

Taking Careers to the Next Level:

Learn More About the Council's Certificate Programs

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What We'll Cover



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Today's Agenda

- Overview of two certificate programs:
 - Certificate in PAC & Grassroots Management
 - Certificate in Public Affairs Management
- Scope and benefit of certificates
- Certificate details and requirements
- ROI for individual and organization
- Q&A

Overview

Certificate in PAC & Grassroots Management

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

Certificate in 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

Certificate Eligibility

Certificate in PAC & Grassroots Management

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

Certificate in 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 estimate:** 3-5 years
- **When to apply:** Prior to or within 30 days after attendance at a certificate-eligible program

There is **no cost to apply** for either certificate and they are open to both members and non-members.

Certificate in PAC & Grassroots Management

- 226 current participants
- 25 graduates of the program

Certificate in Public Affairs Management

- 60 current participants



Requirements:

Certificate in PAC & Grassroots Management

Curriculum	Credit Requirements	What It Looks Like
PAC or grassroots specialization	15 credits	Participation in seminars and workshops (including one national conference) focused on PAC or grassroots management topics
Compliance management	5 credits	Attendance at compliance programs to gain in-depth knowledge of legal rules
Community engagement	3 credits (up to 7 credits)	Engaging with peers through activities like serving as a mentor and providing guidance and resources to others

Community Credits: PAC & Grassroots Management

- One year as mentor (1 credit)
- One year on the National Grassroots or National PAC Conference Advisory Committee* (1 credit)
- Share grassroots- and/or PAC-related resources for use in the Council's resource library (5 resources for 1 credit; max of 2 credits)
- Speaker at a related Council program* (1 credit)
- Write an article or tip sheet for use on the Council's website or in the *PIN Points* newsletter (1 credit)

Using Internal Social Media Platforms to Promote Your PAC



Kayla Munro, government relations manager at Nationwide, shares how utilizing her company's internal social media platform helped grow the organization's PAC and offers tips for how to develop your own online community.

Whether you're the new government relations guy at a trade association or a seasoned PAC manager in corporate America, communication is a key driver of your overall success in the workplace. We all know that social media can help us become more engaged, connected, effective and informed, but compliance considerations often limit how this can be leveraged for PACs.

Can utilizing internal social media tools help you to promote your PAC's brand? My colleagues in the field at Nationwide are starting to consider how we can capitalize on the positive benefits of social media and translate them into an exclusive community that rewards,

**At the discretion of Council staff*

Programs Eligible ★

www.pac.org/certificate/pacgr

Upcoming Conferences

Sep 8 Webinar: Twitter for Advocacy: Influencing Policy in 140 Characters or Less



Twitter is useful for building relationships with key stakeholders and educating them about your issues. It's also the ideal venue for building excitement around events and sharing instant updates with your followers.

Sep 8 Cultivating Grassroots Ambassadors ★ CAE



Grassroots ambassadors who exceed expectations are made — not born. How do you go the next step and move from cultivating advocates to empowering ambassadors? We'll examine case studies and best practices in identifying, recruiting, empowering and managing your top grassroots advocates.

Sep 13 Webinar: Post-Election Engagement of Your PAC and Grassroots Community



Organizations often use the lead up to an election to conduct voter education, host in-district events and increase donor participation and contributions to the PAC. However, you can also use the excitement of the post-election period to engage your stakeholder community further. Through creative post-election reports, election wrap-up events and previews of — and outreach to — the 115th Congress, you can create an even greater understanding among your advocates and donors, plus provide a launching point for your 2017 efforts.

Sep 13 Storytelling for Advocacy ★ M CAE



While phone calls and emails can demonstrate the sheer number of concerned citizens, a truly personal story is what's remembered and recounted on the House floor. But storytelling can be challenging — especially when your audience's time is limited. This workshop will approach storytelling from a new perspective and help your organization use digital, visual and in-person storytelling techniques to increase the impact of your advocacy efforts.

Sep 14 Fly-Ins That Stand Out ★ CAE



Top organizations will share how to make a fly-in successful while also providing insight on preparing your advocates to be effective messengers for your organization. Plus, we'll look at ways to cross-promote your PAC and use fly-ins as a jumping-off point for motivating more active advocates throughout the year.

