



CERTIFICATIONS & CREDENTIALING

Ashley McDonald, MPIO
CPC Commissioner



CERTIFICATION PROGRAMS

- **FEMA Emergency Management Institute**

 - Basic PIO

 - Advanced PIO

 - Master PIO

- **FBI-LEEDA**

 - Media and Public Relations (MPR)

 - Master PIO (MPO)

- **University of Tennessee Law Enforcement Innovation Center**

 - Master PIO



FEMA/EMI PIO PROGRAMS

BASIC PIO

IS-29 Public Information Awareness
(Independent Study Course)

E0105 Public Information Basics (3-
day in-person delivery)

MASTER PIO

MPIOP is for public information officers with the pertinent background and extensive experience as a full-time public information officer who have demonstrated a sphere of influence capable of advancing the relevance of whole community external affairs.

Three non-consecutive weeks on campus (EMI) to complete E0389, E0393, and E0394.

There is also a research paper capstone project.

ADVANCED PIO

0388: Advanced Public Information
Officer course

- 2 years min PIO experience
- 5 days/in-person
- Classroom/Hands-on Training
- Two-day JIC simulation exercise

*No cost

FBI-LEEDA MPR/MPO

MPR

4 1/2-day course on media and public relations.

Covers: Image, branding, perception, media relations, crisis communications, social media, and a desktop simulated crisis exercise.

Cost: \$795 each

MPO

4 1/2- day course that builds on the MPR curriculum

Pre-work and homework

Standout: Strategic Advisor

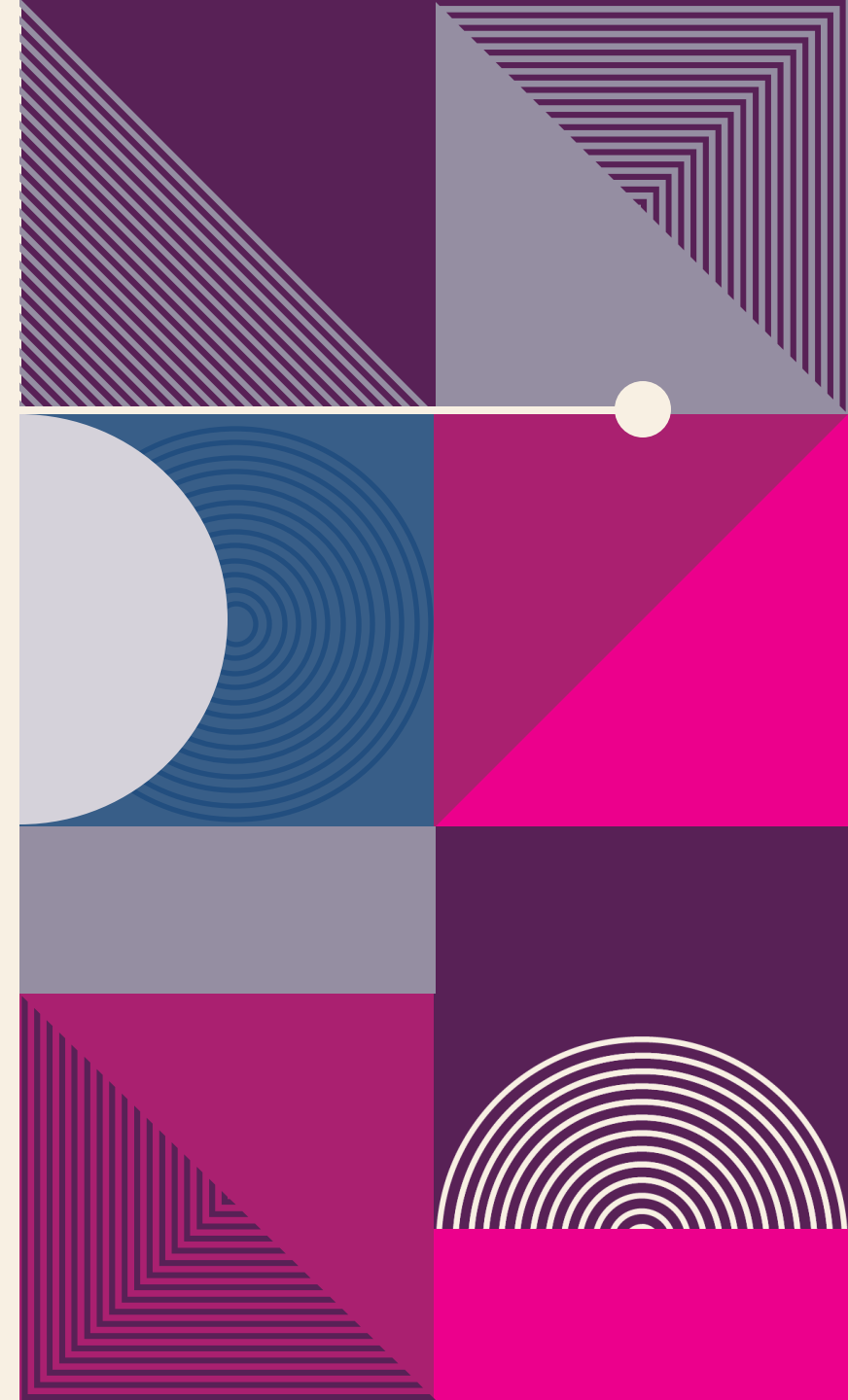
Practice crisis management skills in tabletop exercises

