

**Self-Tracking Form**  
*Certificate in Public Affairs Management*

**Total credits required: 30**

**Core Public Affairs Management — 12 credits**

Participation in cross-functional workshops focused on core management principles.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

**Integration and Leadership Electives — 8 credits**

Participation in programs related to the applicant's specific area of interest.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**Compliance Management — 3 credits**

Attend in-person compliance seminar and/or compliance webinars.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

**Leadership in the Public Affairs Community — 7 credits\***

Demonstrating leadership to the community, serving as a mentor and providing guidance and resources to peers.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

### Overview of requirements:

- Only registered participation in live webinars is eligible for certificate credit. Purchase of webinar recordings is not applicable.
- Credits earned through participation in webinars are capped at a maximum of 3 credits per category.
- Virtual participation in workshops is not limited. When earning credit as a virtual participant:
  - You must ask questions and provide feedback and commentary during discussion periods.
  - Attend and participate throughout the entire event. Registration without attendance or early departure from an event will not count towards certificate completion.
- Participants must attend the Public Affairs Leadership Summit, worth 6 Core Credits, to complete the Certificate.
- Past graduates of the Public Affairs Institute may request 5 credits toward their elective credit requirement for the Certificate in Public Affairs Management, regardless of graduation date.
- Participants may earn 2 credits for participation in a Council Spring Executive Meeting; no more than 4 credits may come from Executive Meeting attendance.
- 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.
- Candidates should expect to complete the program requirements within 5 years of application.
- Programs more than 30 days prior to the date of the application will not count toward certificate completion.

### **\*Leadership in the Public Affairs Community**

Community credits may be earned for the following activities

#### **Required Activities:**

- Posting on Council Connect (platform is only available to Public Affairs Council members) – 1 Credit for each 5 posts of substance Posts must be tagged with @Kristin Brackemyre so that they can be tracked.
- Posting is required minimally once per quarter
- Submitting management or strategic planning related resources to be shared in the Council's resource library— 1 credit per three resources submitted, up to a maximum of 2 credits
- Serving as a speaker at a related Council program (at the discretion of Council staff) — 2 credits
- 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. These case-studies should provide an in-depth analysis of the situation, steps taken to achieve objectives and ultimate outcomes. They should also be applicable to peers. Participants must work with Council staff in the development of these tools. — 3 credits

#### **Optional Activities:**

- Serving as an active member of a Conference Advisory Committee, at the discretion of Council staff.
  - Active members participate in advisory committee meetings and calls, or connect with staff when not available to participate in meetings; submit speaker and program suggestions; actively promote the conference to colleagues and peers; and support conference success through participation, attendance, submission of relevant resources and active involvement in conference activities). Credit for this will be awarded after the relevant conference occurs — 1 credit
- Writing an article or tip sheet for use on the Council's website or in one of the Council's newsletters (in conjunction with Council staff) — 2 credits