

# Overview of the Professional Development Practices

## Audio Descriptive Text

Title: Professional Development 101: The Basics; Overview of the Professional Development Practices.  
Image of PD practices with an icon for each: Sustain, Design, Promote, Deliver, Follow Up, and Evaluate.  
Image of CDC logo.

## Video Summary

The PD Practices provide a framework and logical flow for a professional development program. Sustain builds professional and organizational capacity. Design allows for instructionally sound offerings. Promotion is focused through sustained contacts and consistent services. Delivery is responsive and timely. Follow-up supports growth. Evaluation allows continuous improvement.

## Audio Script

Let's turn our attention to an overview of the six professional development practices.

The PD Practices provide a framework and logical flow for a professional development program that emphasizes quality over quantity and is based on best practices.

**Sustaining** a PD infrastructure builds professional and organizational capacity. PD Practices allow you to **design** instructionally sound professional development offerings under optimal conditions. **Promoting** PD (formerly referred to as marketing) becomes more focused because of sustained contacts and consistent services. **Delivery** is streamlined to be responsive and timely. **Follow-up** efforts support growth to meet goals. **Evaluation** of the processes allows continuous improvement.

An organization's ability to achieve its mission improves when program staff receive the support needed to do their best work. Promoting professional development allows organizations to augment their professional capacity and improve outcomes.

When organizations follow the PD Practices, they can expect to see increases in measurable outcomes, including:

- Skills and knowledge;
- Implementation of programs, practices, and policies;
- Quality, quantity, or cost-effectiveness of programs, practices, and policies; and
- Sustainability of the infrastructure or systems that support programs, practices, and policies.