November 19, 2020

Public Affairs Council

Investing in Your Career:

Certificate Program Informational Webinar

It's a pleasure to join you!

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Today's Agenda

1. Why the certificate program?
    - Scope and benefit of certificates

2. Program overview:
    - PAC & Grassroots Management
    - Government Relations & Lobbying
    - Public Affairs Management

3. Details, requirements and Q&A

Key Takeaways

- A Public Affairs Council certificates will help set you apart and get ahead
- You'll meet professionals you won't meet in other settings, creating networking and career opportunities
- Flexible scheduling means you can fit the program to your schedule
- With no application or enrollment fees, and a la carte program registration, our certificates are a low-cost option for professional education

Reason to participate: What participants tell us

To you…

- Grow knowledge, expertise in public affairs
- Make the case to take on more leadership roles and responsibilities
- Build your professional network; be seen as a leader in the public affairs community
- Show current/future employers that you have experience in management and compliance best practices

To your organization…

- Low-cost means to gain insight into ways to address work challenges and improve programs
- Ensure staff have knowledge of best practices, a handle on current trends and are up-to-date on compliance standards
- Boost organization's reputation
- Build a network you can call upon for future opportunities/challenges

Program Overview: Nearly 450 participants

PAC & Grassroots Management

- 352 Current participants
- 92 Graduates

Government Relations & Lobbying

- 45 Current participants

Public Affairs Management

- 157 Current participants
- 5 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 expertise in the best practices and strategies needed to influence policy and to be leaders in the government relations field.
- **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 public affairs (not required to be government relations or lobbying specific) or one full year serving as a legislative or agency staffer at the federal or state level
- **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:**
  3-4 Years
- **When to Apply:**
  Prior to or within 30 days after attendance at a certificate-eligible program

Credit Breakdown

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

Credit Breakdown

Government Relations & Lobbying

Curriculum	Credit Requirements	Application
Lobbying or Government Relations specialization	16 Credits	Participate in core Government Relations workshops and webinars and attend either The Advocacy Conference or the State and Local Government Relations Conference.
Compliance	4 Credits	Attending compliance programs to gain in-depth knowledge of legal rules and ethics.
Community Contribution	5 Credits	Engaging with peers through activities such as providing resources, posting on Council Connect, writing a piece for Council publications, speaking at an event, etc.

Credit Breakdown

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	8 credits	Participation in programs related to the applicant's areas of interest
Compliance management	3 credits	Attend in-person compliance seminars and/or a selection of compliance webinars
Leadership in the public affairs community	7 credits	Demonstrating leadership to the community, serving as a mentor, and providing guidance and resources to peers

Institute graduates may request 5 credits toward their elective requirement regardless of graduation date

Costs: Free to apply, regular program pricing

- ***No cost to apply. No administrative fee.***
- Pay by the course (conference, workshop or webinar)
- Cost is spread over 2-5 years
- No cost for community/leadership credits
- Estimates:
  - *PAC & GR*
    - $4000 (member); $5300 (non-member)
  - *Government Relations & Lobbying*
    - *$2800 (member); $4000 (non-member)*
  - *Public Affairs Management*
    - $5400 (member); $7500 (non-member)

Key requirements: attendance and participation

1. Maximum number of webinars
    - *PAC & Grassroots:* **5** total, recordings not eligible (not including compliance programs)
    - *Government Relations & Lobbying:* **5** total, recordings not eligible (not including compliance programs)
    - *Public Affairs Management:* **3** total for both Core and Elective credit; recordings not eligible
2. Passive participation in multi-hour workshops does not count
    - Virtual participants must be active for the duration of the program: asking questions, providing feedback and commenting during discussion
3. Attendance and participation for the duration of an event is required for credit
    - Early departure from an in-person workshop will disqualify an attendee from receiving credit

Earning Community Credits

PAC & Grassroots Management

- **One year as a mentor in the Council's mentoring program (1 credit)**
- **One year on the advisory committee for any major conference (1 credit)**
- **Sharing PAC or Grassroots related resources for the Council's library (5 resources for 1 credit, max of 2)**
  - Individual resources could be different documents or a chapter in a larger piece. What qualifies is left to the discretion of the manager of our resource library
- **Speaking at a Council program (2 credit)**
- **Writing an article or tip sheet for use in a Network Newsletter (1 credit)**
- **Posting to *Council Connect* (1 Credit for every 5 substantive posts, max of 1)**

Earning Community Credits

Government Relations & Lobbying

- **One year as a mentor in the Council's mentoring program (1 credit)**
- **One year on the advisory committee for any major conference (1 credit)**
- **Sharing Government Relations or Lobbying related resources for the Council's library (5 resources for 1 credit, max of 2)**
  - Individual resources could be different documents or a chapter in a larger piece. What qualifies is left to the discretion of the manager of our resource library
- **Speaking at a Council program (2 credit)**
- **Writing an article or tip sheet for use in a Network Newsletter (1 credit)**
- **Posting to *Council Connect* (1 Credit for every 5 substantive posts, max of 1)**

Earning Community Credits

Public Affairs Management

- **Sharing Resources and Information (1 credit)** (required)
  - Samples and resources for the Council's virtual resource library
  - 1 credit per 3 resources submitted (Max of 2 possible credits earned)

- **Speaking at a Council program (2 credit)** (required)

- **Posting to *Council Connect* (1 Credit for every 5 substantive posts, max of 1)** (required)

- **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)**
  - Develop a detailed white paper or case study on topics such as strategic planning, departmental organization, and other initiatives and industry advancement (required)

Easily check your status on pag.org

PAC & Grassroots Management

1. Go to members.pac.org and sign in
2. Select "Transcript" from the drop-down menu in the top-left corner of the screen

Government Relations & Lobbying

1. Download self-tracking form at www.pac.org/certificate/grl
2. After each program worth credit, note the date, name of the program and credit value
3. Connect with John Kasander (jkasander@pac.org) biannually or as needed to double-check count and plan future coursework

Public Affairs Management

1. Download self-tracking form at www.pac.org/certificate/pa
2. After each program worth credit, note the date, name of the program and credit value
3. Connect with John Kasander (jkasander@pac.org) biannually or as needed to double-check count and plan future coursework

Congrats, grad!

- ***No re-certification requirement***
- Framed certificate
- Notification to supervisor on request
- Spotlight on pac.org and the Council's social media channels
- Ability to list certification on your LinkedIn profile

Questions? Apply now!

Visit www.pac.org/certificate

Select your program

Return your application to John Kasander (jkasander@pac.org)