

Retail
Management
Certificate

Retailer
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 your employees will learn the most relevant skills and core competencies needed for success in the retail industry. It is designed to help associates 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.

Employees who complete the Retail Management Certificate will have the knowledge they need to take on a leadership role in your organization and you will feel confident letting them, because this certificate was designed specifically for the retail industry.

By participating in the Retail Management Certificate program, you are able to provide your

associates with the core competencies defined by industry as the most relevant and focused for success in retail. Your company will help to close the skills gap for business and industry by providing in-demand skills employers need.

Additionally, your company will stay competitive with a trained, skilled work force. View the growing list of participating retailers at www.RetailManagementCertificate.com.

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

Flow of Action Steps



STEP 1:

Assess Education Needs

To determine if the Retail Management Certificate is right for your organization, you will need to assess your education needs.

Future Promotion and Hiring to Management Positions

Consider this question:

“Over the next ____ years, my company is forecasting to need to hire or promote ____ management employees (such as store directors, managers, assistant store managers, store supervisors, department managers, department supervisors, etc.) that could benefit from the skills taught in the RMC program.”

Benefits of the RMC Program

- Ensures 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 engagement.
- Prepares people to take on a leadership role in the organization.
- Helps workers gain an industry-recognized credential & college credit that can lead to a degree.


Overview of RMC Curriculum

The Retail Management Certificate program includes competencies related to:

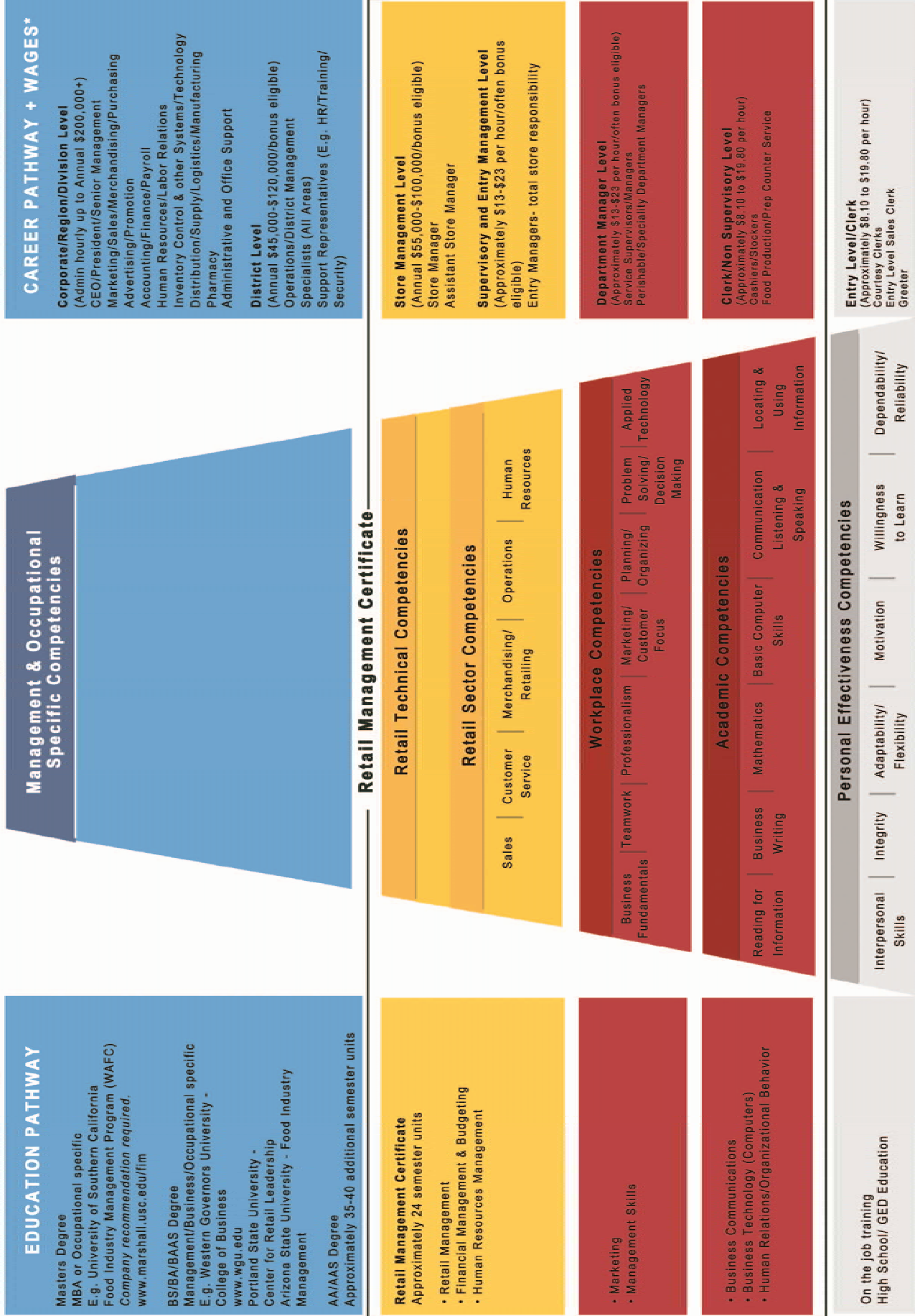
- Human Relations
- Business Technology
- Business Communications
- Human Resources Management
- Management Skills
- Marketing
- Financial Management & Budgeting
- Retail Management

