Provide an educational video to explain the benefits of the APR in the hiring process

35. Work with the PRSA chair-elect to secure a two-year co-chair term for the AMC committee continuing in 2023
36. Proactively and intentionally increase committee focusing on diversity
37. Instill mutual accountability for deliverables to meet measurable objectives
38. Purposefully and meaningfully collaborate with UAB, APR+M, COF source a champion for each

Elyse & Kevin – 1 ; Monica (editor), Claire & Julie – 2A; Isidro w/E&K – 2B, 3A & 4A ; Claire & Toby w/K – 4B ; Mike Daily – 5; Keli, Julie & Isidro – 6; Meredith, Monica, Susan & Tara – 7; Tara, Shannon & Susan – 8; Jacque & Shannon – 9;