

PD Practice #2: Design

Audio Descriptive Text

Title: Professional Development 101: The Basics; PD Practice #2: Design. Image of PD practices with an icon for each: Sustain, Design, Promote, Deliver, Follow Up, and Evaluate. Image of CDC logo. Design icon. Image SMART to represent SMART objectives: Specific, Measurable, Achievable, Realistic, Time-based.

Video Summary

Solid professional development offerings are thoughtfully designed with specific intended outcomes for participant knowledge, skills, or attitudes.

Audio Script

The next practice we will cover is: **Design** Professional Development Offerings.

In keeping with our architectural analogy, the design practice can be viewed as the solid construction framework of the house. Solid PD offerings are thoughtfully designed with specific purposes.

The key to a good design strategy is to start with the end in mind. Know the specific outcomes you wish to see in participant knowledge, skills, or attitudes as a result of the PD offerings. Ask yourself:

- What, specifically, do I want learners to know and be able to do as a result of this training?
- What evidence would I accept to verify their learning?

The most common mistakes made during the design phase are:

- Unclear objectives,
- Too many objectives, or
- Too much content.

Clearly written, feasible objectives set the boundaries needed to guide and evaluate each PD event. Good objectives can help the PD team identify overabundant or irrelevant content that may leave participants feeling overwhelmed and complacent. Clear objectives let participants know what is expected of them and ultimately increase transfer of learning to the workplace.

Remember the acronym SMART when crafting your objectives.

“S” stands for *Specific*. The objective is clear because it answers the six “W” questions: Who, what, where, when, which, and why.

“M” stands for *Measurable*. You can tell when the objective has been achieved because criteria to measure progress have been set.

“A” stands for *Achievable*. The expectation set is feasible.

“R” stands for *Realistic*. Relevant resources, including personnel, finances, and time have been taken into account.

“T” stands for *Time-based*. It is grounded within a specific timeframe.

Key Strategies

Some key strategies for effective PD design include:

- Identify the target audience;
- Develop SMART objectives;
- Develop a comprehensive agenda; and
- Develop plans for evaluation and follow-up support.