Professional Development Practices
—Inventory—

This Professional Development Practices Inventory was developed to assist funded partners in identifying the strengths and gaps in the professional development (PD) components of their cooperative agreement work plans. The inventory is meant to be a tool for individual or team reflection and to assist in the prioritization of PD practices. The following six professional development practices are used as the framework for the inventory:

- **Sustain a Professional Development Infrastructure**
- **Design Professional Development Offerings**
- **Market Professional Development Services**
- **Deliver Professional Development**
- **Provide Follow-Up Support**
- **Evaluate Professional Development Processes**

These practices refer to the delivery of professional development in a group setting (trainings, presentations, meetings) or one-on-one (general technical assistance, coaching/mentoring).

Helpful Definitions:

- **Professional development (PD)** is a systematic process used to strengthen how professionals obtain and retain knowledge, skills, and attitudes. PD is designed to actively engage learners. It includes the planning, design, marketing, delivery, follow-up support, and evaluation of PD offerings such as events, information sessions, and technical assistance

- **A PD event** includes to a set of skill-building processes and activities designed to help targeted groups of participants master specific learning objectives. Such events are delivered in an adequate time span (at least 3 hours) and may include trainings, workshops, coaching, and online or distance learning courses.

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

Directions:
In the table starting on page 2, Read each item listed in the Processes column (left column) and determine whether or not your site has the process in place. There is a box to indicate "yes," "no," or "don't know." As you consider each process think about the level of importance of each. There is a space in the right-hand column for you to jot down impressions or comments. After you (and your team, if applicable) have had a chance to analyze the processes, indicate in the lower right corner of the page whether this PD practice is a high, medium, or low priority for your site.

Professional Development Practice: Sustain Infrastructure

Processes to Sustain a PD Infrastructure:	In Place?	Thoughts/Next Steps:
1. Identify a person to provide leadership for PD efforts.	❑ yes ❑ no ❑ don't know	
2. Establish procedures/polices that promote timely, research-based, and responsive PD.	❑ yes ❑ no ❑ don't know	
3. Secure financial and human resources to support PD and collaboration.	❑ yes ❑ no ❑ don't know	
4. Establish and implement a PD plan that incorporates the PD-related components found in the cooperative agreement work plan.	❑ yes ❑ no ❑ don't know	
5. Ensure continuous learning among program staff.	❑ yes ❑ no ❑ don't know	
6. Develop a process for recruitment, development, and assessment of qualified PD providers (may be in-house). Ensure that PD providers • Apply the fundamentals of effective training design and delivery. • Are familiar with the specified content (e.g., HIV Prevention, Coordinated School Health Program, and curriculum) • 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 • Are skilled at managing conflict/controversy.	❑ yes ❑ no ❑ don't know ❑ yes ❑ no ❑ don't know ❑ yes ❑ no ❑ don't know ❑ yes ❑ no ❑ don't know ❑ yes ❑ no ❑ don't know ❑ yes ❑ no ❑ don't know	
7. Provide ongoing technical support for PD providers.	❑ yes ❑ no ❑ don't know	
8. Establish a data management system.	❑ yes ❑ no ❑ don't know	

General Comments:

Priority (circle one):   **High   Medium   Low**

Professional Development Practice: Design

Processes to Design PD Offerings:	In Place?	Thoughts/Next Steps:
Group Setting		
For each training or presentation offered 1. Identify the target audience.	❑ yes ❑ no ❑ don't know	
2. Conduct a pre-assessment and review available data to guide the development of SMART (Specific Measurable Achievable Realistic Time-related objectives).	❑ yes ❑ no ❑ don't know	
3. Develop a comprehensive training design (agenda).	❑ yes ❑ no ❑ don't know	
4. Develop/select an action planning template.	❑ yes ❑ no ❑ don't know	
5. Develop an evaluation plan.*	❑ yes ❑ no ❑ don't know	
6. Develop a plan for follow-up support.*	❑ yes ❑ no ❑ don't know	
7. Develop, design, and organize materials.	❑ yes ❑ no ❑ don't know	
8. When applicable, manage or hire someone to manage logistics (e.g., registration, site selection, transportation needs, AV/technology).	❑ yes ❑ no ❑ don't know	
One-On-One Technical Assistance (TA)		
Develop a TA protocol that includes • Response time. • Site data review (when available). • Topics to be covered. • Follow-up support. • Materials to be sent. • Data entry process.	❑ yes ❑ no ❑ don't know	

* This process is included in another practice in more detail.

