



*Professional Development  
and Education  
Program*

**Professional Development and Education Committee  
Co-Chair Jennifer Sproul**

As we dive into 2015, I look back on the incredible events of the last year for this committee and the tremendous potential it has for our association. After being appointed as co-chair for this special committee it was our goal to structure a program that was accessible, organized and useful for the benefit all members professionally and personally. For those members who haven't heard, per the vote at the Annual Meeting and Education Conference in Indianapolis, our committee has been granted "standing committee" status and has merged with "Programs, Education and Projects" or PEP to become the "Professional Development and Education" (PD&E) Committee! The bulk of the program remains the same, but now we can add structured programs to help chapters grow and provide resources for the leadership team. We have identified the three components of the Education side of this committee and we are working at completing two of them for release within the next month. Those are the Leadership Development Course and the Mentoring Program. The third is the Construction Career Outreach and that will take shape as we go. We will promote these through the PD&E Committee Facebook page as well as the Connection, Image and the PD&E Newsletter. This program will provide all the details you need to take full advantage of this important resource through social media, contest details and helpful articles. I'm so excited and looking forward to the year ahead so get ready, get set, GROW!

Here is what we have been up to.....

- We have rebranded the logo from Professional Development Program to Professional Development & Education.
- **NAWIC Strategic Plan** – We are modifying the existing plan to add the "Education" component. Priority is high on this one as national wants this for mid-year board meeting.
- The **NAWIC Mentor Program** is in the final stages. We have modified the national program for easier use. Chapter 73, Orlando, Florida is testing this six month program. They have 9 mentees and 6 mentors signed up. We will be rolling this out at AMEC.
- We are finalizing the **NAWIC Leadership Development Course** so we can focus on that at AMEC.
- Idea Exchange on **Conversations with NAWIC** – The categories are already set up. We are working on a marketing idea to get the regions and chapters to communicate to the membership how to use this more often. This has been incorporated into a contest for the year.
- **NAWIC Bookstore** – We are up-loading resources for members. Each book is linked to Amazon where you can preview or place an order. If we keep adding resources to the tracks and keep adding books to the bookstore and continue to market it correctly...we will have successfully created a powerful resource for the membership.
- **Dale Carnegie Partnership** – we have taken the established Baltimore connection with Dale Carnegie and are working it into a nationwide plan for chapters to use as a development tool (and membership attractor) for members. (See preliminary plan following this report.)

We are all very excited to roll out this new Professional Development and Education Program initiative. We have been working hard to set up a library of resources and tools geared towards your personal and professional development. The PD&E committee is dedicated to providing articles and other educational opportunities to help enhance your professional skills—and we love your feedback!

To join this committee or share any comments, questions, or ideas please email the committee chair at [nawicpdc@gmail.com](mailto:nawicpdc@gmail.com) through the NAWIC website. Various social media, including Facebook, LinkedIn and Twitter as well as the PD&E newsletter will include links to all programs available to you.

## Preliminary Business Plan for Dale Carnegie Partnership National Deployment

### Overview

The Baltimore chapter purposely took action and added personal development programs to our 2014 and 2015 year's meeting content. This action was taken in to achieve the chapter goal of increasing membership and providing VALUE to our existing members. We did achieve the outcome we desired, through providing meaningful meeting and event content.

To deliver a communication skills programs to our members and make them aware of resources for communication skills training; we met and work with Cheryl Eibner of Dale Carnegie.

- Cheryl delivered a “Communicating to lead” dinner program in 2014 (30 members and guests attended)
- She also delivered an “Achieving a work/life balance program” dinner program in 2015. (30 members and guests attended)
- Both of Cheryl's programs were received enthusiastically by our membership.
- Feedback at each meeting assured us that we were giving our members content that they needed, wanted and that their employers were happy to pay to obtain.

Now we've approached Dale Carnegie through Cheryl and with her local leadership to develop a National Partnership with NAWIC.

### Plan

The National Partnership goal is provide a trusted, reputable resource for training available to all of our members through Dale Carnegie.

NAWIC chapters will be able to develop local DC connections in their areas; invite DC speakers in for training, event speaking and more. For instance, some Dale Carnegie training programs have CEU credits available and are college-accredited.

Year 1 2015	Year 2 2016	Year 3 2017	Notes
DC links to NAWIC Web site LOGO & Link			
DC offers a discounted program price based on NAWIC membership	Data is tracked on Users	Data is tracked on Users (expect increase in users)	
DC connects at Regional forums for introduction; PD&E introduces concept at AMEC	DC connects at AMEC	DC connects at AMEC	
DC offers in meeting deliverable on a per chapter basis	Share Success stories and feedback	Share Success stories and feedback	Track chapter membership numbers in chapters using this resource?



# Professional Development and Education Program



We are all very excited to roll out this new Professional Development and Education Program initiative. In the coming months, you will have access to a library of resources and tools geared towards your personal and professional growth through the NAWIC website, various social media and a newsletter which will include links to all programs available to you.

Please take a quick minute and click the links below. These **3 clicks of a mouse** will introduce you to Professional Development and Education Program and just some of the resources available to help you reach your goals:

1. [Visit the NAWIC Professional Development Website](#)
  - a. Check out the various Career Track Modules
  - b. Explore the resources at your disposal

2. [Like us on Facebook](#)

- a. Get the latest updates on events, newly published articles and resources, industry news, and more!



3. [Start a Conversation...](#) Give and gain advice & Let the **CONTEST** begin! Starting on February 1<sup>st</sup> to July 31<sup>st</sup>.

- a. Collaborate with other members on “Conversations with NAWIC.” When posting in “Conversations with NAWIC” you will need to have your name and Chapter # on the post - **1 point per post.**
- b. Send me an article to post onto our Professional Development and Education Program Facebook page - **2 points per post.**
- c. We will be tracking the post weekly and the chapter that uses this tool the most will get commemorated at AMEC in Nashville and will be recognized with a special prize. Give and gain advice using NAWIC’s conversations tool!!
- d. To help facilitate this contest your NAWIC leadership team will be having conversations. We may post something like “WIC Week 2015, Has your chapter begun planning?? What are some things that your chapter has done that has been successful?”

Resources	Tracks		
Articles Yellow Booklets Speakers Bureau Podcasts/Whiteboard Career Center Continuing Education Mentor Program Conversations with NAWIC	Leadership Training	Managers Manual	Tech Central
	Skills Training	Career Counseling	YOUSty
Newsletter			

NAWIC Members please connect with this new Professional Development and Education Program that’s right at your fingertips. The exclusive content was created for members by members and we encourage you to use this valuable membership benefit and play apart in your own personal and professional growth.

The PDP committee is dedicated to providing articles and other educational opportunities to help enhance your professional skills—and we love your feedback! To join this committee or share any comments, questions, or ideas

please email the committee chair at [nawicpdc@gmail.com](mailto:nawicpdc@gmail.com).