

# Report: KSAs and Characteristics of Entry-Level Public Relations Professionals

## INTRO

IPR and PRSA partnered to survey entry-level public relations professionals in the first five years of their career to better understand how they merge their education with their on-the-job experience as well as professional development opportunities. This report also explores two areas that have received much attention in business and psychological literature, but has rarely been applied to public relations:

**emotional intelligence** and **grit**.

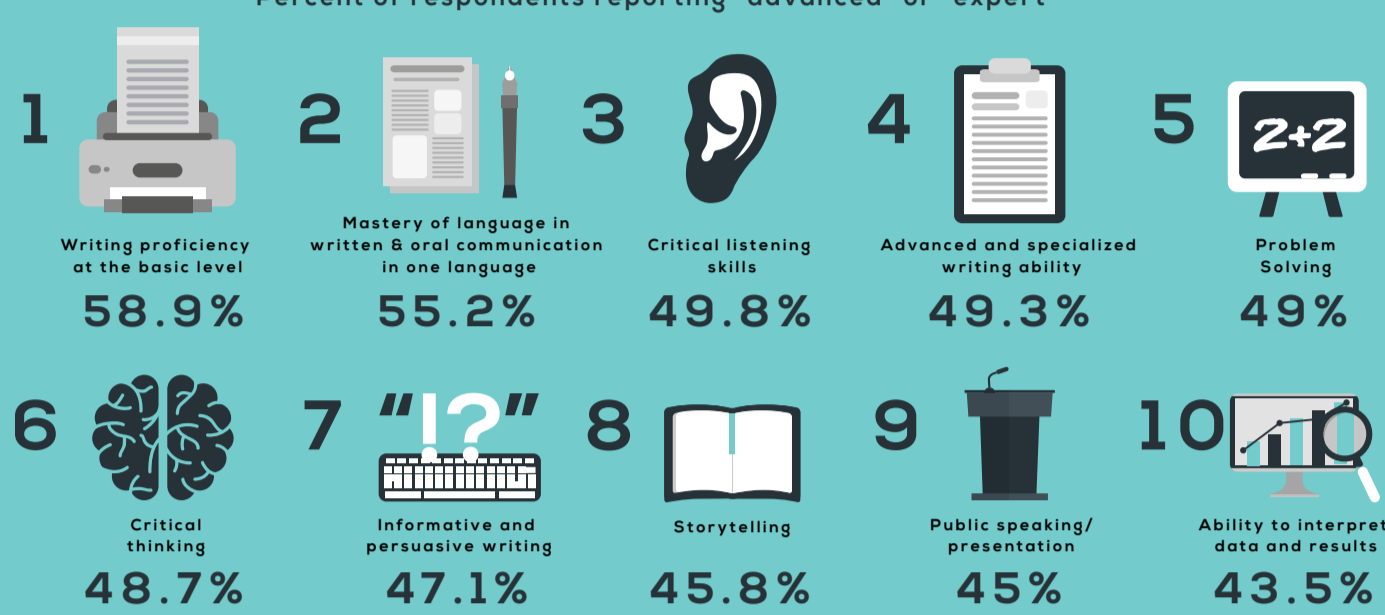
## TOP 10 LOWEST RANKED AREAS OF KNOWLEDGE

Percent of respondents reporting "no knowledge" and "fundamental awareness"



## TOP 10 HIGHEST RANKED AREAS OF KNOWLEDGE

Percent of respondents reporting "advanced" or "expert"

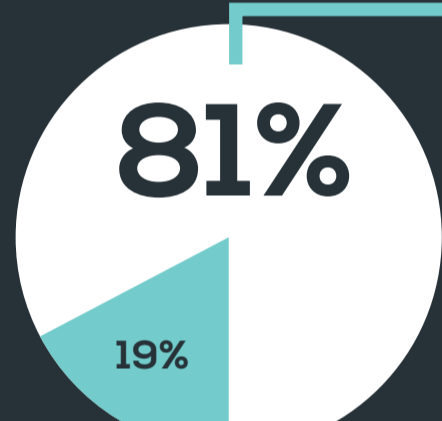


## TOP 10 LOWEST RANKED SKILLS & ABILITIES

## TOP 10 HIGHEST RANKED SKILLS & ABILITIES



Said their employer's funding (or lack of it) is a significant factor in their decision to stay at their organizations over the next year



55% Personally pay for training programs to learn new skills

98% Would be more open to learning new skills if their employer paid for all or part of the training

## Percent of respondents who were willing to close their KSA gaps using the following methods:



**Women were found to be grittier (M=3.41) than men (M=3.17).**

Means are based on a 1 to 5 scale, 1 = not like me at all to 5 = very much like me

The relationship between emotional intelligence and grit is moderately strong and positive.

(R = .630, P = < .05)

# FINDINGS

- 1 Entry-level professionals identified having advanced levels of knowledge in multiple areas of writing.
- 2 Entry-level professionals need to improve their business skills and ability to apply theories.
- 3 Professional development support improves retention.
- 4 Female entry-level professionals rated themselves higher than men on their level of grit.
- 5 Of the factors relating to emotional intelligence, entry-level professionals rated themselves lowest in "emotionality", or the ability to be in touch with their own and others' feelings.