A PDII, sometimes referred to as a train-the-trainer, is a professional development event for approved instructors with demonstrated knowledge and/or expertise in a particular content area. The purpose of a PDII is to prepare instructors to deliver the content presented at the PDII to practitioners in the form of professional development events.

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| **Title of PDII**  **and Dates** | **PDII: Engaging Families to Support Quality Early Learning**  **ALTOONA**: Aug. 10, 2016, 8:30am – 12:30pm Hampton Inn, 180 Charlotte Dr., Altoona PA 16601  ABOUT THE COURSE:  K8: Program Organization and Administration  CG3: Technology and Marketing  CKC: K8.17 C1 -- List and describe four examples of quality in your classroom, as part of a “show and tell” family engagement piece of your program’s marketing plan. | | | |
| **Registration** | Name: | | | |
| **Information** | Title: | | PQAS #: | |
|  | Organization: | | | |
|  | Address: | | | |
|  | Regional Key(s) where you conduct PD: Northeast Southeast Mid-State Northwest Southwest | | | |
|  | City: | State: | Zip: | |
|  | Phone: | Fax: | | E-mail: |
| **Professional Development Experience** | On the second page, please include examples about how you’ve worked with staff about how each of them represents his or her early learning program. What do you think makes a good ambassador to help improve word-of-mouth marketing among families and their communities? What qualities or skills are critical for successfully communicating about quality with current and prospective families? | | | |
| **Meals and accommodations** | Meals: ***Meals will not be provided. Meals are on your own.***  Special needs?  Other assistance required (describe)  If you need any ADA accommodations to participate in this event please contact [karsee@berksiu.org](mailto:karsee@berksiu.org) two weeks prior to the event. | | | |
| **Application Deadline** | **July 27, 2016 ALTOONA LOCATION** | | | |
| **Expectations of Participants** | **Instructors completing this PDII will be responsible for delivering this needs-based marketing course twice at no cost for a Regional Key between July 1, 2016 and June 30, 2017.** | | | |
| **Selection Criteria** | PQAS instructors currently approved to deliver K8: Program Organization and Administration  CG3: Technology and Marketing  Specialty discipline PQAS instructors with expertise in marketing and communications.  PQAS instructors identified by the Regional Key. | | | |
| **Notification of Acceptance** | Applicants will be notified regarding acceptance to this PDII by **August 1, 2016.** | | | |
| **Return Form by July 27, 2016**  Return this completed application by July 27, 2016 to Karen Seeber, PA Key Communications, at [karsee@berksiu.org](mailto:karsee@berksiu.org). | | | | |

Below, please include examples about how you’ve worked with staff about how each of them represents his or her early learning program. What do you think makes a good ambassador to help improve word-of-mouth marketing among families and their communities? What qualities or skills are critical for successfully communicating about quality with current and prospective families?