



Arthur W. Page Center

Association for Education in Journalism and Mass Communication Public Relations Division

Canadian Public Relations Society

Chartered Institute of Public Relations

European Public Relations Education and Research Association

Global Alliance for Public Relations and Communications Management

International Association of Business Communicators

Institute for Public Relations

International Communication Association Public Relations Division

Journal of Public Relations Education

Museum of Public Relations

National Black Public Relations Society

National Communication Association Public Relations Division

Page Society

Plank Center for Leadership in Public Relations

PR Council

PRSA College of Fellows

PRSA Foundation

Public Relations Society of America

Public Relations Society of America Educators Academy

Public Relations Society of America Educational Affairs Committee

The Conference Board/Society for New Communications Research

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**FOR IMMEDIATE RELEASE**

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**Commission on Public Relations Education to Issue Report Nov. 3**

The [Commission on Public Relations Education](#) (CPRE) is releasing its sixth signature report since 1973 on what should be the future of public relations education at a special event celebrating CPRE’S 50<sup>th</sup> anniversary on **Friday, Nov. 3** in Chicago.

Public relations educators and practitioners are invited to attend the Commission’s meeting starting at 8:30 a.m. at the [Union League Club of Chicago](#), 65 W. Jackson Blvd., Chicago. The report’s authors will present brief highlights of their findings and recommendations followed by discussion with the audience. To register for the event, visit <https://secure.givelively.org/event/commission-on-public-relations-education-inc/celebration-for-cpre-s-50-years-of-advancing-pr-talent>.

The report, “*Navigating Change: Recommendations for Advancing Undergraduate Public Relations Education – The 50<sup>th</sup> Anniversary Report*,” focuses on six key areas: the future of the workplace; public relations as a driver of social change; diversity, equity, and inclusion; ethics; data insights and strategy; and the state of undergraduate public relations education, with a focus on critical thinking.

The new report is based on CPRE’s comprehensive surveys of public relations educators and practitioners as well as focus groups with [Arthur W. Page Society](#) members and interviews with [PR Council](#) members last fall, supplemented by additional research conducted by seven subcommittees in each area.

The CPRE research team was led by Dr. Elizabeth Toth, Professor Emerita of Communication at the University of Maryland, and Dr. Pamela Bourland-Davis, Professor of Public Relations and Professional Communication & Leadership at Georgia Southern University.

“Over the years, the Commission’s work has influenced public education at colleges and universities, and it has guided accreditation standards by the [Accrediting Council on Education in Journalism and Mass Communications](#) and the [Public Relations Society of America](#)’s certification process,” said 2023 CPRE co-chair Maria Russell.

“Today in 2023, we have a lot to celebrate, but there is also a call to action, given the seismic, global changes in society, in public relations, and in higher education,” Russell added. “We will continue to engage with public relations industry leaders and educators to ensure that our latest recommendations will continue to move both the classroom and the profession forward.”

“What we recognized over a year’s worth of discussions and research was that despite social and industry changes, the data reaffirmed many of the key abilities expected by practitioners and taught by educators for public relations education,” said Dr. Toth. “The report furthermore highlights that practitioners desire talented entry-level practitioners who are ethical critical problem-solvers ready to enter a changed workplace brought on by COVID-19,” she added.

Participants in the Commission’s Nov. 3 event also are invited to attend the Emerging Leaders DEI Summit and Mentoring Gala on Thursday, Nov. 2, hosted by the Plank Center for Leadership in Public Relations. The DEI Summit is set for noon to 5 p.m. at the Union League Club followed by the Mentoring Gala at 5:30 p.m. The cost is \$200 per person for both of those events. To register for the Plank Center events on Nov. 2, visit [https://plankcenter.ua.edu/wp-content/uploads/2023/06/2023\\_MIM\\_SponsorshipPacketFINAL.pdf](https://plankcenter.ua.edu/wp-content/uploads/2023/06/2023_MIM_SponsorshipPacketFINAL.pdf).

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**About CPRE:** The Commission on Public Relations Education, the authoritative voice on public relations education, was founded in 1973 by the Public Relations Division of the Association for Education in Journalism and the Public Relations Society of America to address the quality of public relations education in the United States.

Since then, CPRE has issued periodic research reports and recommendations on undergraduate and graduate education in public relations for universities, accrediting bodies, and professional associations around the world. Today, with 24 member organizations in the U.S. and abroad, CPRE operates year-round as a 501(c)3 organization in partnership with the [Institute for Public Relations](#) and continues to offer a forum for public relations education with a global perspective.