

## Leadership Recognition Program Point Schedule

Division	Certified and Accredited Applicants		Fellow Applicants	
	Minimum	Maximum	Minimum	Maximum
Division A	12	20	25	40
Division B	00	09	00	09
Division C	10	20	25	40
Division D	10	20	25	40
Division E	03	10	15	30
Division F	05	10	10	20

### Division A – Professional Membership and Participation

- WHPRMS Membership 03 points/year
- WHPRMS Committee Member 02 points/year
- WHPRMS Committee Chairperson 04 points/year
- WHPRMS Officer/Board Member 07 points/year
- WHPRMS President 10 points
- Other Professional Organizations (National, State or Regional)  
(PRSA, SHSMD, IABC, ACHE, MGMA, AMA, etc.)
  - Membership 01 point/year/organization
  - Committee Member 01 point/year/committee
  - Committee Chairperson 02 points/year/committee
  - Officer/Board Member (state or regional) 03 points/year/position
  - Officer/Board Member (national) 05 points/year/position

**NOTE:** *does not include membership or positions held while a student*

### Division B – Education

- One year of college completed 01 point
- Two years of college completed 02 points
- Three years of college completed 03 points
- Baccalaureate Degree 05 points
- Master’s Degree 07 points
- Master’s Degree (course work in progress) 03 points
- Upon completion of Master’s Degree remaining points  
are awarded 04 points
- Doctoral Degree 09 points
- Doctoral Degree (course work in progress) 04 points
- Upon completion of Doctoral Degree remaining points  
are awarded 05 points

**NOTE:** *points can only be taken for the highest level of education attained to date*

### Division C – Experience

- Staff member of PR/Marketing department or agency account coordinator/manager 03 points/year
- Manager of PR/Marketing or agency account executive (*junior or senior*) 04 points/year
- Director of PR/Marketing or agency account supervisor 05 points/year
- Vice president or assistant vice president of PR/Marketing or agency vice president 06 points/year
- President or senior vice president of PR/Marketing or agency president or senior vice president 07 points/year

### Division D – Continuing Education

- WHPRMS annual conference 04 points/program
- WHPRMS professional development days 02 points/program
- National conference/seminar (*PRSA, SHSMD, IABC, ACHE, AMA, etc.*) 03 points/program
- PR or marketing related seminar/workshop 03 points/program
- PR or marketing related university courses (*in addition to your academic program listed under Division C*) 03 points/course
- Teaching of a PR or marketing related university course 05 points/course
- Teaching of a PR or marketing related seminar/workshop 02 points/program

### Division E – Awards and Recognition

- National awards 10 points/award (*Silver Anvil, Healthcare Marketing Report, Aster Awards, etc.*)
- WHPRMS Carol Mehlberg Award 20 points/award
- WHPRMS Award of Excellence 10 points/award
- WHPRMS Award of Merit 03 points/award
- Other special awards or recognition 00-10 points (*Please include a brief description of award and awarding organization*)
- Publication of papers in trade journals 05 points each (*attach copies of articles*)
- Publication of books 10 points each (*attach copy of front cover and publisher's information*)

### Division F – Evidence of Public Relations and/or Marketing Performance

Documentation of applicant's performance is required. An additional 01-10 points may be awarded by the Leadership Recognition committee based on the quality of marketing and public relations materials submitted for review. Samples should be representative of the work of the applicant and should note the following:

- Role of the applicant in project development and implementation
- Measures of effectiveness
- Final results

Points may also be awarded for your participation in the WHPRMS Sharing Program. Please indicate your sharing date and include samples of the sharing piece(s), including the written project description that accompanied your sharing project.

The Leadership Recognition committee reserves the right to assign points based on the criteria outlined. This list is not inclusive. Points may be awarded for other accomplishments and participation in other healthcare marketing and public relations related events if sufficient documentation is provided.

**Questions**

Any questions related to the Leadership Recognition application or judging process can be directed to Tim Drinan at 414.359.3171 or [tim.drinan@ministryhealth.org](mailto:tim.drinan@ministryhealth.org).