

Professional development for media professionals is a process of evaluating oneself- and organization and acquiring knowledge and skills to support personal and organizational goals.

There are a lot of different resources that CCUMC members could use to create their own prescription for professional development.

Suggested methods for professional development.

Network with peers.

Join a professional organization.

Attend a professional meeting.

Attend a workshop or training session.

Attend a trade show.

Read trade publications and journals.

Follow your curiosity.

Follow someone else's curiosity.

Survey related fields.

Evaluate your own professional strengths and identify areas that need improvement.

Evaluate your organization to determine how well it is meeting the needs of its clients.

Encourage your staff to grow through professional development activities.

Here are some recommended sources for professional development.

CCUMC listserve and annual conference

Present a program at a regional or national conference

InfoComm annual tradeshow

Certification programs through NSCA or INFOCOMM

Vendor training sessions.

Trade publications, free subscriptions

CCUMC Leader and Review