

CDC Professional Development Practices

The ultimate goal of professional development (PD), in the context of CDC priorities, is the effective implementation of skills and strategies that positively impact the health and well-being of young people. The Professional Development Practices listed below are based on research and best practice and provide optimal conditions for implementation to occur. The Practices encompass the delivery of PD in a group setting (trainings, presentations, meetings) and one-on-one (general technical assistance, coaching/mentoring).

SUSTAIN a Professional Development Infrastructure

- Identify a person to provide leadership for professional development efforts.
- Establish procedures/policies that promote timely, research-based, and responsive PD.
- Secure financial and human resources to support PD and collaboration.
- Establish and implement a PD plan that incorporates the PD-related components found in the cooperative agreement workplan.
- Ensure continuous learning among program staff.
- Develop a process for recruitment, development, and assessment of qualified PD providers (may be in-house). Ensure that PD providers are skilled to:
 - Apply the fundamentals of effective training design and delivery;
 - Are familiar with the specified content (HIV Prevention, CSHP, curriculum, etc.);
 - Apply adult learning principles;
 - Use a variety of strategies to meet needs of diverse learners;
 - Create a safe and functional learning environment for constituents; and
 - Manage conflict/controversy.
- Provide ongoing technical support for PD providers.
- Establish a data management system.



DESIGN Professional Development Offerings

Group Setting

For each training or presentation offered:

- Identify the target audience;
- Conduct a pre-assessment and review available data to guide the development of SMART objectives;
- Develop a comprehensive training design (agenda);
- Develop/select an action planning template;
- Develop an evaluation plan;
- Develop a plan for follow-up support;
- Develop, design, and organize materials; and
- Manage, or hire someone to manage, logistics (e.g., registration, site selection, transportation needs, AV/technology).



One-On-One Technical Assistance (TA)

Develop a TA protocol that includes the following components:

- Response time
- Site data review (when available)
- Topics to be covered
- Follow-up support
- Materials to be sent
- Data entry process

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MARKET Professional Development Services

- Determine the professional development services that will match target audience needs.
- Develop a comprehensive marketing plan. As part of the plan:
 - Develop SMART objectives that describe the marketing results to be achieved;
 - Develop and pretest messages and materials that will resonate with target audiences;
 - Create a marketing timeline;
 - Identify measures of success; and
 - Recruit partners who can support and assist in achieving marketing objectives.
- Implement the marketing plan.
- Collect evaluation data.
- Record data in data management system.
- Monitor and adjust the marketing plan/materials/messages as appropriate.



Provide Follow-up SUPPORT

Group Setting

- Plan for follow-up support prior to each event.
- Choose appropriate follow-up support strategies.
- Share follow-up support expectations prior to and during the event.
- Schedule follow-up support, if applicable.
- Conduct follow-up support at appropriate intervals.
- Collect participant data.
- Collect evaluation data.
- Record data in data management system.



One-On-One Technical Assistance (TA)

- Plan for follow-up support, if needed, during the initial provision of technical assistance.
- Choose appropriate follow-up strategy.
- Schedule follow-up support.
- Conduct follow-up support.
- Record data in data management system.

DELIVER Professional Development

- Provide an environment conducive to learning.
- Utilize qualified professional development providers (see PD Practice #1).
- Execute the training design/TA protocol.
- Collect participant data.
- Provide and manage materials.
- Manage AV/technology, when applicable.
- Collect evaluation data.
- Record data in data management system.



EVALUATE Professional Development Processes

- Develop a plan to measure the professional development (PD) SMART objectives stated in the cooperative agreement workplan.
- Identify or develop instruments to collect evaluation data from multiple sources.
- Assess needs of the target audience, as applicable.
- Collect process data.
- Collect outcome data.
- Maintain evaluation data in an organized data management system.
- Identify or develop a data entry protocol.
- Use evaluation data to:
 - Revise PD plans;
 - Revise/refine training designs;
 - Revise/refine TA protocol;
 - Inform the design of follow-up support;
 - Report indicators of success; and
 - Inform decision-makers/stakeholders.

