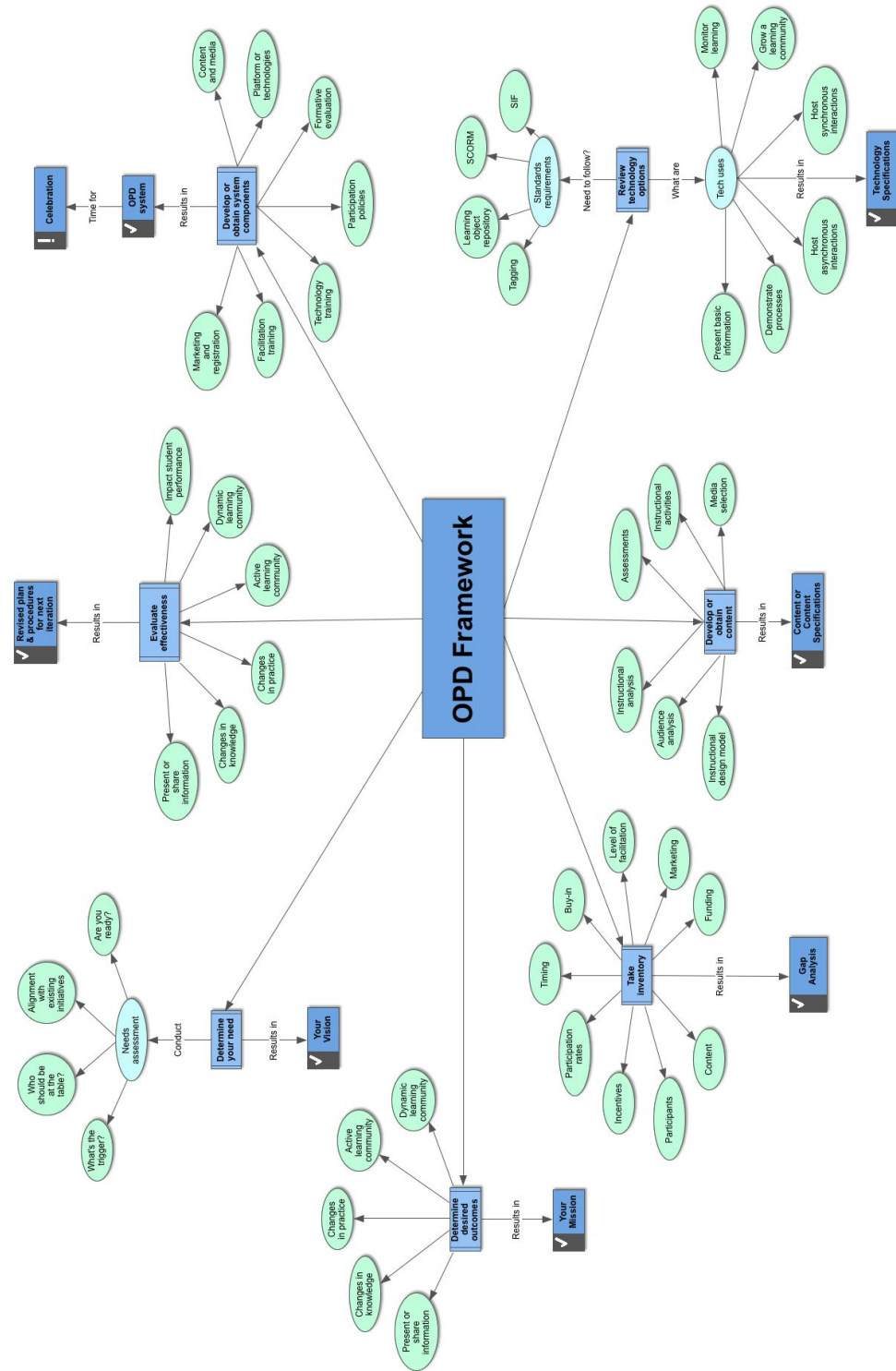


Designing Professional Development

Start with sound design principles to get the most out of your instruction.

1. Determine the need
 - a. Needs assessment
 - i. What's the trigger?
 - ii. Who should be at the table?
 - iii. How will new PD align with existing PD?
 - iv. Are you ready for online PD?
2. Know your audience
 - a. Audience analysis
 - i. Participant-based design
 - ii. Scenario-based design
3. Determine what your audience will know and be able to do
 - a. Instructional analysis
4. Determine how learners will demonstrate their new knowledge and skills
 - a. Start with the end in mind (backwards design)
5. Consider the visual design
6. Match media to learning outcomes
 - a. Presenting basic information
 - b. Demonstrating a process, sequence, or procedure
 - c. Hosting asynchronous interactions
 - d. Hosting synchronous interactions
 - e. Growing a learning community
7. Motivate the learners
 - a. Engagement and interaction are a function of design and delivery, not the technology
 - b. ARCS model of motivational design
 - i. Attention
 - ii. Relevance
 - iii. Confidence
 - iv. Success
 - c. Andragogy: develop instruction for the needs of adults
8. Monitor your project
 - a. Formative assessment with content experts and audience members
 - b. Summative assessment at least annually to revise and plan for the following year
9. Promote your project from the beginning
 - a. Include target audience
 - b. Include all those who will support the project tangentially
 - c. Consider samples, outcomes, incentives, cost, and technical specifications



