



EDUCATION
ADVISORY
BOARD

ANNUAL REPORT



COMMITTEE MEMBERS

- Intisar Alqsar
- Maxim Behar
- Stuart Brill
- Lou Evatt
- Craig Fleisher
- Mary Harris
- Thanzyl Thajudeen
- Katharina Wolf

PRCA BACKGROUND

Following the PRCA Governance Review in 2023, Sarah Waddington was appointed the Interim Management Board liaison for the Education Advisory Board.

A call-out to professional members to join the committee was issued early 2024. Applications were reviewed and the committee selected and approved by the Nominations Committee.

‘Education’ in this context will incorporate all levels and skill sets, including:

- Grassroots (Secondary School, college students, school leavers) covered by PRCA SOP.
- Intern training
- Continuous Professional Development for all levels (members & non-members)
- University degrees (partner universities, PR specific training to supplement degrees, etc.)
- Return to work after a career break (post-retirement /maternity leave/sabbatical)
- Access for individuals from diverse backgrounds (including but not limited to: neurodivergence, disabilities, ethnicity etc.)

PRCA OBJECTIVES

To support the PRCA Training & Apprenticeships team objectives by proactively informing and providing non-binding strategic advice to the in-house team on trends, policies, and future planning relating to education in the PR and communications profession.

- Act as a forum for discussing ideas (blue-sky thinking) and best practice related to education in the industry within the UK regions (solely England for apprenticeships).
- Advise the teams on the most pertinent support resources to develop in accordance with the overall mission, such as support for employers hiring under-18s, or neurodiversity.
- Proactively inform on topical industry trends, i.e. emergence of tech (such as AI), that might be useful for course content and growth plans of the in-house PRCA team.
- Inform the teams on general industry concerns and needs that might prove relevant to education in the industry, i.e. issues with hiring skilled staff, or specific skill-needs.
- Support in future proofing the PRCA by advising the teams on their plans for future growth, using critical thinking and analysis.
- Advise on ways the teams can capitalise on the need for lifelong learning and ongoing CPD for the different educational groups.

STRUCTURE

- Each Advisory Board will consist of between 8 and 15 members drawn from the Professional Members and Associate Members.
- The chair of an Advisory Board will be a Professional Member.
- The process to appoint members of the Advisory Boards will be devised by the Advisory Boards themselves and approved by the Nominations Committee.

TERMS

- Advisory Board members will serve for 3 years.

MEETINGS

- The advisory board should meet a minimum of twice a year.