



**Canadian Public Relations Society, Inc.
Work Sample Overview Criteria for Eligibility**

The following guidelines are used to confirm each candidate's work sample overview meets the minimum requirements for the scope of the project and their role in that project.

Candidate's name: _____ Date: _____

SCOPE	Minimum Scope Required	Candidate status and comments
1. An overview of the project	The project is multifaceted, incorporating a variety of communication approaches (Single deliverable program, e.g. one seminar or one report, will generally not meet minimum scope guideline)	<input type="checkbox"/> OK - Meets minimum standard <input type="checkbox"/> Not OK – Insufficient scope Comments:
2. The organizational and PR goals the project was intended to serve	Project must clearly serve a stated PR goal and the overview mentions how this links to an organizational goal	<input type="checkbox"/> OK - Meets minimum standard <input type="checkbox"/> Not OK - No PR goal stated <input type="checkbox"/> Not OK - No organization goal stated Comments:
3. The organizational and PR goals relate to the evaluation of the project	Candidate makes reference to the ability to evaluate the outcome, not just output of the program or project	<input type="checkbox"/> OK - Meets minimum standard <input type="checkbox"/> Not OK - No outcome evaluation mentioned Comments:
4. The approximate date of project completion	No later than two years prior to due date of submission	<input type="checkbox"/> OK - Meets minimum standard <input type="checkbox"/> Not OK – Project is too old Comments:

Candidate meets minimum scope standard: Yes No

If candidates do not meet the minimum scope standard, they can elect to proceed with their work sample, addressing the weaknesses identified, in order to increase the likelihood of success. No appeal is required. The candidate's alternative is to voluntarily withdraw from the accreditation process until they have a suitable project that meets scope standards.

ROLE / OWNERSHIP	Minimum Role / Ownership Required	Candidate status and comments
1. Candidate's involvement in the decision to launch the project, or the point at which he / she became the lead PR practitioner for the project	Candidate's involvement must pre-date commencement of analysis and selection of strategies and tactics	<input type="checkbox"/> OK - Meets minimum role <input type="checkbox"/> Not OK – Not involved with selection of strategies and tactics <input type="checkbox"/> Not OK - Not involved in analysis Comments:
2. A discussion of candidate's role in the research, analysis, communication and evaluation related to the project	Candidate must have had some direct involvement in at least three of the four RACE elements.	<input type="checkbox"/> Involved in research <input type="checkbox"/> Involved in analysis <input type="checkbox"/> Involved in communication <input type="checkbox"/> Involved in evaluation <input type="checkbox"/> OK – Meets minimum role <input type="checkbox"/> Not OK - Insufficient involvement (two or fewer RACE elements) Comments:
3. Whether candidate worked alone, as team leader, or as a member of a team	<p>Alone is OK</p> <p>Team leader is OK, if the candidate was responsible from start of project and meets requirements of #2 above.</p> <p>Member of team: Work must have been assigned in such a way that candidate was solely responsible for activities serving a specific PR objective.</p>	<input type="checkbox"/> OK - Candidate worked alone <input type="checkbox"/> OK - Candidate was a team leader with direct involvement in start of project satisfying #2 above <input type="checkbox"/> OK – Candidate had primary responsibility for activities related to a specific PR objective <input type="checkbox"/> Not OK – does not satisfy any of the above Comments:
4. What staff or consultant support was available for the project	Candidate's involvement in project or program must not be limited to staff or consultant supervision.	<input type="checkbox"/> OK - Candidate had staff and consulting help but still meets standards in #3 above <input type="checkbox"/> Not OK - Candidate only did plan or part of plan; not involved in any implementation because of staff and/or consultant support Comments:

Candidate meets minimum role / ownership standard: Yes No

If candidates do not meet the minimum ownership standard, the work sample is disqualified. Candidates can review the Accreditation Handbook for information on the process for appeals or on the process for resubmitting a new work sample in the next year's program.