Sep 15 Using Events and Meetings to Increase Your Grassroots and PAC Impact ★



Do you host fly-ins? Welcome legislators at site visits? Hold PAC donor recognition events? All of these opportunities are great chances to introduce your programs to new audiences and provide value to existing donors and advocates. Hear how to take advantage of your existing event calendar to cross-promote and elevate all of your political programs.

Sep 15 Building an Integrated PAC and Grassroots Communications Strategy ★ M



PAC donors and grassroots advocates have limited bandwidth for receiving and acting on the requests and information you send. Join us to discuss common ways to communicate with your advocate and donor community and new ideas to rethink your communications and outreach to cross-promote both programs.

Sep 20 Webinar: Measuring and Communicating the Value of Grassroots ★ M



Ensuring that your key internal stakeholders have a clear understanding of the value your grassroots efforts bring to your organization requires effective measurement and communication of outcomes.

Sep 22 Webinar: Developing Impactful Content for Advocacy ★



Developing compelling and powerful content is crucial to ensuring your advocacy campaign and lobbying efforts are successful. Explaining complex policy issues or encouraging your supporters to take action can be difficult without exciting content to back it up.

Oct 4 Webinar: PAC and Grassroots Videos That Have an Impact ★ CAE



Given budget and time constraints, it is important that every PAC and grassroots communication be effective. Most organizations are looking for compelling visual content — and videos are a great way to share your message with a wide audience. To be successful, however, you must be creative in your video development and how to use your videos.

What It Looks Like

2015 National Grassroots Conference	6
Building an In-District Strategy	2
Political Compliance Management	3 (compliance credits)
Fly-Ins that Stand Out	2
2016 National Grassroots Conference	6
Webinar: LDA vs. IRS Filing Methods	1 (compliance credit)
Webinar: Compliance: Pay-to-Play and Gift Rules	1 (compliance credit)
Webinar: Grassroots x 50: Advocacy in the States	1
Submission of 10 grassroots resources for resource library	2 (community credits)
Serve as a year-long mentor	1 (community credit)

Requirements:

Certificate in Public Affairs Management

Curriculum	Credit Requirements	What It Looks Like
Core public affairs management topics	12 credits	Participation in cross-functional workshops and seminars focused on core management topics
Integration and leadership electives	16 credits	Participation in programs related to the applicant's areas of interest
Compliance management	4 credits	Attend in-person compliance seminars and/or a selection of compliance webinars
Leadership in the public affairs community	8 credits	Demonstrating leadership to the community, serving as a mentor and providing guidance and resources to peers

Requirements:

Certificate in Public Affairs Management

- Max of 3 webinars toward CORE and 3 webinars toward ELECTIVE requirements
 - Recordings not eligible
- Participating **virtually** in events offered in-person at our Washington offices do not count toward webinar maximum
 - To earn credit as a virtual participant, individual must be active for the duration of the event, ask questions and provide feedback and commentary during discussion periods
- Attendance and participation throughout an entire event is required to receive credit in any program
 - Registration without attendance or early departure from an event will not count towards certificate completion.

Leadership Credits:

Certificate in Public Affairs Management

Sharing Resources and Information – 1 credit each

- Samples and resources for Council's virtual resource library
- Speaking at a certificate-related Council program, at the discretion of Council staff

Insight-Sharing Guidance – 2 credits each

- One-year mentorship through the Council's mentoring program **(required)**
- Writing an article or tip sheet that provides guidance to help peers manage their function.

Demonstrating Thought Leadership – 3 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 **(required)**

Programs Eligible

www.pac.org/certificate/pa

Upcoming Conferences

Sep 7

Webinar: Measuring and Communicating the Value of Public Affairs 



Calculating and articulating the value of your work isn't optional — it's a necessity. And doing that well can yield more resources, increased understanding of the function, and better internal support and collaboration.

Sep 21

It Makes a Difference: Best Practices for Integrating CSR and Public Affairs 



Responsibility is a driving force both inside and outside an organization. Learn how improved coordination and communication among your public affairs, government relations and CSR teams are key to managing your reputation while "doing good."

Sep 13

Storytelling for Advocacy   



While phone calls and emails can demonstrate the sheer number of concerned citizens, a truly personal story is what's remembered and recounted on the House floor. But storytelling can be challenging — especially when your audience's time is limited. This workshop will approach storytelling from a new perspective and help your organization use digital, visual and in-person storytelling techniques to increase the impact of your advocacy efforts.

