



Date: April 2013

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The objective of this document is twofold:

1. Provide an executive summary of the 2013 review of Retail Store Manager level competencies.
2. Gain each partner college's participation and support for recommended enhancements to the curriculum.

The original RMCP curriculum content, established in the mid 1990's, was developed and founded on the core competencies required for managerial success in the 1990's. To ensure that the program continues to be relevant for our workforce, a panel of "Industry Experts" from 11 different retailers met in February 2013 to reassess and revalidate the WAFC's list of competencies. Selected by company management, this panel was "expert" based on their managerial experience and status as a RMCP graduate.

The panel was guided by a 4-yr University (WGU) Provost with substantial expertise in competency-based education. During the session, the group confirmed that the role of a manager has become much more sophisticated since 1999, and recommendations were made to better reflect the academic needs of a store manager in 2013 and beyond.

The panel also worked with faculty from several of our community college partners to link the revised 2013 competencies to course "outcomes" for the Retail Management Certificate. Ultimately, the group recommended that the courses remain mostly "in-tact", with a few enhancements to accelerate students' learning and increase certificate completion rates:

- **Communication:** Combine Written, Oral, and Presentation competencies into one Business Communications course (currently two separate courses are required, often with redundancy and overlap).
- **Computation:** Combine the Math and Financial competencies (Accounting & Business Math) into one course that covers managerial level skills (vs. lower level bookkeeping skills).

NOTE: The Retail Management Certificate is founded on competencies, and each community college will complete a "curriculum Crosswalk" to determine and declare which courses comprise the certificate, based on those competencies. The WAFC reviews every college's course outcomes for inclusion as a partner college.

As a result of the industry experts' recommendations, the WAFC is urging all partner colleges – as well as potential partner colleges – to reduce the number of courses to as few as eight, as long as the 2013 competencies are included. This also means the number of college credits/units earned in the certificate is slightly reduced.

Note: Our graduate survey data indicates that almost 80% of our students continue on for their AA degree, where they will be required to take college level Math and English. The rationale for placing these courses outside the certificate helps reduce barriers to certificate completion (placement tests, developmental courses, cost, and time).

The revalidation event described above took place in February 2013. Since then, these recommendations have been fully reviewed with all industry and college partners. In each state, the industry and college representatives have been in agreement with the recommendations.

For additional detail and rationale, as well as the revised/updated course outcomes, please refer to the 5-page document memorializing the revalidation event. <http://retailmanagementcertificate.com/for-community-colleges/college-tool-kit> Note: This is also the link to the Curriculum Crosswalk Form.