

Professional Development Offerings

Audio Descriptive Text

Title: Professional Development 101: The Basics; Professional Development Offerings. Image of PD practices: Sustain, Design, Promote, Deliver, Follow Up, and Evaluate. Image of CDC logo. Diagram of Continuous Process includes Technical Assistance. Diagram of Single Event for less than 3 hours shows Information Session. Diagram of Single Event for greater than 3 hours includes a Training or Workshop. Diagram of Training includes smaller group focusing on sustainable, long-term skills. Diagram of Workshop includes Large group learning skills for immediate application.

Video Summary

Professional development offerings are a set of skill-building events designed to assist individuals in obtaining new knowledge and skills. PD offerings seek to accomplish specific objectives and improve workplace performance.

Audio Script

A professional development offering is a set of skill-building events designed to assist individuals in obtaining new knowledge and skills. PD offerings seek to accomplish specific objectives and improve workplace performance.

Offerings:

- Are targeted to a specific audience,
- Are centered on the learner, and
- Provide a call to action.

PD can be grouped into offering categories that are best suited for different goals and circumstances. Consider your specific needs and resources to decide what type of PD is most appropriate.

Is it expected that the PD take place during a single event, or will it be more of a continuous process over a longer period of time?

- If it is a continuous process, then **technical assistance** may be the appropriate PD approach.
- If it should be a single event, then you need to determine if it should be shorter or longer than three hours, based on the content.
 - If shorter than three hours, it will be an **information session**, such as a **webinar**.
 - If the content calls for an event to be longer than three hours, a training or workshop may be the appropriate PD approach.
 - If the goal is to help a small group learn and practice sustainable, long-term skills, then a **workshop** is appropriate.
 - If the goal is to help a group (especially larger groups) learn skills for immediate application, then **training** is appropriate.

Once you've determined the type of PD for the situation, you will need to decide if it is best to deliver the PD in-person, remotely (distance learning), or a mix of both.

We'll now look at each of these types of offerings in more detail.