

Retail
Management
Certificate

State Association
Toolkit



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What is the RMC Program?

The Retail Management Certificate (RMC) is a community college business program where students learn the key skills needed for retail management success. Classes are currently available at a growing number of community college campuses throughout the U.S. and 100% online.

Why Implement the RMC Program?

The Retail Management Certificate program was created by industry for industry, which ensures employees will learn the most relevant skills and core competencies needed for success in the retail industry. It is designed to help the retail workforce gain an industry-recognized credential, and develop key foundational skills that can be applied immediately in their workplaces.

Retail employs over 42 million people* in the United States and the need for people with skills in marketing, management, technology, budgeting, and leadership is at an all time high.

Supporting the RMC program places your association at the forefront of advancing education initiatives and elevating the knowledge base of retail associates in your state. View the [growing list of participating retailers](#) and [the growing list of state associations](#) at www.RetailManagementCertificate.com.

Introducing the RMC to your members, will allow them to benefit directly from the program.

- Develops key foundational skills that can be applied immediately in the workplace.
- Builds confidence and significantly increases level of workforce engagement.
- Prepares people to take on a leadership role in their organization.
- Helps workers gain an industry-recognized credential & college credit that can lead to a degree.
- Ensures employees will gain the most relevant skills and core competencies needed for career success.

