HANDOUT

Understanding Professional Development

SUSTAIN	DESIGN	MARKET
DELIVER	FOLLOW UP	EVALUATE

Professional Development (PD) is an excellent way to teach specific learning objectives to a targeted group. Choosing the correct type of PD event is important to understand the level of knowledge and skill that may be acquired. Providers of PD events need consistent definitions in order to provide and market the appropriate type of PD event. It is critical to understand that trainings and workshops do not mean the same thing—one can produce long-term benefits while the other may simply increase awareness.

This overview provides basic definitions for the following PD terms: training, workshop, technical assistance, presentation, and information session. Learn more at the CDC's Healthy Schools website.
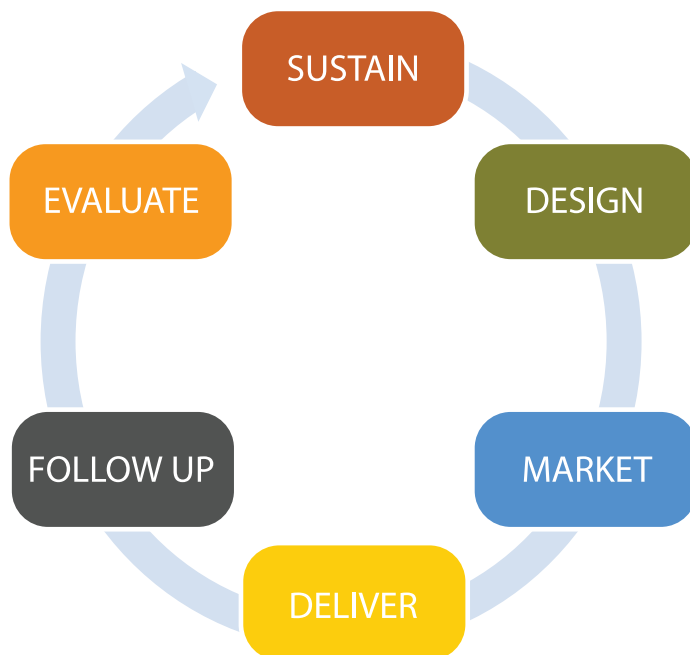
What is Professional Development?

PD is consciously designed to actively engage learners and includes the planning, design, marketing, delivery, follow-up and evaluation; such as, events, information sessions, and technical assistance. It is a set of skill-building processes and activities designed to assist targeted groups in mastering specific learning objectives. Such events are delivered in an adequate time span and may include trainings, workshops, and online or distance learning courses to assist targeted groups in mastering specific learning objectives.
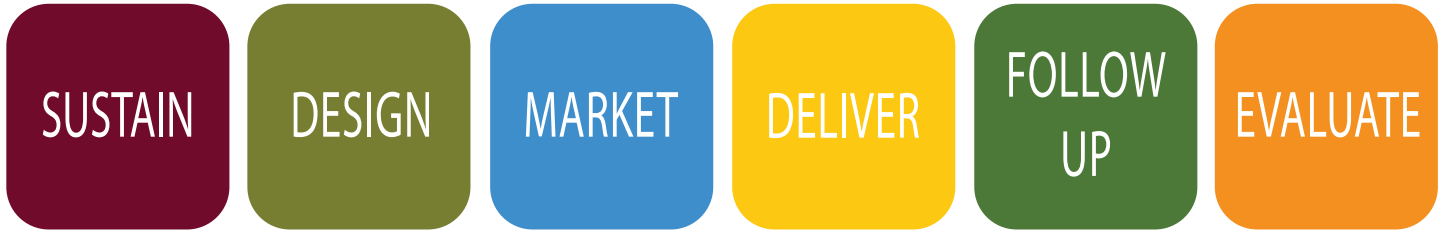
Design all PD events to include the six PD practices—Sustain, Design, Market, Deliver, Follow-Up, and Evaluate. Please refer to CDC's Healthy Schools website for more information about the PD practices. When developing and delivering PD events, integrate all six of these practices.

The Six PD Practices

1. SUSTAIN a PD Infrastructure
2. DESIGN PD Offerings
3. MARKET PD Services
4. DELIVER PD
5. Provide FOLLOW-UP Support
6. EVALUATE PD Processes

The PD standards require up to 3-hour informational presentations and 3 or more hours to transfer skills and to practice the skills acquired. Include action planning, and evaluation, as well as a 1-year follow-up as part of this process.

SUSTAIN

DESIGN

MARKET

DELIVER

FOLLOW UP

EVALUATE

| SUSTAIN | DESIGN | MARKET | DELIVER | FOLLOW UP | EVALUATE |

Training and Workshop

Trainings and workshops are 3 or more hours long and have highly effective transfer skills.

Training. An instructional experience provided primarily by employers for employees, designed to develop new skills and knowledge that are expected to be applied immediately upon arrival or return to the job.

Workshop. An educational program for a small group of people that focuses on techniques and skills in a particular field that has long-term benefits.

Technical Assistance

Technical Assistance. A tailored guidance to meet the specific needs of a site or sites through collaborative communication between a specialist and the sites. Technical assistance takes into account site-specific circumstances and culture and can be provided through phone, mail, e-mail, Internet, or in-person meetings.

Presentation and Information Session

Information and presentations are delivered in a short period of time (30 minutes and no more than 3 hours) and focus on a specific program topic.

Presentations. A speech or visual display tailored to specific audiences such as school administrators, faculty, education and health professionals, adolescents, parents, college students, legislators, or community groups.

Information Session. A presentation or other instructional activity delivered in a short period of time that focuses on a specific topic.

Training of Trainers (TOT)

Train-the-trainer (TOT) sessions prepare instructors to present information effectively, respond to participant questions and lead activities that reinforce learning. A train-the-trainer model enables experienced personnel to show a less-experienced instructor how to deliver courses, workshops and seminars on a particular subject or series of subjects.

Type of PD Event	Length of PD Event (hours)	Effectiveness for Skills Transfer
Training	3+	Highly Effective
Workshop	3+	Highly Effective
Technical Assistance	Varies	Varies
Presentations	0.5 - 3	Knowledge Transfer Only
Information Session	0.5 - 1	Minimum Knowledge Transfer