

Professional Development 101: The Basics – Part 1

A Professional Development Series from the
CDC's Division of Population Health
School Health Branch

SUSTAIN
DESIGN

MARKET

DELIVER

SUPPORT
EVALUATE

Section One:

INTRODUCTION

Fostering

Professional Development **PRACTICES**



Welcome



Bridget Borgogna
Health Education Specialist/Project Officer



Melissa Fahrenbruch
Team Lead, Program and Professional Development Team

Purpose

Professional development strengthens education delivery and increases skill-building capacity.

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Learning Objectives

1. Define professional development.
2. Identify key professional development terms.
3. Identify three professional developmental practices.
4. Describe how these practices can improve your state's professional development capabilities.
5. Identify strategies to support each professional development practice.

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Section Two:

PROFESSIONAL DEVELOPMENT DEFINED

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What is Professional Development?

The letters 'PD' are rendered in a large, blue, three-dimensional serif font. They have a slight shadow beneath them, giving them a floating appearance.

- Systematic process that strengthens how professionals obtain and retain knowledge, skills, and attitudes
- Consciously designed processes and activities developed to improve organizational practices

But, wait... there's more!

- Adult learning principles to engage learners
- Systematic process: planning, designing, marketing, delivering, evaluating, and following up
- Events, information and presentation sessions, and technical assistance

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Section Three:

PROFESSIONAL DEVELOPMENT ACTIVITIES

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Events

- Set of skill-building processes and activities designed to assist individuals in obtaining new knowledge and skills
- Purpose: to reach specific goals and improve workplace performance
- Targeted to a specific audience, learner-centered, call to action



Adult Learning Principles

- Respected
- Safe and supportive
- Relevant
- Varied
- Opportunities to practice

Delivered in a time span that is adequate to cover the topic in detail



What is the difference?

- Workshop
 - Educational program
 - Techniques and skills in a particular field
 - Long-term benefits
- Training
 - Instructional experience
 - New skills and knowledge
 - On-the-job application



Distance Learning

- Skill-building process, targeted to a specific audience
- Individuals who are separated by time, or distance, or both
- Modes of delivery:
 - Synchronous
 - Asynchronous

Synchronous Delivery

- All participants present at the same time
- Organized timetable
- Instructor present
- Interaction



Asynchronous Delivery

- Self-paced
- Access materials on own schedule
- Not required to be together



Information and Presentation Sessions

- Provide a **familiarity** level of knowledge
- Enough information to decide whether or not to pursue

Delivery

- One-time or series of events
- Delivered in a short period of time



Technical Assistance

- Process of providing targeted support to an organization with a development need or problem
- Involves communication between a specialist or consultant and the organization



Core Principles

- Collaborative
- Systematic
- Targeted
- Adaptive
- Customized
- Results-driven



Structure

- One-on-one consultation
- Small-group facilitation
 - In person
 - Phone
 - E-mail
 - Internet technologies



Summary of Activities

- Events
- Information and presentation sessions
- Technical assistance



Learning Activity One:

REVIEW OF TERMINOLOGY

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Section Four:

PROFESSIONAL DEVELOPMENT PRACTICES

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Six Professional Development Practices

- **Sustain** a PD infrastructure
- **Design** PD offerings
- **Market** PD services
- **Deliver** PD offerings
- **Follow up** with support
- **Evaluate** PD processes

