

Professional Development Consortium

Criteria for Product Design and Development

- 1. Alignment:** Ensure the documents are in alignment with:
 - Legislation
 - NAEYC Blueprint
 - Existing and/or in-the-works relevant professional development efforts (*e.g. Benchmarks; HS/EHS Performance Standards; Career Wage Ladder; Registry; Accreditation; ELP Drafting Team; Regulation Re-writes and AYD Professional Development System's work*)
 - Grounded in research
- 2. Practical and User-Friendly:** Ensure all documents and recommendations are “Practical and User-Friendly”. The documents should not be shelf sitters. Please include:
 - Good organization, such as: Table of Contents; Acknowledgements; Glossary; and Resources and Citations.
 - An “Introductory” section that sets the context, states the purpose, outlines who the document is for, and how it should be used.
 - A visual that connects your product as a component of the PD System; and
 - Narrative of rationale, logic and practical-ness of how the product meaningfully connects and reflects the field of early learning and afterschool care.
- 3. System of Attraction:** Cultivate “buy-in and ownership” throughout the process of developing documents so that when the PDC gets to the vetting/feedback/review process for the entire PDC report, the documents does not crash and burn.
 - Be proactive and build buy-in and ownership into the timeline for your Work Group and product design and development. Ensure there is a feedback loop between the PD Consortium and the field at-large.
 - Communication and messaging to community, partners and stakeholders should be ongoing.
- 4. Empower Next Steps:** All documents and products should provide a clear direction that will lead to systems development and change.
- 5. Diversity, Inclusion and Cultural Competence:** Ensure that all documents and recommendations are culturally and linguistically appropriate and recognize the importance of access and inclusion.