

# 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.

*Fostering*  
Professional Development  
**PRACTICES**



# 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.

SUSTAIN  
**DESIGN**

**MARKET**

**DELIVER**

**SUPPORT**  
EVALUATE

Section Two:

# PROFESSIONAL DEVELOPMENT DEFINED

*Fostering*

Professional Development **PRACTICES**



# What is Professional Development?



- 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



SUSTAIN  
**DESIGN**

**MARKET**

**DELIVER**

**SUPPORT**  
EVALUATE

Section Three:

# PROFESSIONAL DEVELOPMENT ACTIVITIES

*Fostering*

Professional Development **PRACTICES**



# 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

SUSTAIN  
**DESIGN**

**MARKET**

**DELIVER**

**SUPPORT**  
EVALUATE

Section Four:

# PROFESSIONAL DEVELOPMENT PRACTICES

*Fostering*

Professional Development **PRACTICES**



# Six Professional Development Practices

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

**SUSTAIN**

**DESIGN**

**MARKET**

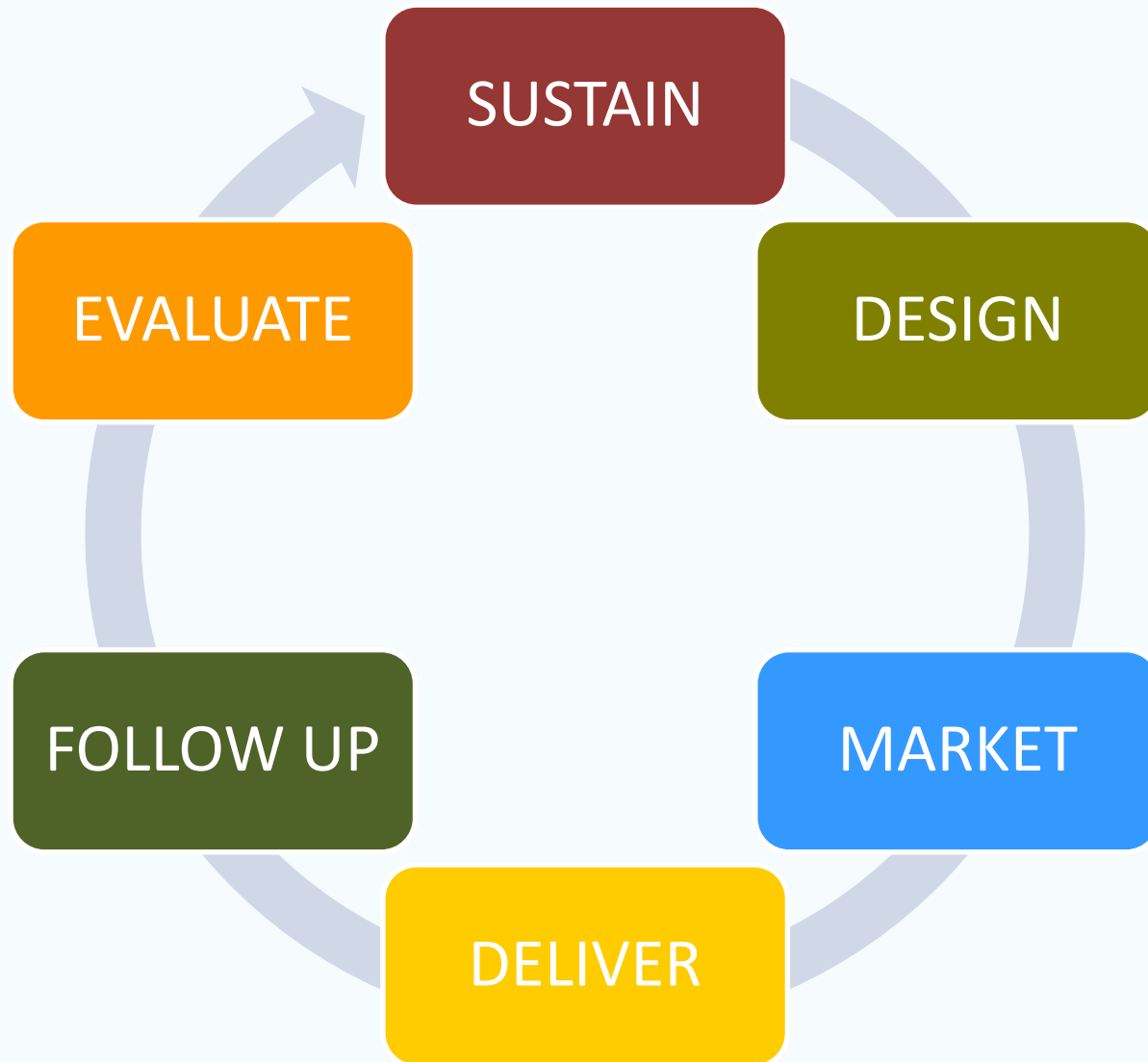
**DELIVER**

**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

SUSTAIN