Online Professional Development Framework

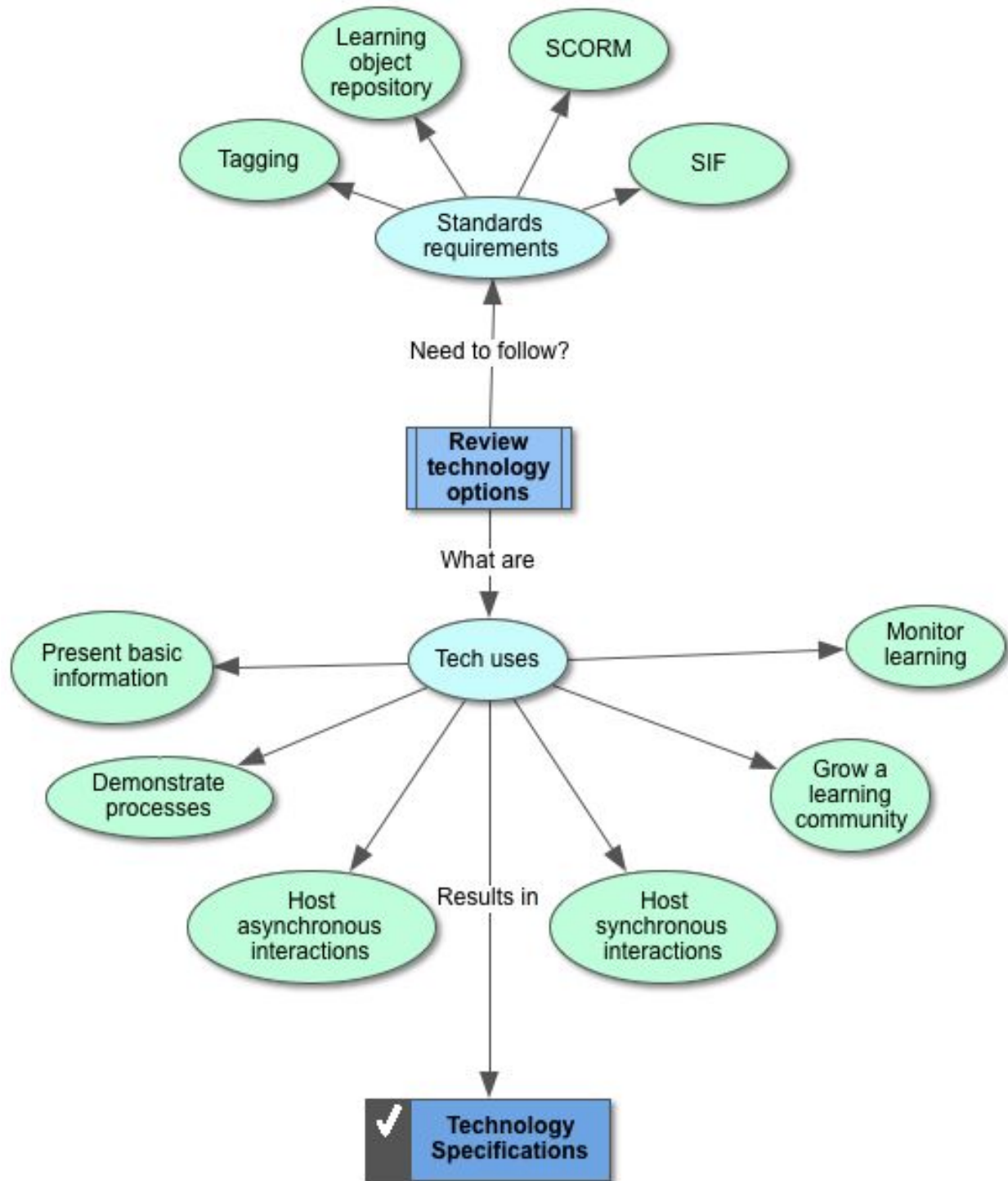
From: *Online Professional Development. Design, Deliver, Succeed!* by John D. Ross (<http://rossonlinepd.com/>)

Take Action: Instructional Design Considerations

No technology can make up for bad design. Make sure you have appropriate resources—people, materials, and policies—to ensure high-quality design. Consider the following questions and concerns before you begin any content development.

- What instructional design process will you use to develop your content?
- Do you have or need the following personnel
 - Instructional designer
 - Subject-matter expert(s)
 - Media developers (graphics, video, web programming, other)
 - Project manager or sponsor
- Determine methods to describe your audience. What are their
 - Background skills and knowledge related to the content
 - Technology skills
 - Access to technology
 - Motivation for participation, including goals and expectations
 - Education background
 - Hetero- or homogeneity
- How will you determine appropriate skills and knowledge to be covered in your online professional development? What must be included? Is nice to include? Should not be included?
- What assessments will help your participants demonstrate they have mastered your content? How will they be presented online?
- Consider guidelines or principles that support adult learners and encourage motivation and engagement. You may want to use national standards or develop your own instructional design guidelines.

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Step 5: What technologies are right for me?

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