

Develop as a marketing tool.

Results from a 2018 survey of professional development trainers

Develop is Minnesota's online Quality Improvement and Registry Tool that the child care and early education workforce can use to find and track professional development from approved trainers. A total of 257 professional development trainers were asked to identify which marketing strategies are most successful for attracting training participants.

How many trainers have used **Develop** in the past 18 months?

107

Trainers with **0 events** registered in **Develop** in the past 18 months (*non-users*)

49

Trainers with **fewer than 5 events** registered in **Develop** in the past 18 months (*minimal users*)

101

Trainers with **5 or more events** registered in **Develop** in the past 18 months (*full users*)

How do trainers market their training to the workforce?

Trainers found **Develop** to be an effective strategy for marketing training opportunities. **Even trainers who were non-users** reported that **Develop** is a successful marketing strategy. Forty percent of non-users reported previously being an approved trainer and registering an event in **Develop**.

	All trainers	Non-users	Minimal users	Full users
Most effective strategy	Develop (55%)	Develop (39%)	Develop (45%)	Develop (74%)
Second most effective strategy	Social media (13%)	Social media (21%)	Child care resource and referral; social media (tie: 13%)	Social media (13%)



Social media was reported as an effective marketing strategy for online and in-person trainers.

**According to Develop administrative data*