UT LEIC MASTER PIO

40-HOUR COURSE W/PRE-WORK/HOMEWORK

- PIO Role, Policy Creation
- Agency Branding
- Crisis Management Communication & Planning
- Emotional Intelligence
- Release of Information
- Media Relations, Interview Prep, Structuring Q&A's
- Daily Media and Writing lab
- Creation and Planning of Social Media Post
- Video production for social media.
- Self Care and Wellness

Cost: \$695/includes lunch each day



FOR MORE INFO:



<https://training.fema.gov/programs/empp/pio/>



<https://fbileeda.org/page/Training>



Law Enforcement Innovation Center
INSTITUTE *for* PUBLIC SERVICE

<https://leic.tennessee.edu/home/training/master-public-information-officer-certification/>

CENTER FOR PUBLIC SAFETY EXCELLENCE

PROFESSIONAL DESIGNATION FOR PIOS (CREDENTIALING)

Credentialing not only evaluates and documents what a professional has done, but also instills the principles of life-long learning and self-accountability to help them grow and plan for further career success.



Commission on
Professional
Credentialing®

CREDENTIALING VS. CERTIFICATION

CREDENTIALING

- Third party verification of competence
- Considers broad professional accomplishments
- Maintain through continuous improvement

CERTIFICATION

- Individual meets requirements and passes assessment
- Recognizes individual competence
- One component within the credentialing process





ELIGIBILITY/HOW TO APPLY

WHO'S ELIGIBLE?

