**Certificate in Public Affairs Management**

**Self-Tracking Form**

Total credits required: **40**

Core Public Affairs Management — **12** credits
Participation in cross-functional workshops and seminars focused on core management principles.

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| 4.       |
| Integration and Leadership Electives — **16** credits Participation in programs related to the applicant’s specific area of interest or their organization’s needs.1.       |
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| 4.       |
| 5.       |

Compliance Management — **4** credits
Attend in-person compliance seminar and/or related webinars.

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| 4.       |
| Leadership in the Public Affairs Community — **8** credits Demonstrating thought leadership in the community, serving as a mentor and providing guidance and resources to peers. 1.       |
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| 4.       |

**Overview of requirements:**

**Core Public Affairs Management: 12 credits**

* No more than 3 of these credits may be earned from webinar participation.
* The mix of core public affairs management programs may change from year to year.

**Integration and Leadership Electives: 16 credits**

* No more than 3 of these credits may be earned from webinar participation.
* The mix of elective programs may change year to year.
* Participants may earn **2 credits** for participation in a Council Spring Executive Meeting; **no more than** **4 credits** may come from Executive Meeting attendance.
* Past graduates of Public Affairs Institute can request five credits toward their elective goal for the Certificate in Public Affairs Management.

**Compliance Management: 4 credits**

Participants may complete this requirement by either:

* Attending a compliance seminar with Ken Gross of Skadden, Arps, Slate, Meagher & Flom, and one related webinar OR
* Participating in a mix of webinars related to compliance.
* The mix of compliance programs may change from year to year.

**Leadership in the Public Affairs Community: 8 credits**

* Participants must serve as a mentor and show thought leadership by creating and sharing case studies, white papers or other resources. These two elements will earn 5 credits; the remaining 3 credits may be achieved in a number of ways.
* Credits may be earned in the following categories:
	+ Sharing Resources and Information – 1 credit each
		- Sharing samples and resources for the Council’s virtual resource library. These must be shareable documents (although they can be made anonymous). Participants will earn **1 credit per three resources submitted**, with a **maximum of 2 credits** awarded for resource sharing.
		- Serving as a speaker at a certificate-related Council program (at the discretion of Council staff).
	+ Insight-Sharing Guidance – 2 credits each
		- Serving as a mentor for a full-year through the Council’s mentoring program. (The mentee must confirm activity.) **This is a required element of the program.**
		- Writing article or tip sheet that provides guidance to help peers manage their function. Participants must work with Council staff in the development of these tools.
	+ Demonstrating Thought Leadership – 3 credits each
		- Developing a detailed white paper or case study on topics such as strategic planning, departmental organization, and other initiatives that demonstrate innovation, cross-functional leadership and industry advancement. Participants must work with Council staff in the development of these tools. **This is a required element of the program.**

Additional notes:

* Only live participation in webinars is eligible for certificate credit. Purchases of webinar recordings will not be eligible for credit.
* Since the Public Affairs Council has no input on the agenda or content of programs held by other organizations, credit will not be given for attendance at non-Council programs.