

## FINAL

To: APPA President Don Guckert

From: Vice President for Professional Development Beth Clark

CC: APPA Executive Committee

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Subj: APPA Professional Development Committee Work Plan 2018-2019

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The goals of the **APPA Professional Development Committee**, henceforth referred to as “**the PDC**,” will largely be centered around the idea of an *outcomes-based approach to learning*. It should be noted from the outset that the extraction of the educational program management content representatives from the PDC and the intent for the committee's work to be carried out by the regional representatives and professional staff does not mean that the goals of the PDC do/will not have an impact on or require input from that extracted collection of professionals. Indeed, the two entities should be thought of as complimentary and collaborative. To that extent, the Vice President for Professional Development will serve as the liaison between the two entities and will relay information between them as needed.

The goals for the PDC for 2018-2019 are as follows:

1. As prescribed by the new APPA Strategic Plan, the PDC will work to support APPA's efforts to “develop a wide breadth of educational content and create a ‘course catalog’ of instruction.” This initiative will be a two-pronged approach – focusing both on APPA's own content at all levels (international, regional, and local) as well as curating existing content from APPA's strategic partners (other professional associations).
  - a. Strategic Plan Connection: STRONG. This initiative is directly spelled out in the strategic plan.
  - b. Resources Required:
    - i. Meaningful contributions from regional representatives on the PDC (direct input of the most successful/most well-received regional conference educational sessions, as well as curated lists of those occurring at the local level);
    - ii. Partnership with the Professional Affairs Committee to identify those strategic partners from whom existing content could be identified, organized, and collaboratively delivered;

- iii. Creativity from regional representatives and APPA staff to identify or brainstorm NEW offerings of original or collaborative content;
      - c. Additional Commentary: The curated content recommended and sought should be done purposefully and intentionally in alignment with those topics presented in the membership survey as highly important to the APPA membership; or as otherwise determined by the PDC. This is the tie back to the idea of an outcomes-based approach to learning – what outcome(s) do we wish to achieve from compiling both original and collaborative content? We seek to recommend timely, relevant professional development content that specifically addresses those concerns expressed by the members in the membership survey. Additionally, this content needs to be available to the members in a variety of ways. This requirement will be address in goal #2.
      - d. Timeline: While the initiative will be ongoing, an initial “course catalog” will be organized and presented to the APPA Board of Directors at the January 2019 meeting in a conceptual format.
2. As further prescribed by the new APPA Strategic Plan, the PDC will explore, and evaluate “additional, varied, convenient, and cost-effective education and training delivery channels” including but not limited to delivery “on and offsite, at conferences, on campus, through webinars, as drive-ins, individually accessed, and through social media.” Following the initial population of APPA's Professional Development Course Catalog, the members of the PDC will work to explore and identify alternate means of delivery of that curated content. Could a successful regional presentation be offered as a webinar? Is a member institution willing to host an ASHRAE fundamentals course on campus for its employees and those of neighboring institutions? Does an update to a previously delivered session on a disaster recovery warrant a 10-minute YouTube video? These are the questions the PDC will be asking and working to answer.
  - a. Strategic Plan Connection: STRONG. This initiative is similarly directly spelled out in the strategic plan.
  - b. Resources Required:
    - i. Healthy scrutiny and out-of-the-box thinking from regional representatives and APPA Staff regarding alternate delivery channels;
    - ii. Willing and enthusiastic participation from presenters when approached to delivery content again through another delivery method;
    - iii. APPA Staff communication and management resources when these programs are launched/available; webinar set-up, registration, and moderation.
    - iv. Additional A/V assistance for YouTube videos and other infrastructure investments as needed for a professional delivery
  - c. Additional Commentary: The tie back to an outcomes-based approach to learning is very much the same as in goal #1 – the desire to deliver timely, relevant professional development, *in a variety of ways*. Further, a secondary outcome of this goal will be to broaden the audience for the identified content. A regionally-delivered educational session for 60 attendees becomes a webinar available to thousands. APPA content is taken further and wider through these alternate delivery channels.
  - d. Timeline: Again, while the initiative will be ongoing (continuous additions to the course catalog will require continuous evaluation and determination), it is the goal of

the PDC to identify four regional/local sessions that can be delivered via webinar in calendar year 2019 (as a quarterly offering) as well as two 10-20-minute TEDTalk-like videos for the APPA YouTube channel.

