

Retail Management Certificate

RMC Advisory Council Meeting

DETAILS

Date: Tuesday, December 8, 2015 Conference Call
Time: 11:00 am – 12:00 pm ET

AGENDA & MINUTES

| | | |
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| 11:00-11:05 | Welcome <ul style="list-style-type: none">• Introductions• Overview of Council Members (see Attachment #2 - RMC Advisory Council Roster)<ul style="list-style-type: none">◦ Carol Abel introduced the new members of the Council.◦ Carol Abel requested feedback on the minutes from the October 29 call. There were no comments from the Council Members. | Carol Abel |
| 11:05-11:25 | Update on Recent Expansion <ul style="list-style-type: none">◦ Cherie Phipps provided a brief overview of the current brick & mortar campuses in the US. See US Map in Attachment #6 - RMC Summary.• Tennessee (see Attachment #3 - RMC Tennessee Expression of Interest Form)<ul style="list-style-type: none">◦ Cherie Phipps provided an update on the recent expansion in Tennessee and described the use of Attachment #3 - RMC Tennessee Expression of Interest Form in the state.• Iowa<ul style="list-style-type: none">◦ Cherie Phipps provided an update on the recent expansion in Iowa.• Q&A with Council Members<ul style="list-style-type: none">◦ Harold Lloyd expressed interest in reaching out to states if needed. He stated that Alabama and Georgia have a similar structure to Tennessee and may have a similar interest level.◦ Bev Lynch mentioned that Rob Ikard spoke extensively at their annual meeting about the success of the program.◦ Chuck Joseph agreed that it is the Retailers that need to showcase the initial interest. He is interested in using the Expression of Interest Form going forward in his area. | Cherie Phipps |
| 11:25-11:45 | Overview of 2016 RMC Summit <ul style="list-style-type: none">• Mission Statement• Target Audience• Agenda Overview (see Attachment #4 - 2016 RMC Summit | Carol Abel |

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| | <p>Draft Agenda)</p> <ul style="list-style-type: none"> ○ Carol Abel provided an overview of the RMC Summit and walked the Council Members through the Draft Agenda. <ul style="list-style-type: none"> • Q&A with Council Members <ul style="list-style-type: none"> ○ Aileen Munster recommended that we include “retailers speaking to retailers” in the agenda. ○ Bev Lynch requested some promotional materials in December so that attendees can be save-the-date and include it in their budgets. ○ Joan Toth asked for clarification on the expected attendance. Carol Abel stated the anticipated attendance is approximately 75-100 people. Joan Toth also requested some marketing materials – website banner, promo content, etc. ○ Harold Lloyd recommended having 4-5 students that can provide testimonials. Harold Lloyd volunteered to moderate the panel if needed. ○ Chuck Joseph recommended that we have representatives from community colleges express their viewpoints and provide testimonials. | |
| 11:45-11:50 | <p>Future Calls/Meeting(s)</p> <p>Carol Abel reviewed the upcoming meetings:</p> <ul style="list-style-type: none"> • In-person meeting at 2:00-3:00pm, Friday, January 22, 2016. Held in Miami Beach, FL just prior to FMI's Midwinter Executive Conference being held January 23-26, 2016 - More info: http://www.fmi.org/mw2016/overview • Conference call in March/April 2016 • 2016 Retail Management Certificate (RMC) Summit on June 23-24, 2016 at Hyatt Regency Chicago in Chicago, IL. Held in conjunction with FMI Connect on June 20-23, 2016 in Chicago, IL - More info: http://www.fmiconnect.net/ | Carol Abel |
| 11:50-12:00 | <p>Q&A with Council Members</p> <ul style="list-style-type: none"> ○ Rick Rayford mentioned that the in-person meeting in Miami is critical to sharing the passion for the program. ○ Committee members participated in a discussion regarding how the RMC's curriculum is built for general retail not specifically towards food retail. | Carol Abel |
| 12:00 | Adjourn | |

Resource Documents:

Attachment #2 - RMC Advisory Council Roster

Attachment #3 - RMC Tennessee Expression of Interest Form

Attachment #4 - 2016 RMC Summit Draft Agenda

Attachment #5 – n/a

Attachment #6 - RMC Summary

Attachment #7 - RMC Advisory Council Overview

Attachment #8 - FMI ANTITRUST STATEMENT