

August 8, 2024



Public Affairs
Council

Webinar: Certificate Program

Today's Speakers



Price Fisher
Programs Associate

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



Public Affairs Council Certificate Program



Public Affairs Management

PAC and Grassroots Management

Government Relations and Lobbying

pac.org/certificate



Program Overview: Nearly 500 participants

PAC & Grassroots Management

- 193 Current participants
- 143 Graduates

Government Relations & Lobbying

- 141 Current participants
- 12 Graduates

Public Affairs Management

- 129 Current participants
- 14 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
- As of October 1, 2023 – \$199 fee

Applying

- Fill out NEW online form
 - Name, organization, summary of job history to ensure requirements are met, contact info
- I'll review it and 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 – \$4,500 - \$6,000 – 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 – 5 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 – \$3,800 - \$5,000 – 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 – \$3,200 - \$4,400 – 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:** Speaking, creating a resource (~500 words)
- **OPTIONAL:** Council Connect posts, documents, serving on advisory committee, contributing to newsletter

Website

- pac.org/certificate
- Application
- Cost comparisons
- Requirements, eligibility, frequently asked questions
- Upcoming & past events

Certificate in PAC and Grassroots Management



PROGRAM	CREDITS EARNED	MEMBERSHIP PLUS+ PRICE	MEMBER PRICE	NON MEMBER PRICE
National PAC Conference	6 PAC Credits	\$1,899 (non-early bird)	\$1,899 (non-early bird)	\$2,099 (non-early bird)
Workshop: Creative PAC Communications and Solicitations	2 PAC Credits	\$0	\$369	\$499
Workshop: Best Practices in Gov't Relations Organization & Budgeting	2 PAC Credits	\$0	\$369	\$499
Workshop: PAC Management Boot Camp	2 PAC Credits	\$0	\$369	\$499
Workshop: Project Management for Public Affairs	2 PAC Credits	\$0	\$289	\$399
Workshop: How to Respond to Public Affairs Questions from Investors	1 PAC Credit	\$0	\$289	\$399
Workshop: The Modern Fly-In: New Hill Day Approaches	3 Compliance Credits	\$0	\$289	\$399
Legal Seminar: Political Compliance Summit	3 Compliance Credits	\$595	\$595	\$799
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
Certificate Application Fee	N/A	\$199	\$199	\$199
TOTAL	25 Credits	\$2,693	\$4,667	\$6,020

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

Frequently Asked Questions

- How much does it cost?
 - Depends on membership tiers
- How long does it take?
- Can I apply at any time?
 - Yes!
- How do I track?
 - Two ways...
- What are Community Credits?

Tracking

To see your transcript:

- Log into members.pac.org
- Scroll to “certificate programs and ”click here”
- All credits for all certificates
- Updates every 1-2 months
- We also have a self-tracking form

Certificate Programs

The Public Affairs Council offers three certificates designed to help you demonstrate the commitment you've made to developing proficiency in public affairs.

[Certificate in Public Affairs Management](#) Strengthen your knowledge of best practices in public affairs management.

[Certificate in PAC and Grassroots Management](#) Improve your skills in two key components of any political program: political action committees and grassroots advocacy.

[Certificate in Government Relations and Lobbying](#) Deepen your expertise in the best practices and strategies needed to influence policy and to be leaders in the field.

View the recording of our informational webinar: [Learn More About the Council's Certificate Programs](#)

If you are already participating in one of our certification programs, you can [click here](#) to view your transcript.

Gov't Relations and Lobbying NOT CURRENTLY ENROLLED

Description	Evaluation	Progress
Community (min. 5 credits)		
Compliance (min. 4 credits)		
Eligible Events (min. 16 credits; must include 4 GRPC or 6 TAC credits)		
Total Credits Earned (min. 25 credits)		

Please Note: This transcript may not include the most recent credits earned. Credits will appear when the event is closed. Events are closed 1-2 months after the event has ended. To learn more about certification programs, [click here](#).

PAC & Grassroots PAC : 12/20/2022 - 01/20/2026

Description	Evaluation	Progress
Community (min. 5, max 7)	Not Yet Passed	1
Compliance (min. 5)	Passed	5
PAC Specialization (15 min.; must include 6 National Conference credits)	Passed	16
Total Credits Earned (min. 25)	Not Yet Passed	22

P. A. Management NOT CURRENTLY ENROLLED

Description	Evaluation	Progress
Core Events/Webinars (min. 12 credits; must include 6 Leadership Summit credits)		
Elective Events/Webinars (min. 8 credits; must include 8 integration and leadership credits)		
Compliance Events/Webinars (min. 3 credits)		
Community (min. 7 credits; must include speaking at an event and writing a white paper/case study)		
Total Credits Earned (min. 30 credits)		

Certification Activity

Cert : PAC & Grassroots						
Credit Unit	Credit Type	Description	Credits	Eligible Credits	Non Eligible Credits	Start Dt
Compliance	Full Day Council Program	In Person Participant - January Political Compliance Summit Washington, DC	3	5	0	01/31/2023
Compliance	Webinar	2023 Compliance Webinar: State Lobbying Rules and Regulations	1	5	0	06/29/2023
Community/Leadership	Community Credits	5 documents	1	1	0	02/14/2024
Compliance	Webinar	2024 Compliance Webinar: LD2s and LD203s	1	5	0	03/13/2024
PAC	National Conference (PAC, GR)	Participant: 2023 National PAC Conference West Palm Beach, FL	6	14	0	02/26/2023
PAC	Webinar	2023 Webinar: PAC Fundraising Among Remote Workforces	1	14	0	04/04/2023
PAC	Half Day Council Program	Virtual Participant - 2023 Corporate PAC Intensive	3	14	0	09/12/2023
PAC	Half Day Council Program	Virtual Participant - 2023 PAC Peer-to-Peer Fundraising	2	14	0	10/04/2023
Elective - PAC or GR Specialization	Half Day Council Program	Virtual Participant - 2023 Using Video for PAC and Grassroots Engagement	2	2	0	06/06/2023
PAC	Half Day Council Program	Virtual Participant - 2023 Effective PAC Engagement Strategies	2	14	0	11/02/2023

Community Credits

- Speak at an event (2 credits)
- Serve on an advisory committee (1 credit)
- Post on Council Connect (members only; 5 posts per credit)
- Send me resources for the library (3 or 5 per credit)
- Write for the newsletter or website (2 credits)
- PAM: create white paper (3 credits)
- Coordinate with me!!

Questions?

Price Fisher
Programs Associate
certifications@pac.org
pfisher@pac.org

THANK YOU!