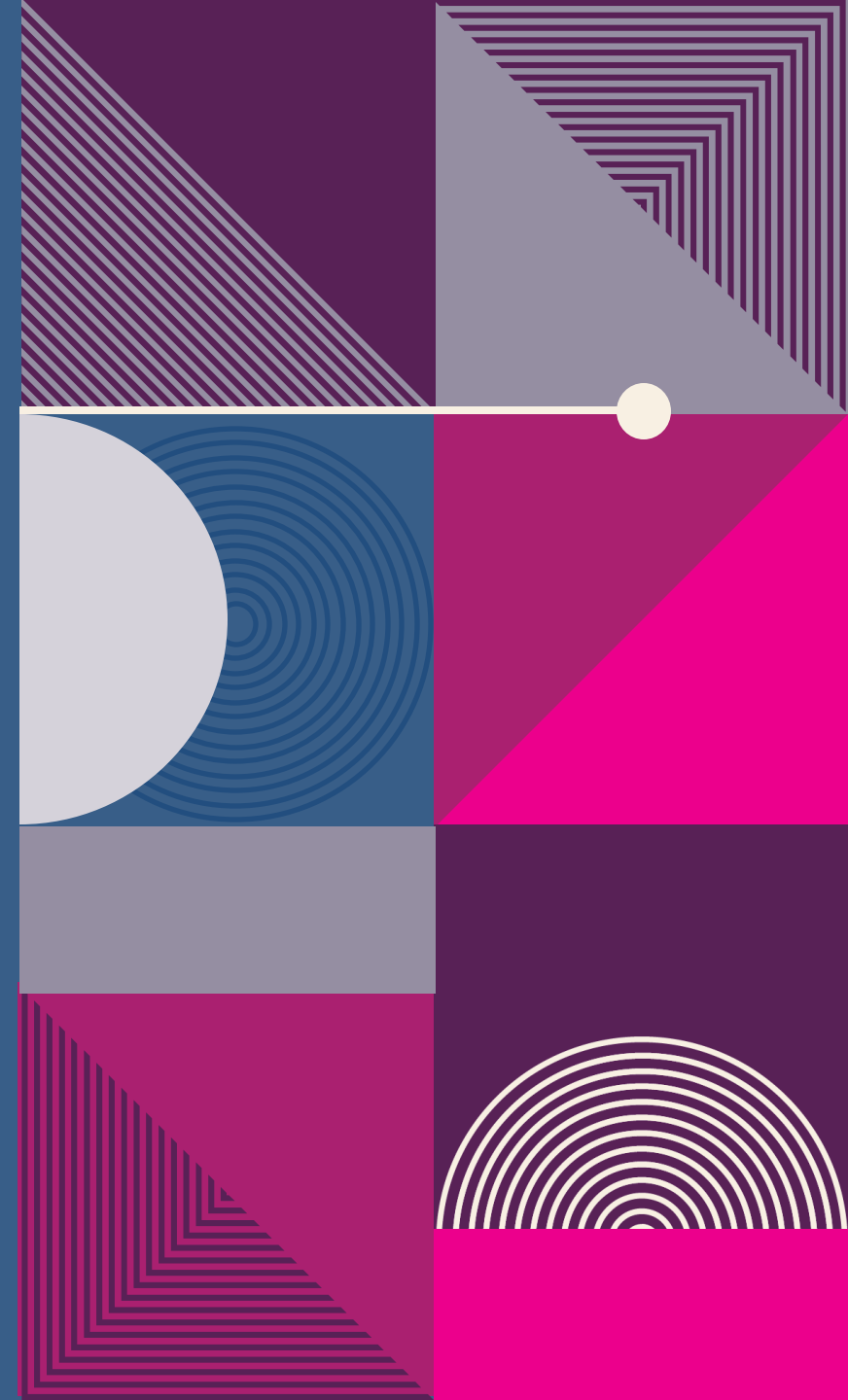
Any person actively employed full or part-time with, contracted with, or as a volunteer for a federal, state, local or tribal government agency, public safety agency, emergency services organization, or a privately owned industry that is supported by government or that serves in emergency support functions (ESF) that meets either Category A or Category B criteria.

HOW TO APPLY

Download the application for free at the CPSE store on www.cpse.org. Complete all components of portfolio, submit via SharePoint Link, peer review process, goes to Commission for vote (monthly), approved or denied. Cost is \$395 upon submittal.

APPLICATION COMPONENTS

- Experience
- Education
- Professional Development
- Professional Contributions/Recognition
- Professional Memberships and Affiliations
- Community Involvement
- Technical Competency (see next slide)



TECHNICAL COMPETENCIES FOR PIO (CATEGORY B)

CPC 1: Data and Technology

CPC 2: Wellness and Behavioral Health

CPC 3: Diversity, Equity, and Inclusion

PIO 4: Joint Information System

PIO 5: Community Engagement/Relationships

PIO 6: External Communications

PIO 7: Internal Communications

PIO 8: Administration and Reporting

PIO 9: Organizational Structure

PIO 10: Policy Development and Review

PIO 11: Crisis and Risk Management

PIO 12: Program Management

CONNECT WITH CPSE



www.cpse.org



info@cpse.org



703-691-4620



@CtrPubSafExc



CenterforPublicSafetyExcellence



center-for-public-safety-excellence



THANK YOU

Ashley McDonald, MPIO, PIO/CPC Commissioner

AshleyCMcDonald@outlook.com

Twitter: @sweetash913

LinkedIn: <https://www.linkedin.com/in/ashleycorleymcdonald>