3. The PDC will take a more holistic approach to evaluating the presentations submissions for the APPA Annual Conference by first aligning to the desired outcomes of the annual meeting and then making presentation selection decisions in support of those outcomes.
  - a. Strategic Plan Connection: **STRONG**. The goal ties directly to the principles of both sharpening the focus and strengthening the core.
  - b. Resources Required:
    - i. Substantive contributions from regional representatives and APPA Staff to synthesize members wants/needs as expressed in the membership survey into meaningful and actionable outcomes for the selected presentations at the APPA 2019 annual conference;
  - c. Additional Commentary: This entire goal is about taking an outcomes-based approach, in this case to the presentations given at the annual conference. Rather than simply selecting presenters because they are known to be good presenters, or the topic is “trendy,” or because there is a predetermined number of breakout sessions, programmatic choices will be intentional, coherent, and in alignment with expressed member wants/needs and as recommended by the PAC
  - d. Timeline: The desired outcomes for the presentations given at the annual conference will be developed and ratified through PDC conference calls during the months of November and December in order to evaluate submitted presentations through this new lens in the month of January. Concurrent to presentation evaluation, PDC will notify APPA Staff should adjustments be recommended to the schedule and/or room requirements.
  
4. APPA staff is developing a comprehensive evaluation form for current content offerings in order to more effectively manage the delivery of programs, assess presenter skills, and generally elevate the quality of the APPA's educational brand. The scope of this effort is to broaden across all APPA offerings as well as the evaluations employed by regions and chapters in order to capture consistent and comparative information in a comprehensive database. The PDC will review and advise APPA's efforts to seek common agreement for an evaluation system across all APPA/regional and local offerings.
  - a. Strategic Plan Connection: **STRONG**. This goal is all about sharpening the focus. Are our members getting out of our programs exactly what we intend?
  - b. Resources Required:
    - i. The goal will be contingent upon the Content/Curriculum team determining (or reiterating) the desired outcomes of each of the established programs in such a way that the PDC can provide meaningful recommendations.
    - ii. Collaboration among regional representatives and APPA staff to turn stated learning and business outcomes into questions of assessment and evaluation.
  - c. Additional Commentary:
  - d. Timeline: Contingent upon the Content/Curriculum team's action, the PDC would be prepared to act on this goal over the course of two to three months of conference calls.

5. The PDC will revisit the idea of a lifelong learning continuum following a substantive conversation regarding APPA's approach to professional development as informed by direction from the APPA Executive Committee. Is the desired approach to lifelong learning meant to be piecemeal – meaning take the programs you want when you want/need them – or is the approach more of a holistic one intent on developing worldly educational facilities professionals? Need the two approaches be mutually exclusive? Should one get greater attention/emphasis? Following philosophical and economical discussions at the Executive Committee level, the PDC is prepared to develop a visual representation of all APPA educational programs and how/when/where members might enter and progress through the continuum.
  - a. Strategic Plan Connection: STRONG. This continuum is meant to be the embodiment of the strategic plan – preparing for every future. It is a visual amalgamation of the plan that will be relatable to each individual APPA member.
  - b. Resources Required:
    - i. Guidance from APPA's Executive Committee;
    - ii. Enthusiastic participation and creativity from regional representatives and APPA Staff to develop the continuum;
    - iii. APPA Staff or outside graphics support to convert concept into a visual representation.
  - c. Additional Commentary: The desired outcome for this goal is to demonstrate to our members how they can get from APPA that which they want/need in a variety of meaningful, intentional, and coherent ways that develops them into worldly facilities professionals and keeps them on a path of continuous learning.
  - d. Timeline: The PDC will work to develop and deliver a concept to the APPA Board of Directors at the APPA 2019 annual conference.