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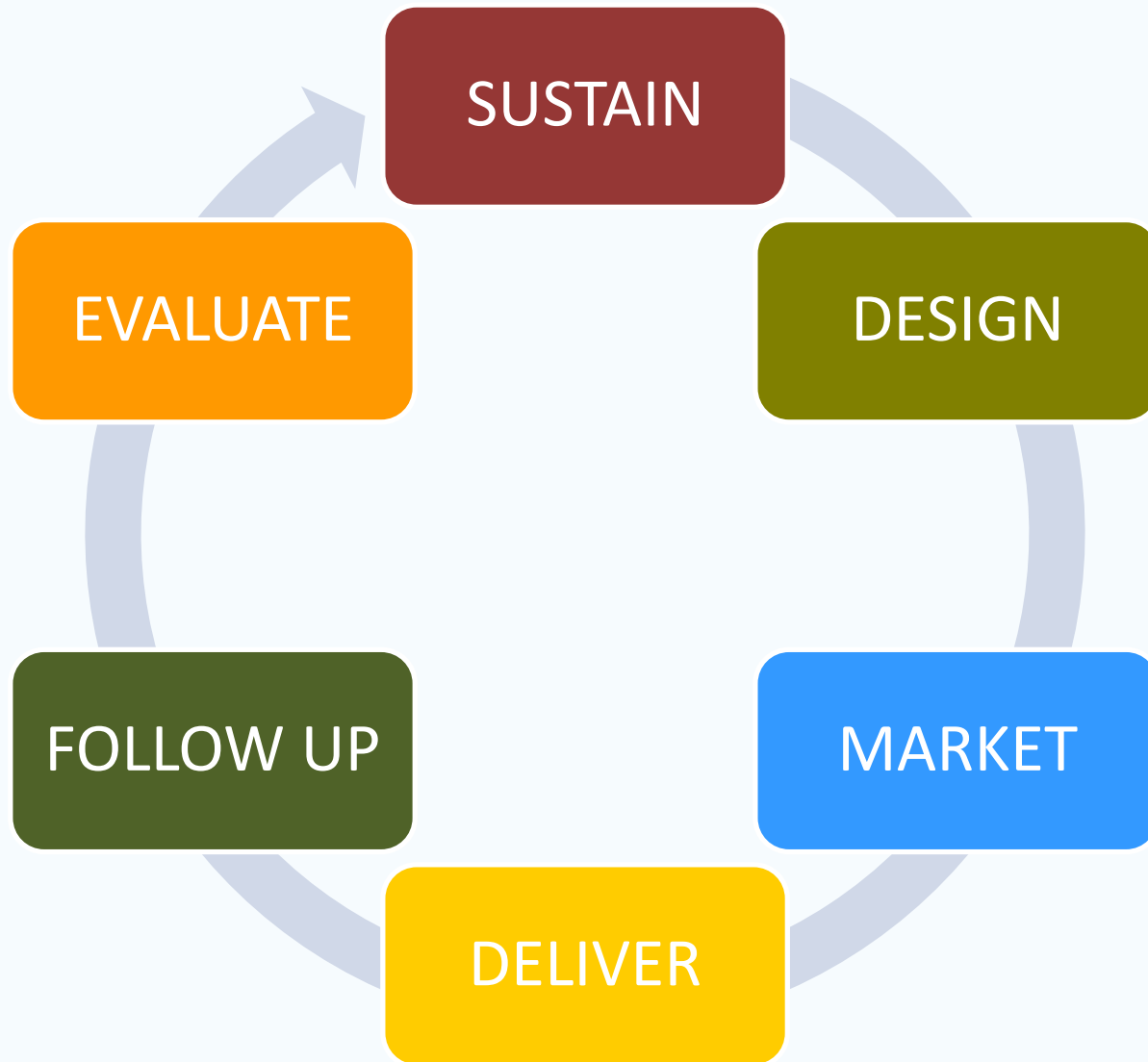
MARKET

DELIVER

**FOLLOW
UP**

EVALUATE

Framework



Infrastructure

- **Sustain:** professional and agency capacity
- **Design:** instructionally sound activities
- **Market:** focused
- **Deliver:** streamlined, responsive, timely
- **Follow up:** growth
- **Evaluate:** continuous improvement

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FOLLOW
UP

EVALUATE

Organizational Outcomes

Increases in:

- Skills and knowledge
- Implementation
- Quality, quantity, or cost-effectiveness
- Sustainability



Partnerships

- Cooperation
- Collaboration



Effective Partnerships

- Mutual respect
- Coordination
- Reciprocal roles
- Shared participation
- Mutual accountability
- Transparency