For additional information please reference the enclosed core course outcomes.



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

Retail Management Certificate Aligned with Retail Competency Model



For more information visit: www.retailmanagementcertificate.com

*Source: United States Bureau Labor Statistics
Pyramid Source: www.careeronestop.org/competencymodel
Graphic Last Updated: 06/18/16

Course Outcomes

The following are the Retail Management Certificate course outcomes.

Human Relations/Organizational Behavior

- Identify the challenges and opportunities of managing a diverse workforce
- Define how individual and group human behavioral theories and concepts are applied in the workplace
- Apply different motivational theories, reward strategies, and life-work balance considerations to maximize individual and group performance
- Identify strategies that address the challenges of interfacing technology and employees
- Select different leadership styles and management models in order to respond to a variety of situations
- Select optimal methodologies to deal with change-management and conflict resolution in the workplace

Computer Applications (Technology)

- Search for information on the Internet, open, save, and print a URL Web page
- Revise information from the Internet to create or enhance business documents
- Create, edit, save, and print a variety of word processing documents using formatting, graphics, and wizards
- Design a spreadsheet with charts, utilizing features such as formatting, formulas, conditional formatting, and functions
- Design a presentation using wizards, graphs, tables, animation, and transition features
- Apply several methods to integrate documents from multiple programs (e.g., copying, pasting links, exporting, merging, and embedding features)
- Analyze the role of Information Systems in supporting organizational strategy, improving business processes, and supporting data-driven decision making

Business Communication Skills for Managers

- Demonstrate communication principles and critical thinking through written and oral formats
- Demonstrate the use of on-line resources for research and communications (e.g., Internet, electronic mail)
- Employ software tools (e.g., Microsoft Word, Excel, PowerPoint) to produce professional quality business communications (e.g., letters, memos, presentations, and emails) to address a variety of business situations
- Edit documents to improve conciseness, precision, tone, and layout
- Identify components of the communication process, including sender encoding and receiver decoding
- Evaluate choices of communication channels and barriers to effective listening
- Deliver an oral presentation using technology and visual support materials
- Prepare a business report that integrates data from multiple sources to illustrate and emphasize key information
- Participate in a group to solve problems and make decisions

Human Resources Management

- Discuss legal and financial implications and human factors in making personnel decisions
- Identify Federal and State employment laws applicable to management decisions
- Discuss the legal and procedural considerations involved in hiring, disciplining, and terminating employees
- Appraise the ethical impact of following and enforcing policies, rules, and procedures
- Analyze various compensation and benefits packages
- Identify the differences between union and nonunion organizations, and describe the importance of union/management relations
- Analyze workplace human resource needs
- Discuss current legal and social ramifications of "downsizing" or "right-sizing" an organization
- Discuss the impact of globalization and diversity on human resource management

Course Outcomes

(continued)

Principles of Management

- Explain the roles, responsibilities, and accountability of managers in planning, organizing, leading, and controlling within an organization
- Describe formal and informal communication realities and processes within organizations (e.g., social and organizational networks)
- Explain organizational hierarchies and the functions of management and administration at each level (e.g., planning, organizing, directing, and controlling)
- Identify how managers create and manage organizational culture
- Describe the importance of written policies, rules, and procedures
- Identify the impact of change on business operations and employees
- Describe the importance of ethics in business and identify strategies to encourage ethical behavior by managers and employees

Principles of Marketing

- Explain the overall importance of marketing and how it fits into the business environment
- Discuss how the marketing mix (the four P's) is used to address the needs and wants of consumers
- Explain the strategic function that marketing plays in the profitability of a business
- Create and present a marketing plan for a product or service

