Professional Development Practices Inventory

This Professional Development Inventory was developed to assist in identifying the strengths and gaps in the professional development (PD) components of an organization's work or strategic plans. The inventory is meant to be a tool for individual and/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** is the systematic process used to strengthen the professional knowledge, skills, and attitudes of an organization's staff. Professional Development is consciously designed to actively engage learners and includes the planning, design, marketing, delivery, evaluation, and follow-up of professional development offerings (events, information sessions, and technical assistance).

- **Professional development event** refers to a set of skill-building processes and activities designed to assist targeted groups of participants in mastering specific learning objectives. Such events are delivered in an adequate time span (at least 3 hours) and may include curriculum and other training, workshops, and on-line or distance learning courses.

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

Directions:

Read each item listed in the first column (processes) and determine whether or not your site has the process in place. Iindicate "yes", "no", or "don't know" in the second column. As you consider each process think about the level of importance of each. There is a space in the last column to jot impressions, comments, etc. 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 organization. An asterisk indicates that the process is included in another practice in more detail.

Professional Development Practices: Sustain

Processes to Sustain a PD Infrastructure:	In Place?	Thoughts/Next Steps:
a. Identify a person to provide leadership for professional development efforts.	❑ yes ❑ no ❑ don't know	
b. Establish procedures/polices that promote timely, research-based, and responsive PD.	❑ yes ❑ no ❑ don't know	
c. Secure financial and human resources to support professional development and collaboration.	❑ yes ❑ no ❑ don't know	
d. Establish and implement a PD plan that incorporates the PD-related components found in your strategic plans.	❑ yes ❑ no ❑ don't know	
e. Ensure continuous learning among staff.	❑ yes ❑ no ❑ don't know	
f. 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 (nutrition, physical activity, 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 • Are skilled at managing conflict/controversy.	❑ y ❑ n ❑ dk ❑ y ❑ n ❑ dk ❑ y ❑ n ❑ dk ❑ y ❑ n ❑ dk ❑ y ❑ n ❑ dk ❑ y ❑ n ❑ dk	
g. Provide ongoing technical support for PD providers.	❑ yes ❑ no ❑ don't know	
h. Establish a data management system.	❑ yes ❑ no ❑ don't know	

Priority Check: H   M   L

General Comments:

Professional Development Practices: Design

INVENTORY

Group Setting

Processes to Design PD Offerings:	In Place?	Thoughts/Next Steps:
For each training or presentation offered: a. Identify the target audience.	❏ yes ❏ no ❏ don't know	
b. Conduct a pre-assessment and/or review available data to guide the development of SMART objectives.	❏ yes ❏ no ❏ don't know	
c. Develop a comprehensive training design (agenda).	❏ yes ❏ no ❏ don't know	
d. Develop/select an action planning template.	❏ yes ❏ no ❏ don't know	
e. Develop an evaluation plan.*	❏ yes ❏ no ❏ don't know	
f. Develop a plan for follow-up support.*	❏ yes ❏ no ❏ don't know	
g. Develop, design, and organize materials.	❏ yes ❏ no ❏ don't know	
h. 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)

Processes to Design PD Offerings:	In Place?	Thoughts/Next Steps:
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	❏ yes ❏ no ❏ don't know	

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

Priority Check: H   M   L

General Comments:

Processes to Market PD Services:	In Place?	Thoughts/Next Steps:
a. Determine the professional development services that will match target audience needs.	❏ yes ❏ no ❏ don't know	
b. 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. • Recruit partners who can support and assist in achieving marketing objectives.	❏ yes ❏ no ❏ don't know	
c. Implement the marketing plan.	❏ yes ❏ no ❏ don't know	
d. Collect evaluation data.*	❏ yes ❏ no ❏ don't know	
e. Record data in data management system.	❏ yes ❏ no ❏ don't know	
f. Monitor and adjust marketing plan/materials/messages as appropriate.	❏ yes ❏ no ❏ don't know	

Priority Check: H   M   L

General Comments:

INVENTORY

Processes to Deliver PD Offerings:	In Place?	Thoughts/Next Steps:
a. Provide an environment conducive to learning.	❏ yes ❏ no ❏ don't know	
b. Utilize qualified professional development providers (see PD Practice: Sustain Infrastructure).	❏ yes ❏ no ❏ don't know	
c. Execute the training design/TA protocol.	❏ yes ❏ no ❏ don't know	
d. Collect participant data.	❏ yes ❏ no ❏ don't know	
e. Provide and manage materials.	❏ yes ❏ no ❏ don't know	
f. Manage AV/technology, when applicable.	❏ yes ❏ no ❏ don't know	
g. Collect evaluation data.*	❏ yes ❏ no ❏ don't know	
h. Record data in data management system.	❏ yes ❏ no ❏ don't know	

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

Priority Check: H   M   L

General Comments:

INVENTORY

Group Setting

Processes to Provide Follow-Up Support:	In Place?	Thoughts/Next Steps:
For each training or presentation offered: a. Plan for follow-up support prior to each event.	❑ yes ❑ no ❑ don't know	
b. Choose appropriate follow-up support strategies.	❑ yes ❑ no ❑ don't know	
c. Share follow-up support expectations prior to and during the event.	❑ yes ❑ no ❑ don't know	
d. Schedule follow-up support, if applicable.	❑ yes ❑ no ❑ don't know	
e. Conduct follow-up support at appropriate intervals.	❑ yes ❑ no ❑ don't know	
f. Collect participant data.	❑ yes ❑ no ❑ don't know	
g. Collect evaluation data.*	❑ yes ❑ no ❑ don't know	
h. Record data in data management system.	❑ yes ❑ no ❑ don't know	

One-On-One Technical Assistance (TA)

Processes to Provide Follow-Up Support:	In Place?	Thoughts/Next Steps:
a. Plan for follow-up support, if needed, during the initial provision of technical assistance.	❑ yes ❑ no ❑ don't know	
b. Choose appropriate follow-up strategy.	❑ yes ❑ no ❑ don't know	
c. Schedule follow-up support.	❑ yes ❑ no ❑ don't know	
d. Conduct follow-up support.	❑ yes ❑ no ❑ don't know	
e. Record TA data in data management system.	❑ yes ❑ no ❑ don't know	

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

Priority Check: H   M   L

General Comments:

Processes to Evaluate PD:	In Place?	Thoughts/Next Steps:
a. Develop a plan to evaluate the professional development (PD) SMART objectives. agreement workplan.	❏ yes ❏ no ❏ don't know	
b. 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	
c. Assess needs of the target audience, as applicable.	❏ yes ❏ no ❏ don't know	
d. Collect process data.	❏ yes ❏ no ❏ don't know	
e. Collect outcome data.	❏ yes ❏ no ❏ don't know	
f. Maintain evaluation data in an organized data management system.	❏ yes ❏ no ❏ don't know	
g. Identify or develop a data entry protocol.	❏ yes ❏ no ❏ don't know	
h. 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 • Inform decision-makers/stakeholders	❏ y ❏ n ❏ dk ❏ y ❏ n ❏ dk ❏ y ❏ n ❏ dk ❏ y ❏ n ❏ dk ❏ y ❏ n ❏ dk ❏ y ❏ n ❏ dk	

General Comments: **Priority Check**:   H   M   L