



APR Cohort: Session 1

Friday, Sept. 13, 2019

11:30 a.m.-12:30 p.m.

join.me/mospra_director

Phone: [1.404.400.8750](tel:14044008750)

Conference ID: 910-070-824 #

Beginning the APR Journey: *What You Must Know
FIRST*





Today's Agenda:

- 1. Welcome & acclimating to Join.me**
- 2. Tips & insights for the panel presentation and exam**
(April Bryant, APR, Fast Bryant Consulting)
- 3. Key Resources for Success**
- 4. How to plot your journey/timeline**
- 4. Scenario Question/Practice**
- 5. Next Steps**





Preparing for my APR

April Bryant, APR





A little about me

- Obtained APR in June
- APR cohort multiple times
- Worked in school PR for nearly 15 years
- Co-owner of Fast Bryant Consulting





The most HELPFUL tip

Michelle Cronk, North Kansas City Schools

- Focused on one thing at a time
- My failure in the early stages was studying and trying to fill out the application
- Get one thing under your belt then move to the next step

Just APPLY.





Fill out the questionnaire

- Save on desktop - FRONT & CENTER
- Work on chunks at a time
- Proof in those moments where you have 10 minutes
- Ask an APR to read and offer feedback





Questionnaire & Section Two

- Use the resources from APR colleagues
 - I looked through Erica, Michelle, & Annie
- All about your project
- Deciding between two projects with missing pieces
- Successful bond issue
- A labor of love project
- I asked Michelle & Stephanie for thoughts (Google Docs)
- Ask for feedback before submitting





Picking a plan

My plan was light on the research.

My plan had obstacles that I never overcame.

My plan had oversights.

I still used it.





Prepping for panel

- Did not use technology (provided copies)
- “Tell us about your plan.”
- Their questions allowed me to refine my thinking even further
 - (ie: residents vs non-resident employees)





STUDY!

- I joined this cohort & an APR online (self-directed course)
- Quizlet games - AMAZING (I used Erica Chandler's Quizlet)
- Once I passed panel, I dedicated 4 uninterrupted hours a week to study
 - AND during practices, lunches, whenever I could grab more time
- I used the two weeks after school to really study two hours a day
- Tested 5-6 weeks after panel
- I stopped studying the few days before





Testing

Cathy Tweedie at SSD

- 62% to pass
- Marked the ones I wasn't confident about
- Made sure I had fewer marked

Harder than I thought

- My brain hurt
- I wondered if I was overthinking it





Last piece of advice

Keep your shoes on.





Key Resources for Success

1. (MUST HAVE) [APR Study Guide](#) (make sure it's the 2017 version)
2. (MUST HAVE) Cutlip & Center's *Effective Public Relations* (11th edition)
3. (Suggested) *Public Relations Strategies & Tactics* by Wilcox
4. (Hugely Helpful, especially for fast track) [Online2Learn.net/APR](#)
 - * MOSPRA gets a group discount for the APR Online2Learn cohort=\$169.
 - * This meets online on Tuesdays at 7 p.m.
 - * This offers TONS of resources, task sheets, networking w/ other PR pros outside of school communications
5. Encourage you to form small study groups to meet on your own/PRSA





Plotting your APR journey: Fast Track

1. Join NSPRA or PRSA now
2. By end of September 2019: Share with me what your communication plan
3. Start digging into your study guide and books now (start with RPIE)
4. Send in [application](#) by December 2019 or earlier – this starts the 12-month clock (\$385); *continue studying...*
5. Prepare for Panel (December 2019-Spring 2020), start your questionnaire and *keep studying...*
6. Send in questionnaire to Michelle Mueller approx. 2 weeks prior to the date when you want to have the panel, but be sure to tell Michelle at least 30 days prior to anticipated date to arrange panel. *Keep studying...*
7. Sit for your Panel (Spring/Summer 2020; NSPRA is in STL in July 2020); take a breath 😊
8. Study and pass the exam (Summer 2020-December 2020) **CELEBRATE**





Plotting your APR journey: Leisure Track

1. Start thinking about a communication plan – either one you completed/led or one that you plan to start . Be the lead on it.
2. Start digging into your study guide and books now (start with RPIE) .
3. Continue studying with focus on RPIE, working on a communication plan.
4. Set a date to apply.



Scenario-Based Question: RPIE

As the internal communications director at an accounting firm, you've been asked to create a communications plan centered on fringe benefits aimed at retaining employees. A recent survey showed that only 40 percent of employees are enrolled in the worksite wellness program.

Which of the following is an outcome objective that may be included in your plan? Choose two.

Q&A by Jessamy Brown, APR
Patient Communications Specialist at JPS Health Network
Dallas/Fort Worth Area



Which of the following is an outcome objective that may be included in your plan? Choose two.

- A. By December, create a brochure highlighting employees who have lost weight using the wellness program.
- B. Employees will be informed about wellness initiatives by email by the 15th of each month.
- C. By Dec. 1, increase the number of employees who sign up for the wellness program by 20 percent.
- D. Invite employees to tour the wellness center by Dec. 1 to improve employee perceptions about the program.
- E. Three hundred employees will attend the annual wellness information meetings held in December, up from 150 attendees last year.



...and the answer is:

- **C and E**

C. By Dec. 1, increase the number of employees who sign up for the wellness program by 20 percent.

E. Three hundred employees will attend the annual wellness information meetings held in December, up from 150 attendees last year.

Rationale: Only C and E are measurable and time-bound to allow the public relations professional to effectively evaluate how communications efforts impacted the audience. Outcome-based objectives specify the change in knowledge, opinion or behavior in the audience you want from communication efforts. They are SMART: Specific, Measureable, Achievable, Realistic, Time-specific.

- See Study Guide, Fourth Edition, pages, 23, 25-26, 46; EPR, 11th edition, pgs 271-272, 315





Next Up: Session 2

KSA: Research, Planning, Implementation, Evaluation

Friday, Oct. 11, 2019

11:30 a.m.-1 p.m. via Join.me

Homework:

EPR: Step One: Defining Public Relations Problems

Study Guide: Pages 1-15 (peruse intro)

Pages: 20-45

