What is Professional Development?

PD is consciously designed to actively engage learners and includes the planning, design, marketing, delivery, follow-up and evaluation; such as, events, information sessions, and technical assistance. It is a set of skill-building processes and activities designed to assist targeted groups in mastering specific learning objectives. Such events are delivered in an adequate time span and may include trainings, workshops, and online or distance learning courses to assist targeted groups in mastering specific learning objectives.

Design all PD events to include the six PD practices—Sustain, Design, Market, Deliver, Follow-Up, and Evaluate. Please refer to CDC’s Healthy Schools website for more information about the PD practices. When developing and delivering PD events, integrate all six of these practices.

The Six PD Practices

1. SUSTAIN a PD Infrastructure
2. DESIGN PD Offerings
3. MARKET PD Services
4. DELIVER PD
5. Provide FOLLOW-UP Support
6. EVALUATE PD Processes

The PD standards require up to 3-hour informational presentations and 3 or more hours to transfer skills and to practice the skills acquired. Include action planning, and evaluation, as well as a 1-year follow-up as part of this process.
**Training and Workshop**
Trainings and workshops are 3 or more hours long and have highly effective transfer skills.

**Training.** An instructional experience provided primarily by employers for employees, designed to develop new skills and knowledge that are expected to be applied immediately upon arrival or return to the job.

**Workshop.** An educational program for a small group of people that focuses on techniques and skills in a particular field that has long-term benefits.

**Technical Assistance**
**Technical Assistance.** A tailored guidance to meet the specific needs of a site or sites through collaborative communication between a specialist and the sites. Technical assistance takes into account site-specific circumstances and culture and can be provided through phone, mail, e-mail, Internet, or in-person meetings.

**Presentation and Information Session**
Information and presentations are delivered in a short period of time (30 minutes and no more than 3 hours) and focus on a specific program topic.

**Presentations.** A speech or visual display tailored to specific audiences such as school administrators, faculty, education and health professionals, adolescents, parents, college students, legislators, or community groups.

**Information Session.** A presentation or other instructional activity delivered in a short period of time that focuses on a specific topic.

<table>
<thead>
<tr>
<th>Type of PD Event</th>
<th>Length of PD Event (hours)</th>
<th>Effectiveness for Skills Transfer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Training</td>
<td>3+</td>
<td>Highly Effective</td>
</tr>
<tr>
<td>Workshop</td>
<td>3+</td>
<td>Highly Effective</td>
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<tr>
<td>Technical Assistance</td>
<td>Varies</td>
<td>Varies</td>
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<tr>
<td>Presentations</td>
<td>0.5 - 3</td>
<td>Knowledge Transfer Only</td>
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<tr>
<td>Information Session</td>
<td>0.5 - 1</td>
<td>Minimum Knowledge Transfer</td>
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