

July 12, 2023



Public Affairs  
Council

# Certificate Program Informational Webinar

# Today's Speakers



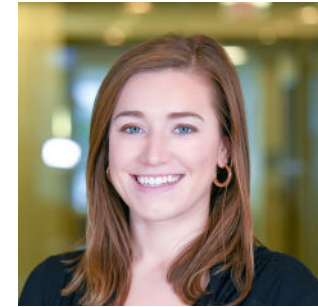
Price Fisher  
Program Coordinator



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Senior Manager,  
Government Relations



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Senior Director, Public  
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Senior Manager, Political  
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# Invest in Your Career

## The path forward starts *here.*

Earning a Certificate from the Council demonstrates the commitment you've made to developing as a public affairs professional.

We offer three certificate programs to strengthen your expertise and prepare you for the next level of your career. The programs follow rigorous curricula focused on building core knowledge, developing strategic skills and engaging in community involvement.

*"The professional development I received through the certificate program has made me a more strategic thinker and has helped position me for career advancement."*

— Michelle Erbeyi, 2022 Certificate in Public Affairs Management Graduate



Learn more at [pac.org/certificate](https://pac.org/certificate)



## Public Affairs Council Certificate Program



Public Affairs Management

PAC and Grassroots Management

Government Relations and Lobbying

[pac.org/certificate](https://pac.org/certificate)



# Program Overview: Nearly 600 participants

## PAC & Grassroots Management

- 261 Current participants
- 128 Graduates

## Government Relations & Lobbying

- 147 Current participants
- 5 Graduates

## Public Affairs Management

- 187 Current participants
- 10 Graduates



# Program Overview: Tailored to your needs

## PAC & Grassroots Management

- **Focus:**  
Mid-level public affairs professionals
- **Goal:**  
Strengthen understanding of and expertise in political action committees or grassroots advocacy
- **Specialization:** Must specialize in one area (can complete multiple certificates and earn both specializations)

## Government Relations & Lobbying

- **Focus:**  
Mid-level public affairs professionals
- **Goal:**  
Strengthen understanding of and expertise in government relations and lobbying
- **Specialization:**  
No specialization, but ability to select government relations or lobbying focused coursework

## Public Affairs Management

- **Focus:**  
Current and rising leaders in public affairs
- **Goal:**  
Strengthen knowledge of best practices in public affairs management and enhance expertise in leading an integrated collaborative and strategic public affairs function
- **Specialization:**  
No specialization, but ability to select electives



# Program Overview: Experience and more

## PAC & Grassroots Management

- **Required Experience:**  
2 years in public affairs (not required to be PAC-or grassroots- specific)
- **Completion Window:**  
2-3 Years
- **When to Apply:**  
Prior to or within 30 days after attendance at a certificate-eligible program

## Government Relations & Lobbying

- **Required Experience:**  
2 years in government relations, lobbying or advocacy (or one full year as a legislative or agency staffer)
- **Completion Window:**  
2-3 Years
- **When to Apply:**  
Prior to or within 30 days after attendance at a certificate-eligible program

## Public Affairs Management

- **Required Experience:**  
7-10 years in public affairs with demonstrated responsibility for function management, cross-functional leadership and/or strategy-level decision-making for public affairs
- **Completion Window:**  
3-5 Years
- **When to Apply:**  
Prior to or within 30 days after attendance at a certificate-eligible program



# Certificate Basics

- Three programs: PAC & Grassroots Management, Government Relations and Lobbying, Public Affairs Management
- Webinars are 1 credit, workshops are 2 credits, signature events are 3 – 6
  - Must attend webinars and workshops live – recordings don't count
- Not tied to your position – you don't have to start over if you change jobs
- We send you a framed physical certificate upon graduation
- No application fee until October 1, 2023 – \$199 after

# Applying

- Fill out a PDF online and return to me  
([certifications@pac.org](mailto:certifications@pac.org))
  - Name, organization, summary of job history to ensure requirements are met, contact info
- If everything looks good, you're in!
- Any events taken within 30 days of application date will count
- Open to members and non-members