Partnership Outcomes

- Increased contributions
- Synergy
- Program resilience
- Better alignment

Summary

- Professional development practices framework
- Organizational outcomes
- Characteristics of effective partnerships



Learning Activity Two:

REVIEW OF POTENTIAL OUTCOMES

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Section Five:

SUSTAIN, DESIGN, MARKET

Six Professional Development Practices

- **Sustain** a PD infrastructure
- **Design** PD offerings
- **Market** PD services
- **Deliver** PD offerings
- **Follow up** with support
- **Evaluate** PD processes

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Sustain a Professional Development Infrastructure

SUSTAIN

- Provides the underlying foundation for all the practices
- Stage for success:
 - Leadership
 - Advocacy
 - Skilled staff
 - Alignment
 - Evaluation



Key Characteristics

- Continuous learning
- Focus on relevant content
- Professional collaboration



Key Strategies

1. Identify a person to provide leadership.
2. Secure financial and human resources.
3. Establish and implement a PD plan.
4. Develop a process to ensure qualified PD providers.

Design Professional Development Offerings

DESIGN

Solid PD offerings are thoughtfully designed with a specific purpose.

- Groups
- One-on-one settings
- In person
- Online

Effective Training Objectives

Without clear objectives, participants:

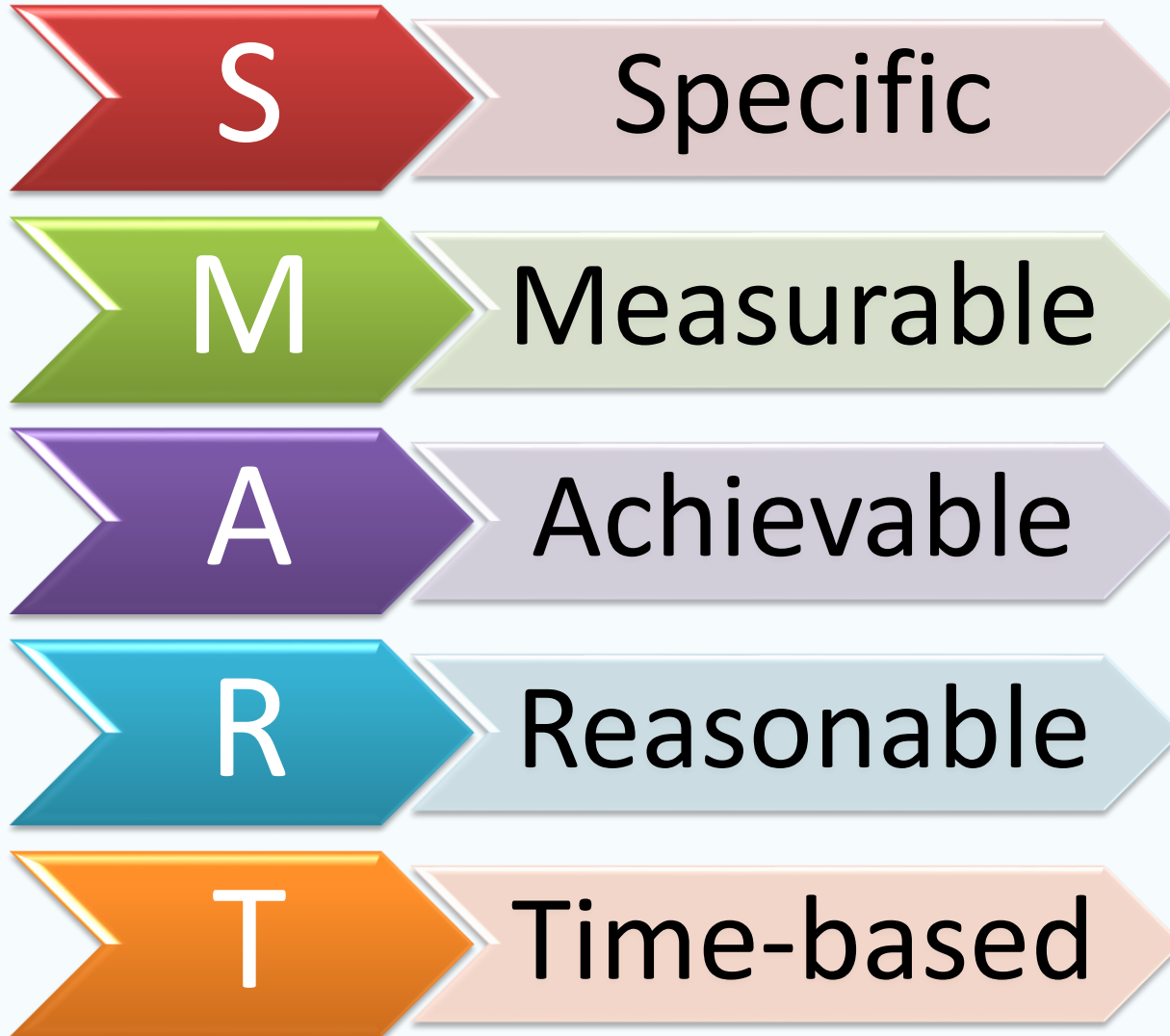
- Are unclear about what is expected
- Fail to grasp intended outcomes
- Lack transfer of learning

