

Be it resolved that the Public Relations Society of America will participate with diligence and good faith in cooperation with fellow NAPRC organizations to define a process for instituting a universal public relations credentialing program that could operate independently from the control of any individual NAPRC group.

The PRSA Board of Directors recommends the following procedure.

Any NAPRC organization that has approved this resolution as of April 1, 1995, will appoint one PRSA-Accredited member to participate as an ex-officio member of the PRSA Accreditation Board with full access to and involvement in all aspects of the PRSA Accreditation process, with the exception of voting to grant Accreditation to PRSA exam candidates.

The ex-officio members will have the following responsibilities in addition to their ongoing contribution to and participation in the work of the PRSA Accreditation Board:

- ▶ Development of a case-study question representing each organization and any special interests or areas of expertise which should be included as an option in a final universal exam. Each question will be developed following an agreed-upon template for case-study questions and a process for validation.
- ▶ Participation on a committee assignment to define a possible transition process to an independent exam, specifically addressing issues including but not limited to:
 - ▶ Exam Content
 - ▶ Administration
 - ▶ Grading
 - ▶ Governance
 - ▶ Terminology
 - ▶ Reciprocity
 - ▶ Maintenance
 - ▶ Income and Expense

By December 31, 1995, these ex-officio members and the PRSA Accreditation Board will define a process for implementing a universal certification program. By April 1, 1996, NAPRC member organizations will consider the proposed program and reach a decision on their participation.

Adopted by the PRSA Board of Directors
January 20, 1995