Sep 29

Webinar: Managing a Global Team: Staffing, Structuring, and Maximizing Your Impact Abroad 



Your staff are the key to your success in international public affairs. This webinar will cover the most current trends in international public affairs recruitment, as well as tips and best practices.

Sep 14

Webinar: Goals, Strategies and Department Assessment for Government Relations Professionals 



In this time of needing to achieve more with less, you must take stock and protect your most important asset: your team. Join us for strategies and tools that will streamline your efforts to align your team for success.

Oct 6

Political Compliance Management: Part of the Political Management Forum   



Do your organization's lobbyists, PAC professionals and grassroots practitioners understand the laws and regulations impacting their work — and your organization's reputation — at the state and federal level? Join leading election law expert Ken Gross for a full-day overview of the top legal and compliance issues facing your political and policy programs.

Sep 15

Building an Integrated PAC and Grassroots Communications Strategy   



PAC donors and grassroots advocates have limited bandwidth for receiving and acting on the requests and information you send. Join us to discuss common ways to communicate with your advocate and donor community and new ideas to rethink your communications and outreach to cross-promote both programs.

Oct 11

Webinar: Compliance: When Does Senior Management Engagement Qualify as Lobbying Activity?   



Having your senior leadership advocates on your organization's behalf is a critical component of a successful issue campaign. However, it is equally important that members of your C-suite and senior management are well-educated on lobbying laws and gift rules, and that your compliance team is fully aware of advocacy at all levels.


Sep 20

Webinar: Measuring and Communicating the Value of Grassroots   



Ensuring that your key internal stakeholders have a clear understanding of the value your grassroots efforts bring to your organization requires effective measurement and communication of outcomes.

Oct 12

Webinar: Strategic Planning for International Public Affairs 



Organizations are increasingly expanding their public affairs functions to foreign markets. Success depends on a carefully thought out cross-border strategy. This webinar will cover the fundamentals of creating, implementing and managing an international plan.

What It Looks Like

CORE (Required: 12)

2015 Public Affairs Management Seminar	4
Webinar: Measuring and Communicating the Value of Integrated CSR	1
2015 Issues Management Workshop	2
Webinar: Strategic Planning for US Public Affairs	1
2015 360 Degree Evaluation of Public Affairs	1
2016 Reputation Management Workshop	2
2016 Getting Executive Buy-In for the Public Affairs Function	2

INTEGRATION and LEADERSHIP (aka, “Electives;” Required: 16)

2015 Spring Executive Meeting	2
Webinar: Auditing Your Contract Lobbyists, Consultants, Associations & Coalitions	1
2016 Coalitions and Alliances	2
Webinar: Engaging with Multilateral Organizations	1
2015 Speechwriting for Public Affairs	3
2016 Planning and Managing Issue Advocacy Campaigns	2
Webinar: Creating an Integrated Public Affairs Function	1
2016 Advocacy for Regulatory Success	3
2017 Local and Community Engagement	2

What It Looks Like

COMPLIANCE (Required: 4)

2015 Political Compliance Management	3
Webinar: Global Compliance for Public Affairs	1

LEADERSHIP (Required: 8)

2015: Served as a mentor to young professional (required)	2
2017: Develop thought leadership piece on government relations/communications department merger (pros and cons) (required)	3
Share three resources (organizational chart, department strategic plan and strategic planning retreat agenda)	1
Write article for <i>Impact</i> newsletter on the key leadership qualities critical to public affairs management	2

Benefits of Certificate Participation

To individual:

- Grow knowledge and expertise in public affairs
- Make the case to take on more responsibility
- Engage with the public affairs and political involvement communities as a leader
- Build your network
- Show current/future employers that you have experience in management best practices and compliance

ROI to organization:


- Low-cost opportunity to encourage professional development, *plus* staff gains tactics to address work challenges, improve programs
- Employ staff with knowledge in best practices, a handle on current trends and are up-to-date on compliance regulations
- Boost organization's reputation through community and leadership element
- Provide opportunities for staff to build network that can assist with challenges

What Does it Cost?

