



North Carolina
Community College System

Industry Recognized Credentials

Opportunity for NCCCS Students



Introductions

- NCCCS – Lindsay Tipton, Matthew Brown, Michael Tildsley
- Lenoir Community College – Karen Hill, Dawn Kantz
- NCRMA – Elizabeth Robinson, Caroline Daly
- NRF Foundation – Kate Fessler



The Opportunity

- 2,400 free credentials available to NCCCS students – on a first-come, first-served basis
- NCRMA secured a \$250,000 legislative line item, making this possible
- Low lift for NC Community Colleges
 - Program administered through Lenoir Community College
 - Courses are self-paced – only need a proctor for the exam
- Students who pass exams earn Industry-Recognized Credentials



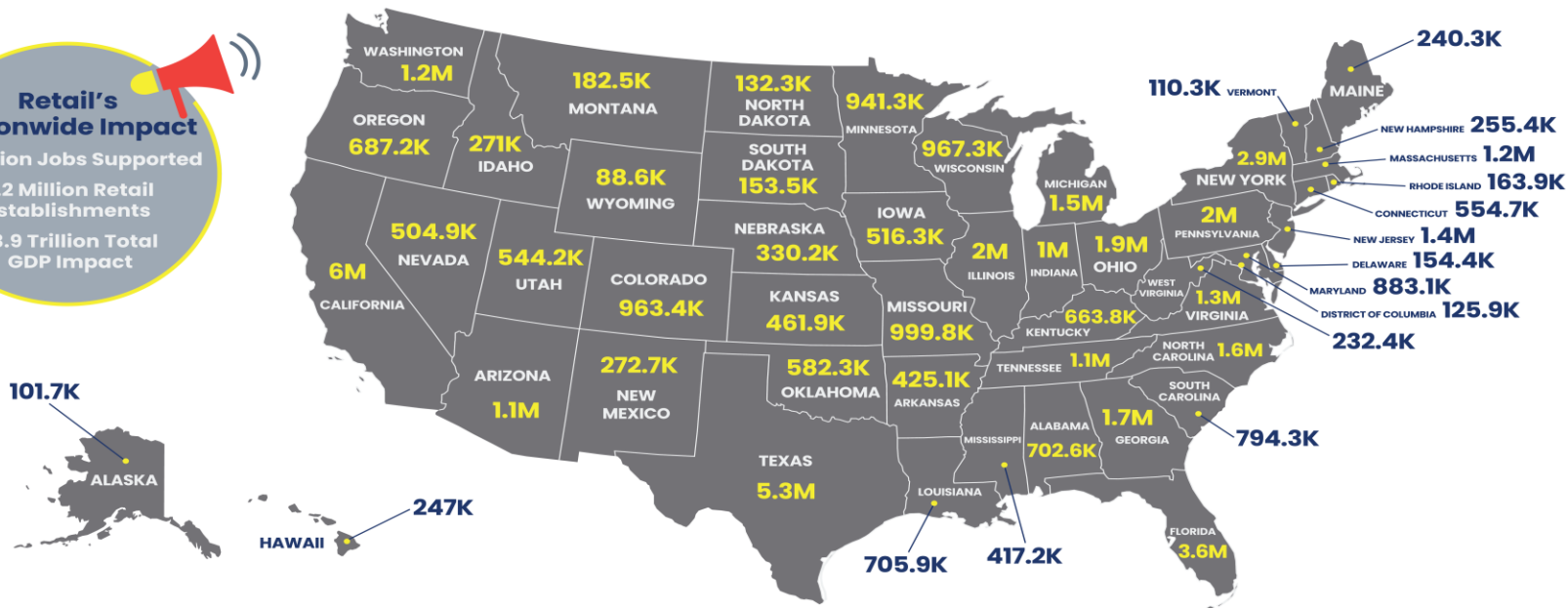
Our Impact

Retail Powers the Economy

Retail supports one in four U.S. jobs – 52 million working Americans.
See how many jobs the industry supports in your state.



