



Accreditation (APR) Candidate Scholarship

Purpose

The Accreditation (APR) Candidate Scholarship recognizes a CoSPRA member who demonstrates a strong commitment to continually improve his or her knowledge, skills and abilities in public relations to benefit the organization he/she works for, other CoSPRA members and the greater public education community.

Deadline

Submit application on or before Tuesday, Jan. 19, 2010. Scholarship winner will be notified early February 2010 and recognized at the CoSPRA spring meeting in April 2010.

Criteria

- Is a current CoSPRA member.
- Has at least five years of professional experience in public relations or a related field.
- Articulates a clear understanding of the value of Accreditation as it relates to the candidate's professional growth.
- Demonstrates a desire to hone his or her strategic communication knowledge, skills and abilities as they relate to his or her district and the school public relations profession.
- Regularly demonstrates strategic communication skills in his or her role within a district or education organization.
 - Examples:
 - Follows a strategic plan.
 - Conducts regularly scheduled meetings with his or her team to discuss challenges.
 - Aligns technology to deliver consistent messages to targeted internal and external audiences.
- Actively participates in professional development sessions presented by local or national public relations experts.
- Regularly attends CoSPRA regional meetings, conferences and workshops.

Eligibility

Any CoSPRA member with five years or more experience in public relations or a related field is eligible for this scholarship. All entries are self-nominations.

Submission Process

1. Submit application using the Official Nomination Form as the cover sheet.
2. Include the following information:
 - Up to two pages of double-spaced text, outlining how you meet the scholarship criteria.
 - Outline at least three strategies you'll use to successfully earn your APR.

- Articulate why you view earning your APR as a professional growth opportunity.
 - Outline how earning your APR will improve your communications work.
3. The submission may also include up to five pages of supporting documentation demonstrating your effectiveness in meeting the scholarship criteria by including, but not limited to, samples demonstrating how you use strategic communication skills in developing and implementing projects in your district or education organization.
 4. Return application to CoSPRA at joe.ferdani@adams12.org on or before the scholarship entry deadline.
 5. The selection committee will select one scholarship winner.

Selection

The CoSPRA Accreditation (APR) Scholarship will be coordinated by CoSPRA's immediate past-president who will assemble a panel of judges who are Accredited and are CoSPRA members. Judges will evaluate the scholarship nominations based on the criteria.

Scholarship

The scholarship recipient will receive \$275 toward the application fee for Accreditation. The difference between the application fee (\$385) and the scholarship is \$110. Members of NSPRA or PRSA are eligible for a \$110 rebate upon earning their APR. The scholarship recipient will be reimbursed \$275 upon presentation to CoSPRA's immediate past-president of his/her application acceptance letter from the Universal Accreditation Board. The scholarship recipient's application acceptance letter must be presented by March 31, 2010.

Conditions of Scholarship

The scholarship recipient will be reimbursed \$275 upon presentation to CoSPRA's immediate past-president of his/her application acceptance letter from the Universal Accreditation Board. The scholarship recipient's acceptance letter must be presented by March 31, 2010. In addition, the scholarship recipient will show proof that he/she paid the APR application fee with personal funds.

Cost

There is no cost to submit a nomination for this scholarship.



Accreditation (APR) Candidate Scholarship – Official Nomination Form

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Submission Information

Name and Title: _____

Organization: _____

Address: _____

City/State: _____ Zip: _____

Phone Number: _____

E-mail Address: _____

By signing this scholarship entry form, I understand the Accreditation (APR) Candidate Scholarship includes a reimbursement of \$275 upon presentation to CoSPRA's immediate past-president my application acceptance letter from the Universal Accreditation Board. I also understand I must present the acceptance letter by March 31, 2010. In addition, I will show proof that I paid the APR application fee with personal funds.

Signature, scholarship applicant