DESIGN

MARKET

DELIVER

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



SUSTAIN  
**DESIGN**

**MARKET**

**DELIVER**

**SUPPORT**  
EVALUATE

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

*Fostering*  
Professional Development  
**PRACTICES**

# 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:**

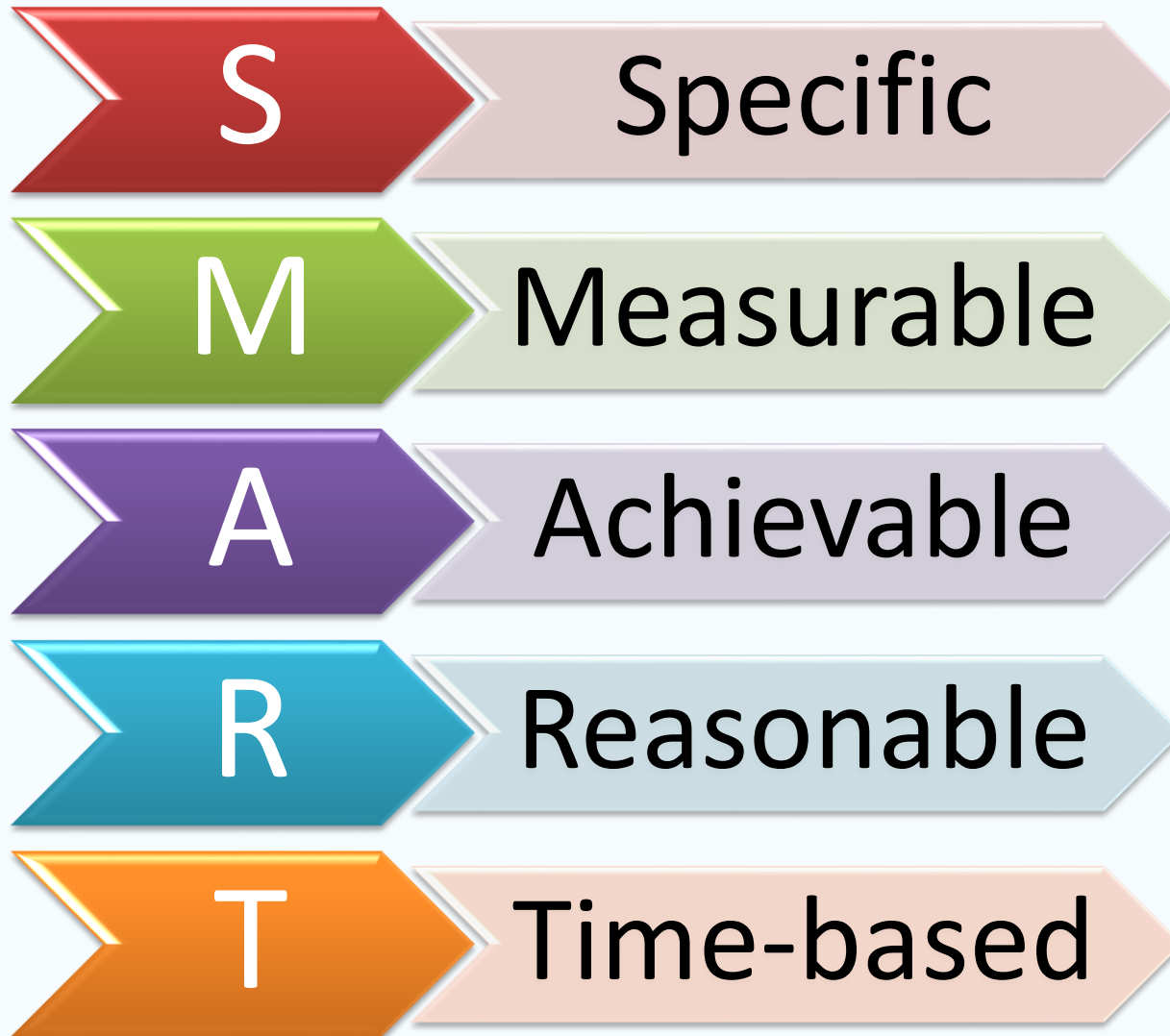
- Are unclear about what is expected
- Fail to grasp intended outcomes
- Lack transfer of learning

## **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*

You Tube



If You Build It, He Will Come - Field of Dreams (1\_9)

# 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](mailto: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

SUSTAIN  
**DESIGN**

**MARKET**

**DELIVER**

**SUPPORT**  
**EVALUATE**

Section Six:

# CONCLUSION

*Fostering*

Professional Development **PRACTICES**



# Summary

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

*Fostering*  
Professional Development  
**PRACTICES**

**SUSTAIN**

**DESIGN**

**MARKET**

# 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.