

What is Professional Development?

Audio Descriptive Text

Title: Professional Development 201: From Basic to Dynamic. Introduction; What is Professional Development? Image of PD practices: Sustain, Design, Promote, Deliver, Follow Up, and Evaluate. CDC logo.

Video Summary

Professional development is a systematic process that strengthens how professionals obtain and retain knowledge, skills, and attitudes. Professional development offerings follow a systematic process, from planning to evaluation.

Audio Script

Before we explore adult learning theory, let's review "What is Professional Development?"

Professional development, commonly referred to as PD, is a systematic process that strengthens how professionals obtain and retain knowledge, skills, and attitudes. It consists of intentionally designed processes and activities developed to improve organizational approaches.

The *CDC Professional Development Practices* are based on research and previously identified best practices that provide optimal conditions for implementation to occur.

As you'll recall from PD101, there are six professional development practices:

- Sustain a professional development infrastructure,
- Design professional development offerings,
- Market professional development services,
- Deliver professional development,
- Provide follow-up support, and
- Evaluate professional development processes.

Although not a completely regimented process, the PD Practices do follow a logical flow, from one practice to the next. They create the framework for providing professional development offerings.

Professional development offerings follow a systematic process from planning to evaluation. Offerings are:

- Events such as trainings and workshops
- Information and presentation sessions, and
- Technical assistance

This course will focus on events. A professional development event, such as a workshop or training, is a set of skill-building processes and activities designed to assist individuals in obtaining new knowledge and skills. The purpose is to reach specific goals and improve workplace performance. Events can be face-to-face training, distance learning, workshops, train-the-trainer sessions, or webinars.

All events have three things in common. They are:

1. Targeted to a specific audience,
2. Centered on the learner, and
3. Contain a call to action.

The fact sheet, *Understanding Professional Development*, provides an overview of professional development and types of professional development events.

For this training, we will explore webinars as the primary PD event.