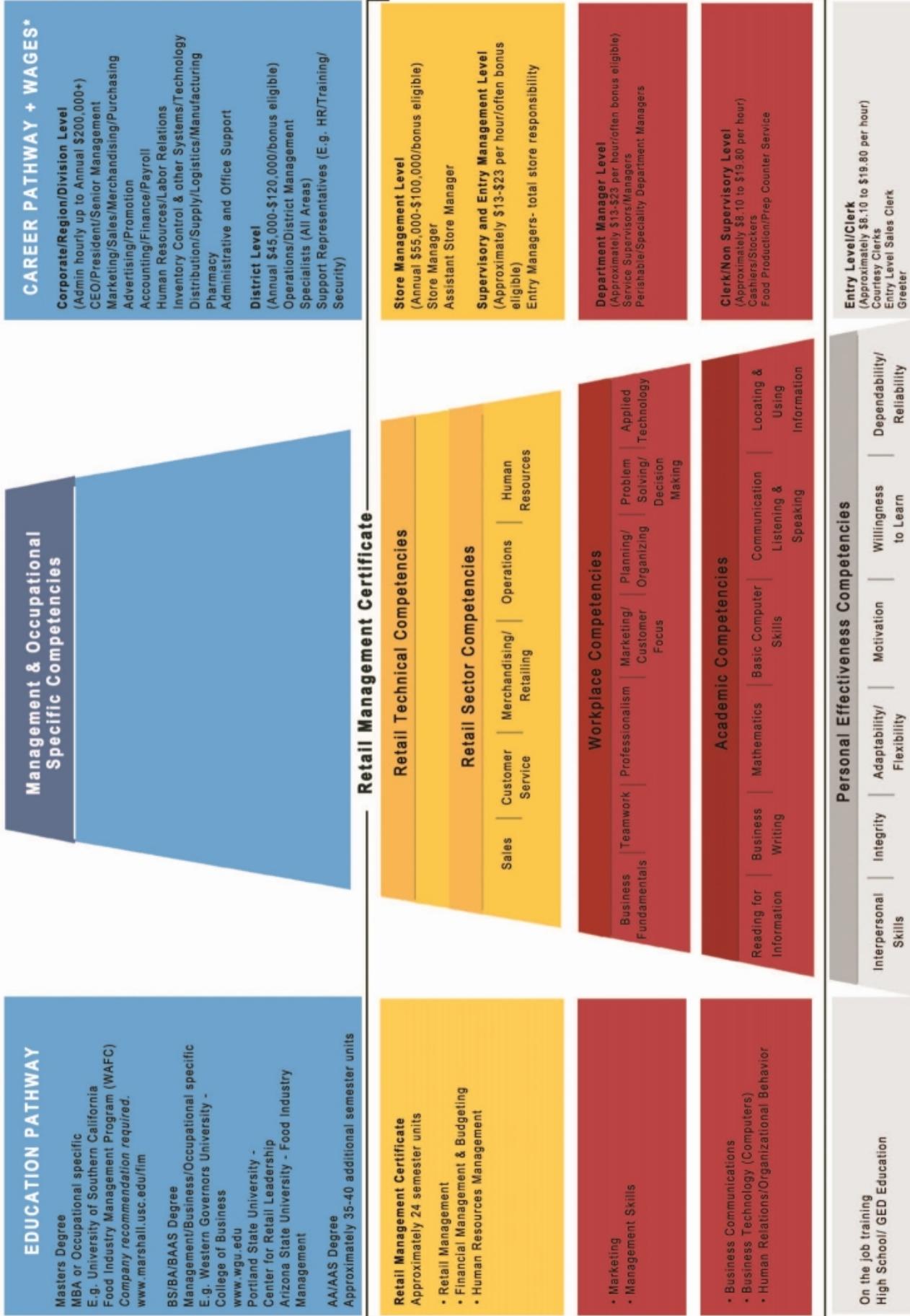


See how the competencies align with the retail education and career pathways.



* Source: PwC. *The Economic Impact of the US Retail Industry*, September 2014.

Retail Management Certificate Aligned with Retail Competency Model



For more information visit: www.retailmanagementcertificate.com

*Source: United States Bureau Labor Statistics
Pyramid Source: www.careerstop.org/competencymodel
Graphic Last Updated: 08/18/15

Flow of Action Steps

1

- *Secure the Support from Your Board and Identify Champions*

2

- *Assess the Interest & Need from Retail Members*

3

- *Identify and Engage Community College Partners*

4

- *Determine Your Level of Engagement & Become a Participating State Association*

5

- *Determine Your Communications Plan*

STEP 1:

Secure the Support from Your Board and Identify Champions

Our most successful state association partners have cultivated an education-focused culture in their state. Their members are engaged and motivated to support education programs such as the Retail Management Certificate.

Presenting the Program to Your Board

Visit the RMC website to [download an informational flyer](#) to present to your Board, Foundation executives or other stakeholders.

Identify Champions

Program champions help to:

- build awareness for the program
- oversee the launch and ongoing management
- ensure member success and engagement

When selecting champions you may choose to appoint the State Association President, an engaged Board member, a Foundation Executive or key staff person that has a passion for education.

Why Implement the Retail Management Certificate?

The Retail Management Certificate (RMC) is a community college business program where students learn the key skills needed for retail management success. Classes are currently available at a growing number of community college campuses throughout the U.S. and 100% online.

What are the Benefits of the RMC Program?

Supporting the RMC program places your organization at the forefront of advancing education initiatives and elevating the knowledge base of retail associates in your state. Introducing the program to your members, will allow them to benefit directly from the RMC program:

- Crosses employees will gain the most relevant skills and core competencies needed for career success.
- Develops key foundational skills that can be applied immediately in the workplace.
- Builds confidence and significantly increases level of workforce engagement.
- Prepares people to take on a leadership role in their organization.
- Helps workers gain an industry-recognized credential & college credit that can lead to a degree.

What's Next in 3 Easy Steps

- 1 Confirm the initial interest to move forward from the Board.
- 2 Identify a Champion to lead the initiative and perform further research on the RMC program.
 - Review the information and resources available online.
 - Download the RMC State Association Toolkit and view the informational webinar recording online for a step-by-step guide on how to implement the program.
- 3 The Champion reports back to the Board with recommended next steps.

Questions? Visit www.RetailManagementCertificate.com for more information.

STEP 2:

Assess the Interest & Need from Retail Members

Presenting the Program to Your Members

Visit RetailManagementCertificate.com to [download an informational flyer](#) to introduce the program to your members.