Retail's Nationwide Impact
52 Million Jobs Supported
4.2 Million Retail Establishments
\$3.9 Trillion Total GDP Impact



Did you know... Retail provides 1 in 4 jobs in North Carolina

Companies with Headquarters and/or Distribution Centers in North Carolina



- 128.6K retail establishments
- \$41.88B direct impact on GDP
- 1M direct retail employment

NRF FOUNDATION RISEUP™

**NRF FOUNDATION
RISEUP**

**RETAIL INDUSTRY
FUNDAMENTALS**
SPECIALIST

**NRF FOUNDATION
RISEUP**

**CUSTOMER
SERVICE & SALES**
CERTIFIED SPECIALIST

**NRF FOUNDATION
RISEUP**

**BUSINESS OF
RETAIL**
CERTIFIED SPECIALIST

**NRF FOUNDATION
RISEUP**

**WAREHOUSE,
INVENTORY & LOGISTICS**
SPECIALIST

ASCM ASSOCIATION OF SUPPLY CHAIN MANAGEMENT

Industry-Recognized
500,000 earned credentials
3,000 training partners – **44** in NC

Retail Industry Fundamentals

Define industry terms,
recognize the retail cycle and
identify the economic impact
of retail

Define and understand
customer service and sales
skills

Understand various
technology tools used in
retail

Learn industry career paths



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- Hands-on activities have proven effective for skill development.
- Provide learners a safe environment to practice, identify performance errors, and correct them.

The screenshot shows a computer monitor displaying an interactive simulation titled "Retail Industry Fundamentals". The interface includes a navigation bar with a home icon, the text "Selling and Service / Making the Sale", and buttons for "My Retail Profile" and "Glossar". The main content area is titled "Making Change: Your Turn" and contains the following text: "Calculate the correct amount of change needed for the following purchases. Use the fewest number of coins and bills possible." and "The customer gives you \$50 for a book totaling \$37.79." Below this text is a digital cash register interface with a "TOTAL CHANGE" display showing "\$", a "Start Over" button, and a "DONE" button. To the right of the register is a "CASH DRAWER" section containing eight slots for currency: 20 Dollars, 10 Dollars, 5 Dollars, 1 Dollar, Quarters, Dimes, Nickels, and Pennies. Each slot contains a corresponding image of the currency. The NRF FOUNDATION RISEUP logo is visible in the top right corner of the simulation.

Customer Service & Sales

Understand omnichannel purchase options

Understand customer life cycle

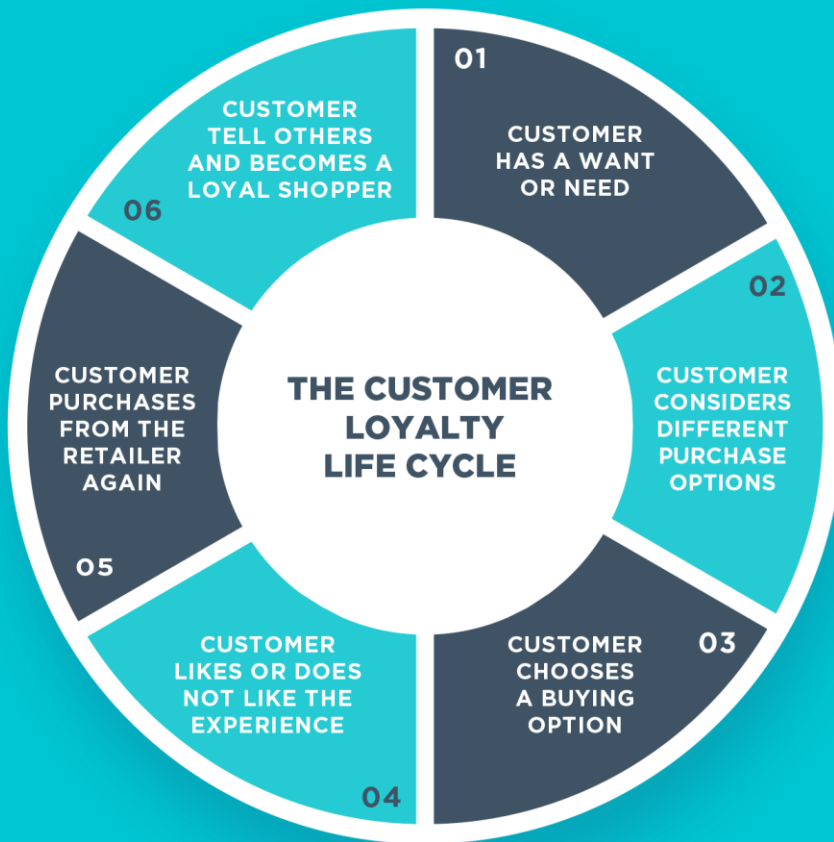
Assess and meet customer needs

Sales and upselling

Build a resume and then shine in the interview



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Business of Retail: Operations & Profit

Understand the full scope of store operations and running a retail environment

Merchandising and marketing

Retail profit model and competition

Policies, regulations and safety

Plan a career in retail



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EXERCISE 25 Visual Merchandising

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What do you like about the visual merchandising in this display?