With clear objectives, design has:

- Logical intended outcomes
- Strong foundation
- Intent
- Boundaries



SMART Objectives



Adult Learning Principles

Adults:

- Need to know
- Are motivated to learn
- Have previous experience
- Need variety
- Need to be involved

Key Strategies

Group settings:

1. Identify the target audience
2. Develop SMART objectives
3. Develop a comprehensive agenda
4. Develop plans for evaluation and follow-up support

Technical assistance:

1. Response time
2. Topics to be covered
3. Follow-up support

Market Professional Development Services

MARKET

- Contact people
- Know your audience segments
- Promote health benefits
- Utilize various approaches
- Use models that work
- Build partnerships



Field of Dreams

Marketing Steps

1. Determine services
2. Develop a comprehensive marketing plan
3. Implement the marketing plan
4. Use data



Professional Development (PD) Marketing —The Continuum—

This continuum represents a variety of marketing options and provides a rough estimate of cost and time expenditure.

Low Cost Minimal Time		High Cost Time Intensive		
Smiles	Branding/ Identity	Branding and Brand Name Awareness	Direct Mail (e.g., postcards)	Events
Coordination/ Networking with Others	Gear and Giveaways	PowerPoints	Posters	Sponsorships/ Incentive Plans
Key Messages/ Themes/Talking Points	Newsletters	Case Studies	Brochures	Displays/ Booths
Enthusiasm	Phone Calls, E-mail Outreach	Fact Sheets, Information Cards	Toolkits	Advanced Offerings (Paid Advertising, Web-Based Products, DVDs)

Developed by the Professional Development Partnership,
funded by the Centers for Disease Control and Prevention—Division of Adolescent and School Health (CDC DASH)

E-mail hue8@cdc.gov for a copy of the Marketing Toolkit.

Key Strategies

1. Link PD services to target audience needs
2. Develop and implement a marketing plan
3. Monitor and adjust, as appropriate

Summary of Three Practices

- Sustain
- Market
- Design



Learning Activity Three:

REVIEW OF SUSTAIN, DESIGN, MARKET

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Section Six:

CONCLUSION

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Summary

- **Sustain** a PD infrastructure
- **Design** PD offerings
- **Market** PD services

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Next Steps

- Professional Development 101: The Basics – Part 2
 - Deliver
 - Follow-Up
 - Evaluate
- Professional Development 201: From Basic to Dynamic
 - Adult learning principles
 - Facilitation tips
 - Webinar development



Evaluation

Thank you for taking a few minutes to let us know your thoughts about this course.

<https://orausurvey.orau.org/n/PD101a.aspx>

We value your feedback.