When your members become a Retail Management Certificate participating company, they align themselves with today's leading retailers, and demonstrate their commitment to their employees' education and future growth.



Expression of Interest

In an effort to insure a successful program state-wide and attract the interest of local community colleges, you will want to poll your members' need for, and interest in the program moving forward.

Visit RetailManagementCertificate.com to download a customizable [Expression of Interest Form](#). This form includes key data points, such as:

- Labor market data
- Store geography
- Forecasted participation in the RMC Program
- Proposed recognition of the RMC Certificate
- Anticipated involvement in the RMC Program



A sample of participating companies



STEP 3:



Identify and Engage Community College Partners

There are multiple options to consider when selecting community college partners. Your association may choose to lead the initiative or to advise members on the options available.

Partner with Colleges in Your State with Existing On-Campus or Online RMC Programs

The Retail Management Certificate is available at community colleges nationwide. [See the colleges offering the program at RetailManagementCertificate.com.](http://RetailManagementCertificate.com)

Partner with Colleges in Your State to Build New RMC Programs

A state association and/or its member companies may partner with a local college to help establish demand and build a successful program.

Once a program is established, associates may take classes individually at a college or a company may establish a company-cohort with a college.

Partner with a National Provider with an Existing Online RMC Program

The Certificate is also available 100% online through our approved [National Online Providers](#) for students in states where there are no approved participating colleges.

Quick Note about Building a New RMC Program

Be prepared..... establishing a program at a community college can take a minimum of several months to engage key decision makers, complete a curriculum crosswalk, add required courses, launch the program, and complete other necessary steps. Please reference the [RMC Community College Toolkit](#) for a step-by-step guide on how to start a program at a community college.



STEP 4:

Determine Your Level of Engagement & Become a Participating State Association

Seek Support from the RMC Staff

The RMC staff can help you launch your program by:

- Aligning your organization with other state associations and advise on best practices.
- Providing support to determine the best path to launch the program to your members.
- Advising on how to best partner with colleges.
- Helping you determine your association's level of engagement.

Determine Your Level of Engagement

There are multiple ways your association can support the program:

- Introduce the benefits of the program to your members.
- Offer scholarships or tuition reimbursement specifically for the RMC program.
- Publically recognize your members participating in the program.
- Launch a pilot of select members to enroll in the program allowing your organization to see first hand the value of the program.

Become a Participating State Association

The next step is to contact the staff working with the Retail Management Certificate to register your participation and become an official RMC "Participating State Association". Visit the [Retail State Association section](#) of the website for details.

Click below to see how state associations are supporting the program.



STEP 5:

Determine Your Communications Plan

You will need to determine how you are promoting the program to your members. Also, some associations strategically build and invest in their membership by identifying key companies to participate in the program.



Customizable marketing materials including brochures, postcards, handouts, posters and more are available online in the [State Association](#) and [Retailer](#) sections of the website for you to download and share with your members.



Flyer



Poster

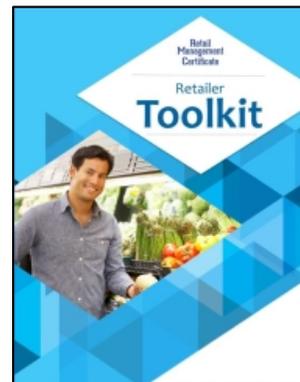


Tri-fold Brochure

Best practices to communicate the program to your members, include:

- Promote the Retail Management Certificate program on your website.
- Include a Retail Management Certificate presentation at your annual meeting or host an informational webinar.
- Build awareness of the program through announcements and promotions.
- Post updates on your social media channels.

Encourage your members to download the [RMC Retailer Toolkit](#) and watch the informational webinar.



Best Practices

The following are some strategies to support a successful Retail Management Certificate program in your state.

Beginning Program Best Practices

- Identify champions to help members get started and stay on track until successful launch of the program.
- Set measurable goals for member participation.
- Build awareness of the program through announcements and promotions.
- Monitor members' progress.