- No cost to apply
- Costs **vary** over time, dependent on courses selected
- Cost is spread over 2-5 years
- No cost for community/leadership credits
- *Estimates:*
 - **PAC/GR:**
\$4,000 (member) - \$5,800 (non-member)
 - **Public Affairs Management:**
\$7,000 (member) - \$10,500 (non-member)

Application Process

Certificate in PAC & Grassroots Management

 **Public Affairs Council**

**Certificate in PAC & Grassroots Management
Application for Enrollment**

Name: _____ Date: _____
Organization: _____
Title: _____
Email: _____ Phone: _____

Is your organization a member of the Public Affairs Council? ☐ Yes ☐ No ☐ Not sure

Applicants must have a minimum of two years' experience in the field of public affairs.
Please list number of years of applicable experience: _____

Please list your previous places of employment and job titles, as they relate to PAC and/or grassroots involvement:

ORGANIZATION	TITLE	DATES OF EMPLOYMENT

Please provide a comprehensive overview of your current responsibilities:

Specialization
You must choose to specialize in either PAC or Grassroots Management, but you may also add a second specialization upon completion of your certificate. Specializations require the completion of 15 credits from programs in the chosen interest area.

Please choose one specialization:
☐ PAC Management
☐ Grassroots Management

Terms of Enrollment:


- Candidates are expected to complete the program requirements within three years of application.
- You must apply within 30 days of the first program that will count toward your certificate. Programs more than 30 days prior to the date of the application will not count toward certificate completion.
- You must attend either the National PAC or National Grassroots Conference to receive this certificate. You must attend the National Conference related to the area of your specialization at least once.
- You must earn a minimum of 25 credits to receive your certificate, including at least 5 compliance credits and 3 community credits.

☐ I have read and agree to the terms of enrollment.

Signature: _____ Date: _____

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Certificate in Public Affairs Management

 **Public Affairs Council**

**Certificate in Public Affairs Management
Application for Enrollment**

Name: _____ Date: _____
Organization: _____
Title: _____
Email: _____ Phone: _____
Name of person to whom you report: _____ Title of person to whom you report: _____

Is your organization a member of the Public Affairs Council? ☐ Yes ☐ No ☐ Not sure

To apply for the program, individuals must have a minimum of seven, preferably 10 or more, years of experience during which the individual demonstrated responsibilities for function management, cross-functional leadership and/or strategy-level decision-making for public affairs.

Please list number of years of applicable experience: _____

Please list your relevant roles and place of employment, as they relate to public affairs management:

Organization: _____
Title: _____
Dates: _____
Did you supervise employees in this role? _____

Organization: _____
Title: _____
Dates: _____
Did you supervise employees in this role? _____

Organization: _____
Title: _____
Dates: _____
Did you supervise employees in this role? _____

Please provide a comprehensive overview of your current responsibilities:

Terms of Enrollment:

- You have a maximum of five years from the date of your application to complete the program requirements.
- You must apply within 30 days of the first program that will count toward your certificate. Programs more than 30 days prior to the date of the application will not count toward certificate completion.
- Past graduates of the Public Affairs Institute may receive credit.
- You must earn a minimum of 40 credits to receive your certificate, including 12 core public affairs management credits, 16 integration and leadership elective credits, 4 compliance management credits and 8 credits demonstrating leadership in the public affairs community.
- Applicants will be notified of admittance into the program within two weeks of receipt.


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Tracking Your Status: Current Process and Looking Forward

Certificate in PAC & Grassroots Management

 Public Affairs Council

Self-Tracking Form
Certificate in PAC & Grassroots Management

Total credits required: 25
Credits required for specialization: 15

Please indicate the specialization you are pursuing:
☐ PAC Management
☐ Grassroots Management

PAC or Grassroots Specialization:
(15 required credits)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

Additional Programs:

1. _____
2. _____
3. _____
4. _____
5. _____


Compliance Programs:
(5 required credits)

1. _____
2. _____
3. _____

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Certificate in Public Affairs Management

 Public Affairs Council

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.

1. _____
2. _____
3. _____
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. _____
2. _____
3. _____
4. _____
5. _____

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

1. _____
2. _____
3. _____
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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Completion

- Receive framed certificate & notification to boss (NEW)
- NO re-certification requirements
- Listed on our website and asked to participate in occasional profiles of certificate graduates
- Tracking job changes/promotions of completed participants
- Building testimonials and LinkedIn listing guidelines



For More Information

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