General Comments: **Priority (circle one):**   High Medium Low

Professional Development Practice: Market

Processes to Market PD Services:	In Place?	Thoughts/Next Steps:
1. Determine the PD services that will match target audience needs.	❑ yes ❑ no ❑ don't know	
2. 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 time line. • Identify measures of success. • Recruit partners who can support and assist in achieving marketing objectives.	❑ yes ❑ no ❑ don't know	
3. Implement the marketing plan.	❑ yes ❑ no ❑ don't know	
4. Collect evaluation data.*	❑ yes ❑ no ❑ don't know	
5. Record data in data management system.	❑ yes ❑ no ❑ don't know	
6. Monitor and adjust marketing plan/materials/messages as appropriate.	❑ yes ❑ no ❑ don't know	

* This process is included in another practice in more detail.

General Comments:

Priority (circle one): **High Medium Low**

Professional Development Practice: Deliver

Processes to Deliver PD Offerings:	In Place?	Thoughts/Next Steps:
1. Provide an environment conducive to learning.	❏ yes ❏ no ❏ don't know	
2. Use qualified PD providers	❏ yes ❏ no ❏ don't know	
3. Execute the training design/TA protocol.	❏ yes ❏ no ❏ don't know	
4. Collect participant data.	❏ yes ❏ no ❏ don't know	
5. Provide and manage materials.	❏ yes ❏ no ❏ don't know	
6. Manage AV/technology, when applicable.	❏ yes ❏ no ❏ don't know	
7. Collect evaluation data.*	❏ yes ❏ no ❏ don't know	
8. Record data in data management system.	❏ yes ❏ no ❏ don't know	

* This process is included in another practice in more detail.

General Comments:

Priority (circle one):   High   Medium   Low

Professional Development Practice: Follow-Up Support

Processes to Provide Follow-Up Support:	In Place?	Thoughts/Next Steps:
Group Setting		
For each training or presentation offered 1. Plan for follow-up support prior to each event.	❏ yes ❏ no ❏ don't know	
2. Choose appropriate follow-up support strategies.	❏ yes ❏ no ❏ don't know	
3. Share follow-up support expectations prior to and during the event.	❏ yes ❏ no ❏ don't know	
4. Schedule follow-up support, if applicable.	❏ yes ❏ no ❏ don't know	
5. Conduct follow-up support at appropriate intervals.	❏ yes ❏ no ❏ don't know	
6. Collect participant data.	❏ yes ❏ no ❏ don't know	
7. Collect evaluation data.*	❏ yes ❏ no ❏ don't know	
8. Record data in data management system.	❏ yes ❏ no ❏ don't know	
One-On-One Technical Assistance (TA)		
1. Plan for follow-up support, if needed, during the initial provision of technical assistance.	❏ yes ❏ no ❏ don't know	
2. Choose appropriate follow-up strategy.	❏ yes ❏ no ❏ don't know	
3. Schedule follow-up support.	❏ yes ❏ no ❏ don't know	
4. Conduct follow-up support.	❏ yes ❏ no ❏ don't know	
5. Record TA data in data management system.	❏ yes ❏ no ❏ don't know	

*This process is included in another practice in more detail.

General Comments:

Priority (circle one):   High   Medium   Low

Professional Development Practice: Evaluate

Processes to Evaluate PD:	In Place?	Thoughts/Next Steps:
1. Develop a plan to evaluate the SMART objectives.	❏ yes ❏ no ❏ don't know	
2. Identify or develop instruments to collect evaluation data from multiple sources on PD processes and events based on the PD evaluation plan.	❏ yes ❏ no ❏ don't know	
3. Assess needs of the target audience, as applicable.	❏ yes ❏ no ❏ don't know	
4. Collect process data.	❏ yes ❏ no ❏ don't know	
5. Collect outcome data.	❏ yes ❏ no ❏ don't know	
6. Maintain evaluation data in an organized data management system.	❏ yes ❏ no ❏ don't know	
7. Identify or develop a data entry protocol.	❏ yes ❏ no ❏ don't know	

8.   Use evaluation data to
   a.   Revise PD plans.
   b.   Revise/refine training designs.
   c.   Revise/refine TA protocol.
   d.   Inform the design of follow-up support.
   e.   Report indicators of success.
   f.   Inform decision makers/stakeholders.
	❏ yes ❏ no ❏ don't know
	❏ yes ❏ no ❏ don't know
	❏ yes ❏ no ❏ don't know
	❏ yes ❏ no ❏ don't know
	❏ yes ❏ no ❏ don't know
	❏ yes ❏ no ❏ don't know	

General Comments:

Priority (circle one):   High   Medium   Low