Progressing Program Best Practices

- Offer tuition scholarships and/or reimbursement.
- Work with your members to create a multi-company "shared classroom" with approved colleges.
- Host a state-wide advisory group of colleges and companies.
- Promote the Retail Management Certificate program on your website.
- Include a Retail Management Certificate presentation at your annual meeting or host an informational webinar.

Advanced Program Best Practices

- Provide members with opportunities for peer-to-peer support.
- Organize events to recognize and celebrate participating members and/or graduates.
- Implement intentional, highly visible recognition of participating members, students and/or graduates (custom name badges at events, list and recognize graduates in a dedicated email blast, association newsletters, industry publication, etc.).

Quick Links

Retail Management Certificate Website

www.RetailManagementCertificate.com

Video Testimonials from Retailers, Students, Colleges and Other Advocates in the Industry

<http://retailmanagementcertificate.com/for-employers/videos/>

<http://retailmanagementcertificate.com/for-students/testimonials/>

Participating Retailers

<http://retailmanagementcertificate.com/about-us/participating-employers/>

Participating State Associations

<http://retailmanagementcertificate.com/about-us/state-associations/>

Participating Community Colleges

<http://retailmanagementcertificate.com/for-students/participating-colleges/>

National Online Providers

<http://retailmanagementcertificate.com/national/>

FAQs

Who can participate in the program?

Any retailer, retail wholesaler, or organization in the United States that supports the retail industry can participate and provide the benefits of this dual certificate to their employees.

What other companies participate in the Retail Management Certificate?

We are adding new companies all the time and encourage you to participate. [View the list of participating employers.](#)

Is the program only relevant to the grocery industry?

No. The approved curriculum is relevant to all areas of retail and business.

Why should a retail company participate?

The Retail Management Certificate program was created by industry for industry, which ensures employees will learn the most relevant skills and core competencies needed for success in the retail industry. It is designed to help workers gain an industry-recognized credential, and develop key skills that can be applied immediately in their workplaces.

Employees who complete the Retail Management Certificate will have the knowledge they need to take on a leadership role.

I don't see a college in my state. Can my members still participate?

Yes. For companies located in states where there are no approved participating colleges, the Certificate is available 100% online through our approved [National Online Providers](#).

Can any community college offer the Retail Management Certificate?

Many colleges and universities offer certificates or degrees in retail management however only [Approved Community Colleges listed on the RMC website](#) have met the requirements for content and student learning outcomes.

How can retailers increase enrollment and engagement in the program?

View the [Best Practices](#) on the Retailer Section of the website to see how other companies have built successful programs.

Industry Support



Food Marketing Institute (FMI) - The Food Marketing Institute proudly advocates on behalf of the food retail industry. FMI's U.S. members operate nearly 40,000 retail food stores and 25,000 pharmacies, representing a combined annual sales volume of almost \$770 billion. Through programs in public affairs, food safety, research, education and industry relations, FMI offers resources and provides valuable benefits to more than 1,225 food retail and wholesale member companies in the United States and around the world. FMI Membership covers the spectrum of diverse venues where food is sold, including single owner grocery stores, large multi-store supermarket chains and mixed retail stores. To learn more about FMI visit www.fmi.org.



Western Association of Food Chains (WAFC) - Established in 1921, the Western Association of Food Chains is a non-profit organization comprised of retailers and wholesalers in the Western United States representing over 7,500 supermarkets and \$200 billion dollars in annual sales. The WAFC's primary mission is to provide educational and leadership opportunities for food industry associates that help advance employees into successful careers.

The WAFC's most far reaching educational program is the Retail Management Certificate, an accredited community college program that provides the core skills and knowledge to move into a management role in the retail industry. The WAFC's education efforts are guided by their board of directors, which includes many of the food industry's top leaders. WAFC company employees are strongly encouraged to earn the Retail Management certificate and receive special benefits upon completion. To learn more about the WAFC visit www.wafc.com.

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Retail Management Certificate