# PAC & Grassroots

25 Credits – \$4,000 - \$5,500 – 2 years experience – 3 years to complete

## Specialization – 15 Credits

- Can choose PAC or Grassroots, or eventually do both
- Get credit through webinars, workshops, “signature events” – must go to Advocacy or PAC Conference

## Community – 3-7 Credits

- Not like the others – interacting with the community instead of attending events
- Can speak at events, post on Council Connect, serve on an advisory committee, write a tip sheet/newsletter, or submit documents

## Compliance – 5 Credits

- Webinars and workshops specifically on compliance topics
- Biannual summits with Ken Gross
- Learn how not to go to prison

# Government Relations & Lobbying

25 Credits – \$3,000 - \$4,500 – 1\*- 2 years experience – 3 years to complete

## Specialization – 16 Credits

- Single track rather than dual track like PAC & Grassroots
- Open to Hill or federal/state regulatory staffers with one full year of experience
  - Otherwise, two years of public affairs experience
- Must attend the Advocacy Conference or Government Relations and Policy Conference

## Community – 5 Credits

- Can speak at events, post on Council Connect, serve on an advisory committee, write a tip sheet/newsletter, or submit documents

## Compliance – 4 Credits

- Webinars and workshops specifically on compliance topics
- Biannual summits with Ken Gross

# Public Affairs Management

30 Credits – \$2,500 - \$4,000 – 7 years experience – 5 years to complete

## Core – 12 Credits

- Single track – management specific webinars and workshops
- Must attend Public Affairs Leadership Summit
- Can get credit from Spring Executive meeting

## Compliance – 4 Credits

- Webinars and workshops specifically on compliance topics
- Biannual summits with Ken Gross

## Elective – 8 Credits

- Webinars and workshops that aren't management-specific
- If you have graduated from Public Affairs Institute, you get 5 elective credits

## Leadership/Community – 5 Credits

- **REQUIRED:** Council Connect posts, documents, speaking, creating a resource (~500 words)
- **OPTIONAL:** Serving on advisory committee, contributing to newsletter

# Website

- [pac.org/certificate](https://pac.org/certificate)
- Application
- Cost comparisons
- Requirements, eligibility, frequently asked questions
- Upcoming & past events

PROGRAM	CREDITS EARNED	MEMBERSHIP PLUS+ PRICE	MEMBER PRICE	NON MEMBER PRICE
2023 National PAC Conference	6 PAC Credits	\$1,699 (non-early bird)	\$1,699 (non-early bird)	\$1,899 (non-early bird)
2022 Workshop: Creative PAC Communications and Solicitations	2 PAC Credits	\$0	\$369	\$499
2022 Workshop: Best Practices in Government Relations Organization & Budgeting	2 PAC Credits	\$0	\$369	\$499
2022 Workshop: PAC Management Bootcamp	2 PAC Credits	\$0	\$369	\$499
2022 Workshop: Project Management for Public Affairs	2 PAC Credits	\$0	\$289	\$399
2022 Workshop: How to Respond to Public Affairs Questions from Investors	1 PAC Credit	\$0	\$289	\$399
2022 Workshop: The Modern Fly-In: New Hill Day Approaches	3 Compliance Credits	\$0	\$289	\$399
2022 Legal Seminar: Political Compliance Summit	3 Compliance Credits	\$595	\$595	\$799
2022 Compliance Webinar: LDA Versus IRC Filing Methods	1 Compliance Credit	\$0	\$0	\$229
Share 5 samples and resources for the Council's virtual resource library	1 Community Credit	No cost	No cost	No cost
Serve as a conference advisory committee member	1 Community Credit	No cost	No cost	No cost
Submit an article for a Council newsletter	1 Community Credit	No cost	No cost	No cost
<b>TOTAL</b>	<b>25 Credits</b>	<b>\$2,294</b>	<b>\$4,268</b>	<b>\$5,621</b>

*Note: You may take a different set of course options throughout the course of your certificate, which may increase or decrease the final cost.*

Learn more at: [pac.org/certificate/pacgr](https://pac.org/certificate/pacgr)

# Questions?

**THANK YOU!**