

## Who, What, and How (WWH) Planning Matrix for Early Childhood Professional Development (PD)

The WWH Planning Matrix is used to gather information from key state agencies about their PD practices, target audience, content delivered, PD approaches are used, who the PD providers are, and the supports they receive in their PD role. This leads to state agencies having a better understanding of each other’s statewide PD practices and areas for making changes. The WWH Planning Matrix consists of two parts: the WWH at the level of learners and at the level of PD providers.

Part 1: WWH – Learners				
<b>Who are the major funding agencies for early childhood PD?</b> (one agency per row, e.g., Head Start)	<b>To whom does this agency provide PD?</b> (list target audience for each initiative, if appropriate)	<b>What is the content of the PD?</b> <b>What are the evidence-based intervention practices associated with the content?</b>	<b>How is the PD delivered?</b> <b>Is this aligned with level of learner impact desired (e.g., knowledge, skills, application) and practice focus?</b>	<b>Is this PD integrated with infrastructure supports?</b> (e.g., quality initiatives, licensure, accreditation, evaluation, policies)
Part 2: WWH – PD Providers				
<b>Who are the PD providers?</b> (Answer this question for each of the agencies listed in Part 1)	<b>Who provides information and support to the PD providers?</b>	<b>What type of information and support is available for PD providers?</b> <b>Does content focus on:</b> <ul style="list-style-type: none"> <li>• Evidence-based intervention practices?</li> <li>• Evidence-based PD approaches?</li> </ul>	<b>How are information and support delivered to PD providers?</b>	<b>Is this information and support integrated with infrastructure supports?</b> (e.g., quality initiatives, licensure, accreditation, evaluation, policies)