Financial Management & Budgeting

- Apply basic math skills to calculate interest, payroll, rate of change, discounts, markup, pricing, gross margin, and net margin
- Identify the interrelationships among standard financial reports
- Interpret and analyze financial information to make business decisions
- Determine how internal controls affect profitability for ethical decision making
- Prepare operational budgets
- Produce projected pro-forma financial statements and forecasts
- Identify the impact of accounting events on the financial statements, decision making, and financial performance measures

Retail Management

- Compare and contrast traditional retailers and category specialists
- Describe how technology (e.g., customer databases, integrated systems, and buying and sales forecasting systems) is used to support retail businesses
- Evaluate the effectiveness of merchandising decisions in the retail industry
- Explain the factors relating to visual merchandising, such as store layouts and presentation
- Compare the strategies that are used within the different stages of a product's life cycle
- Describe the flow of goods and services in a retail environment (e.g., inventory control, supply chain, and risk management)
- Analyze how logistics and supply chain management achieve a sustainable competitive advantage
- Compare different customer service strategies that can be used to improve the consumer experience
- Evaluate the impact of laws and regulations pertaining to the role and responsibilities of a retail manager
- Create and present a strategic plan for a business, including financial strategy and financial performance measures

STEP 2:

Get Top-Down Support & Identify a Champion



Our most successful retail partners recognize that top-down leadership support is an essential part of their success. Company leadership drives the culture of an organization. By securing top-down leadership you build a culture of learning that invests in their employee's future success.

In addition to leadership support, participating companies that appoint a program champion have more robust programs. Program champion's help to build awareness for the program, oversee the launch and ongoing management and ensure employee success and completion. When choosing a champion you may choose to appoint an executive team member, HR representative, engaging store manager or other key associate, or another person in your organization that has a passion for education.

Strategies to Garner Leadership Support & Identify a Champion

- Become an expert on the Retail Management Certificate program**
This may include exploring the RMC website in detail, enrolling in classes yourself, participating in advisory meetings, meeting with RMC experts to understand the program more fully.
- Ask leadership to help drive the vision of the program**
When leaders are engaged in this process, they are more likely to support the program. Prepare to solicit leadership support.
- Invite a program expert or RMC staff to present to your management and leadership team**
- Demonstrate program value**
Launch a pilot cohort of selected leaders to enroll in the program allowing them to see first hand the value of the program.

STEP 3:

Become a Participating Company

Congratulations! You have decided to move forward with the RMC program. By becoming a Retail Management Certificate participating company you align your company with today's leading retailers, and demonstrates your commitment to your employees' education and future growth.

You are joining today's leading retailers and wholesalers, including the 7,500+ supermarkets. Any retailer, retail wholesaler or organization in the U.S. can participate and provide the benefits of this certificate to their employees.

Next Steps...

The next step is to contact the staff working with the Retail Management Certificate to register your participation and become an official participating company. Visit the For Employers section of the website and complete the "Become a Participating Employer" form and one of our team members will contact you to finalize details.

Support from of the RMC Staff...

The RMC staff can help you launch your program by:

- Aligning your company with other retail leaders.
- Providing support to determine the best path to launch the program.
- Advising on how to partner with a local college.
- Advising on best practices.
- Acknowledging your company as a participating employer on our website by including your company logo.

A sample of participating companies





STEP 4:

Select an Approved Community College Partner

There are multiple options to consider when selecting a community college partner.

Take On-Campus or Online Classes at a College in your State with an Existing RMC Program

The Retail Management Certificate is available at community colleges nationwide. See colleges offering the program at RetailManagementCertificate.com.

Best Practice

To maximize enrollment and completion rates, we recommend forming a company cohort to take classes in-person at your headquarters office or as a group virtually 100% online.

Partner with a College in Your State to Build a RMC Program

A company may act individually or partner with other companies in the area to 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.

Be prepared..... establishing a program at a community college can often 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.

Take Online Classes with a National Provider with an Existing 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.

STEP 5:

Create an Internal Framework for the Program



Essential Framework Elements

- ❑ Identify your goals and objectives with the program.
- ❑ Determine how the program fits into your existing culture.
- ❑ Determine how to communicate the program to associates.
- ❑ Identify which associates are candidates to attend.
- ❑ Determine how to make them aware of the program (See Step 6).
- ❑ Identify target groups of associates that are candidates for the program.
- ❑ Determine how you recognize the program graduates.
- ❑ Determine if you will pursue classes with a local approved community college or with an online provider.

