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Commission on Public Relations Education Issues RFP for Organizational Partner

March 31, 2021 — The Commission on Public Relations Education (CPRE), an international entity advancing excellence in public relations education and the industry, is issuing a request for proposal to professional associations and educational institutions as it seeks a formal structure to advance its mission.

Established in 1973 by the Public Relations Society of America and the public relations division of AEJ (now the Association for Education in Journalism and Mass Communication, or AEJMC), the Commission has conducted ground-breaking research and published major reports that have impacted both the profession and public relations education. Its 65-member Board includes representatives of 20 major national and international public relations-related organizations and industries, as well as individual educators and public relations professionals.

CPRE has always been a volunteer group without legal status or paid staff. As its mission, scope, and activities have expanded, the Commission seeks to become part of a structure that will best support its ability to produce critical research and activities that advance public relations education and the profession, and serve public relations educators and professionals.

CPRE welcomes proposals from qualified organizations committed to PR education that would provide CPRE with: legal status established through a joint agreement; a physical location with storage for files and electronic assets; information technology and website support; research funding and/or research grant-writing assistance; and clerical support. The RFP is now being distributed internationally.

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CPRE Issues RFP/2

For more information or to submit a proposal response, email CPRE's co-chairs, Stacey Smith, APR, Fellow PRSA, of Jackson Jackson & Wagner (ssmith@jjwpr.com), and Anthony D'Angelo, APR, Fellow PRSA, professor of practice at Syracuse University's Newhouse School of Public Communications (dangelo@syr.edu). The deadline for submissions is June 1, 2021, with final selection anticipated in the fall.

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About The Commission on Public Relations Education

The Commission on Public Relations Education is the authoritative voice on public relations education. It has provided recommendations on public relations education for universities and professional associations across the globe. These recommendations have been adopted and adapted to positively impact undergraduate and graduate public relations education. The Commission's work also produces essential data and recommendations informed by research and honed by experienced practitioners and educators, and used by educators, educational administrators, students, practitioners and industry leaders. The Commission also strives to offer a forum for advancing public relations education with a global perspective.