What would you change?

What message does the display send to customers?

Warehouse, Inventory & Logistics

Explore flow of goods through the supply chains

See design and operation of warehouses, distribution center and fulfillment centers

Understand and calculate key performance metrics

Learn proper safety techniques

Discover job opportunities and crucial skills needed for careers in supply chains

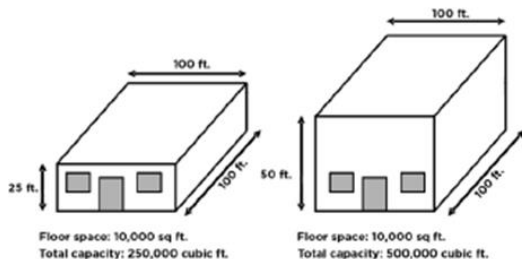


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Sample Content

Size is normally expressed in physical dimensions of its footprint (for example, the warehouse is 100 feet wide by 100 feet long).

Capacity, on the other hand, refers to the amount of usable storage space that is available to hold inventory. Total capacity can be calculated by multiplying the height of the structure by its width and depth. The difference between size and capacity is the difference between viewing the warehouse in terms of total square footage versus total cubic footage. If two warehouses have identical dimensions, but the height of the second structure is twice as high as the first, the second warehouse's capacity would be double that of the first.



CALCULATING WAREHOUSE SIZE AND TOTAL CAPACITY

To calculate the Warehouse Size multiply the width of the structure by its depth or length.

To calculate the Warehouse total capacity multiply the height of the structure by its width and depth.

WIDTH X DEPTH = WAREHOUSE SIZE

WIDTH X DEPTH X HEIGHT = TOTAL CAPACITY



EXERCISE 18 Calculate the Warehouse Storage Capacity

Calculate the storage capacity of a warehouse that is 100 ft. wide, 60 ft. high and 90 ft. long, if the storage racks only cover 30% of the warehouse.



EXERCISE 19 Finding the Right Warehouse

You are tasked with finding the right warehouse space to store inventories. From the list below, select the elements that you would take into account when choosing the right warehouse. Select all that apply.

- Total square footage needed for handling equipment.
- Total number of inventories to be stored.
- Inventory Characteristics (such as item sizes, slow moving versus fast moving items).
- Expected business growth (for example, more clients, product assortment).
- Cost of acquiring the warehouse.
- Proximity to the corporate office.
- Land taxes.

Credential Exams

- **Retail Industry Fundamentals and Warehouse, Inventory & Logistics**
 - 50 multiple-choice questions
 - Untimed; not proctored
 - Certificate issued
- **Customer Service & Sales and Business of Retail: Operations & Profit**
 - 75 multiple-choice questions
 - Timed for 90 minutes; proctored
 - Certification issued



Getting a Job

All our credentials include tools that help credential earners become employees

- Navigating online job searches
- Interviewing tips
- Best practices for professionalism on the job
- Getting promotions



Benefits of a RISE Up credential

- Enhances academic performance
- Increases your students' marketability
- Builds awareness of diverse careers
- Increases confidence
- Grows workplace readiness skills
- Develops the skills to land a career in retail and beyond

94%

— AGREE —

A RISE UP CREDENTIAL
HELPS THEM **FEEL MORE
CONFIDENT APPLYING
FOR JOBS**

93%

— AGREE —

A RISE UP CREDENTIAL
**WILL HELP THEIR
FUTURE CAREER
SUCCESS**

92%

— AGREE —

A RISE UP CREDENTIAL
**GIVES THEM MORE
CAREER OPTIONS**



Getting Started

- Socialize idea with students and gauge their interest
- Confirm # and type(s) of credentials your students will use
 - Email Dawn Kantz at dkkantz79@lenoircc.edu
 - CC: Lindsay Tipton tiptonl@nccommunitycolleges.edu
- We will contact you with next steps to create your account and enroll your students
- Students will get immediate access to courses
- You can monitor earned credentials via RISE Up platform



Q & A



Contacts

To receive credentials:

- Dawn Kantz – dkkantz79@lenoircc.edu
- Lindsay Tipton – tiptonl@nccommunitycolleges.edu

General questions:

- Kate Fessler – fesslerk@nrf.com
- Caroline Daly – carolined@ncrma.org