Optional Framework Elements

- ❑ Identify budget resources.
- ❑ Determine how/if your company will support the program by providing scholarships or tuition reimbursement. Will funding be partial or full? How many associates will this affect? Will your company incorporate the program into existing management training?
- ❑ Determine if the program completion is recommended for hiring, promotion, succession planning, etc.

STEP 6:

Determine your Internal Communications Plan



Poster



Handout

Whether you are providing scholarship funding or not, you will need to determine how you are promoting the program to your associates. Also, some company executives strategically build and invest in their future workforce by identifying key associates to attend the program.

Customizable marketing materials including brochures, postcards, handouts, posters, style guide and more are available online for you to download and share with your associates.



Tri-fold Brochure



Postcard



Download marketing materials at RetailManagementCertificate.com.

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

- Hang posters and distribute brochures in stores and training sites.
- Post information on internal associate website.
- Post updates on your internal social media channels.
- Provide a designated RMC email for questions and inquiries.
- Showcase the RMC program at training classes.
- Host a Career/Education Day, including:
 - Information table at company events or in cafeteria or warehouse.
 - Provide “education cake” with handouts at each location.
 - Provide giveaways like fortune cookies with RMC website.
 - Talk about free education.
 - Provide a mirror – Look who could be the next RMC graduate?
 - Hang banner with pictures and names of existing students listed.



STEP 7:

Launch the Program & Ongoing Execution

Our most successful Partner Companies understand that building a robust program takes time and requires ongoing promotions and support.

Getting Started

- ❑ Set measurable goals for enrollment and completion.
- ❑ Identify an education champion whose role is to help employees get started and stay on track until successful completion.
- ❑ Build awareness of the program through executive announcements, promotions and talent development.
- ❑ Promote the Retail Management Certificate program and website on your company's internal website or networks.
- ❑ Provide a designated RMC email for questions and inquiries.
- ❑ Post internal job postings with "Retail Management Certificate is desirable."

Ongoing Execution

- ❑ Participate in twice yearly RMC advisory meetings (in-person or by phone). This helps develop and maintain connections with colleges and hear what other companies are doing right.
- ❑ Track enrollment and program completion.
- ❑ Monitor student completion and success. Create a system to check-in with employees and provide counseling as needed.
- ❑ Encourage graduates to mentor other students in their area.
- ❑ Acknowledge associates. For example, feature new students or graduates in the newsletter or provide graduates with a special name badge with "Retail Management Graduate" imprinted.
- ❑ Enhance your program with prepaid tuition funding.
- ❑ Work with a college partner financial aid department to direct bill the company.
- ❑ Create a lending library for textbooks and laptops for enrolled students.

Best Practices

The following are some strategies to support a successful Retail Management Certificate program at your company.

Beginning Program Best Practices

- Identify an education champion whose role is to help employees get started and stay on track until successful completion.
- Set measurable goals for enrollment and completion.
- Monitor student progress and process completions.
- Build awareness of the program through executive announcements, promotions and talent development.

Progressing Program Best Practices

- Promote the Retail Management Certificate program and website on your company's internal website or networks.
- Offer student tuition scholarships and/or reimbursement.
- Add the Retail Management Certificate as a desired qualification for promotions.
- Include a Retail Management Certificate presentation at your annual meeting or other company-wide event.
- Establish a company-cohort by partnering with one of the approved colleges.
- Provide access to computers or tablets in the break room.

Advanced Program Best Practices

- Provide additional incentives that motivate students to persist/complete the program.
- Provide students with peer support (study groups, graduate mentors, study partners, etc.)
- Create a lending library for students to borrow text books, or computers and tablets.
- Organize events to recognize and celebrate graduates.
- Implement intentional, highly visible recognition of students and graduates (custom name tags, list and recognize graduates in break room or company newsletters, 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 at www.RetailManagementCertificate.com.

Is the program only relevant to the grocery industry?

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

Why should my company participate?

The Retail Management Certificate program was created by industry for industry, which ensures your 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 in your organization.

I don't see a college in my state. Can my employees still take classes?

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 Retail Management certificates or degrees however only Approved Colleges listed on our website are endorsed by the Western Association of Food Chains and have met the requirements for content and student learning outcomes.

How can I increase enrollment and engagement in the program?

View the Best Practices section to see how other companies have built successful Retail Management Certificate 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

