

Steps in Accreditation Process

Readiness

- Fulfill the general requirements
 - Be a professional communicator with a minimum of 5 years experience and a bachelor's degree.
 - Have two work plans, with supporting documents that showcase your ability to plan, direct and implement a broad range of communication disciplines.
- Conduct a personal competency audit to benchmark your communication skills.
- Assess your resource and commitment level.

Application

- Submit application with updated resume to support detail.
- Take the ethics assessment upon candidacy acceptance.

Portfolio Development and Submission

- Gather data and supporting documents for 2 communication projects done in the last 5 years.
- Develop a work plan for the 2 communication projects.
- Submit portfolio of the work plans/supporting documents for peer review.

Oral and Written Exam

- Take a 4 hour written test on communication philosophy, technical skills and strategic communication planning.
- Participate in 30 minute oral exam.

Advocate and Lead

- Advocate the use of strategic communication planning in organizations to align communication activities with organizational goals and objectives.
- Lead and advance the body of knowledge on communication best practices.