



# Delivering RISE Up Within CTE Programs

July 14, 2020

**NRF** FOUNDATION®  
**RISEUP**™



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# Agenda

1. Brief history of RISE Up program: built with the help and support of the retail industry
2. Current outlook of the Retail Industry
3. Content and Trainer Resources for three RISE Up credentials
  - a. Retail Industry Fundamentals
  - b. Customer Service & Sales
  - c. Business of Retail: Operations & Profit
4. Navigating the RISE Up platform and producing reports
5. Resources
6. Q&A



**RISE Up** is a groundbreaking training and credentialing initiative.

- It provides foundational employability skills to help people land jobs and get promoted in retail stores and beyond.
- The curriculum and exams are industry-recognized and were developed in collaboration with more than 20 retailers.
- Delivery options are flexible – classroom, online or blended.
- The course materials were designed for learners of all ages, backgrounds and education levels.
- The curricula for the three certifications were revised and updated in 2019.
- RISE Up and retail jobs provide skills and knowledge (customer service, sales, profit concepts, etc.) that are useful across industries.

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**RISEUP**™

# National Retailers Involved with RISE Up

- Curriculum
- Validation
- Interviews
- Onboarding
- Upskilling





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# Snapshot of the Retail Industry

**The demand for a qualified workforce is growing.**

- Retailers are looking for employees with a unique skillset, committed to deliver on their brand promises.





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# Retail Outlook: US and Arizona

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# COVID Impact

- U.S. retail sales rose by 17.7% in May 2020. Non-essential retailers reopened after closing in April to keep people safe during the coronavirus pandemic.
- The CARES Act provided financial support for consumers and the labor force and supplied liquidity for businesses.
- Before the virus, nearly 90 percent of retail sales happened in stores. NRF expects consumers will eventually return to their in-store shopping habits.
- Half (54%) of consumers say they are comfortable with the idea of shopping in stores.





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# Retail Snapshot and Trends

- In Phoenix Metro Retail is the **3<sup>rd</sup> Largest** Employment Sector
- Over **234k** Retail Workers and growing...
- Target raised minimum wage to **\$15/hour** Nationwide
  - Several bonuses during COVID for essential + other best practices that may stay
- **Transformation**
  - Less mundane tasks, more human driven + tech assisted
  - Apparel - More rent, trade, re-sell (H&M, Banana Republic +)
  - Responsible materials sourcing
  - Customized Service 2.0
  - Experiential Retail (Nike, Apple +)
  - Omni Channel + greater tech integration aligned with human activity
- How retailers operate – more **conscious**
  - GAP – Flexible scheduling app
  - Lowes, Home Depot, Starbucks, Walmart Tuition Assistance vs. Reimbursement

# RetailWorks AZ Retail Employers & Partners



# CAREERS IN RETAIL

Welcome to Arizona's only targeted retail sector-focused resource for information and tools for job seekers, frontline workers, retail employers and workforce development professionals.

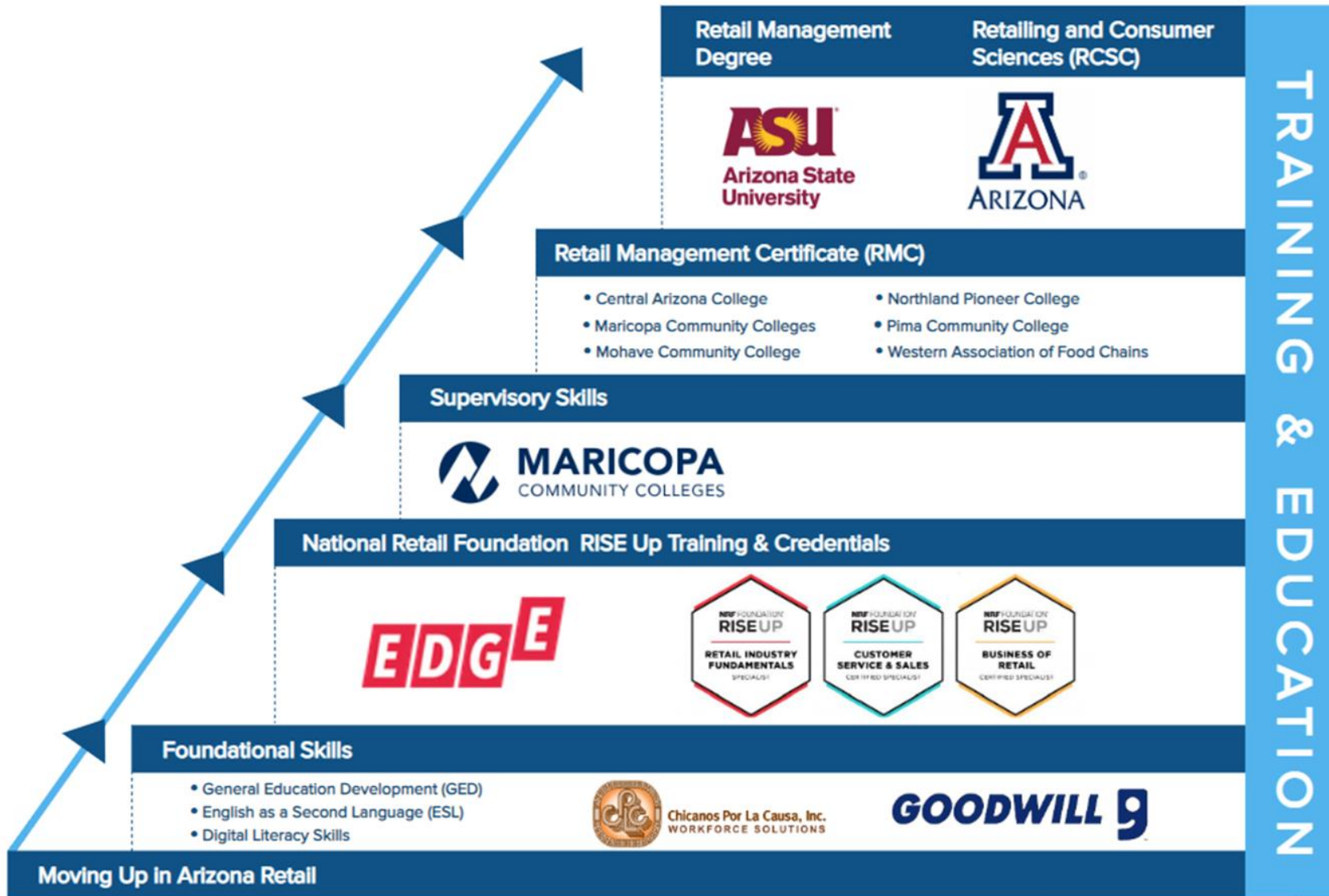


[Start Your Retail Career](#)

[Move Up in Your Career](#)

[Train Your Retail Staff](#)

Retail training and education starts with foundational skills or credentials that can help you obtain a retail job. Additional training and education will support you in advancing your career in retail. At the top of the pyramid, are the Bachelor degree programs in Arizona that are focused on retail.





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# RISE Up Content & Trainer Resources



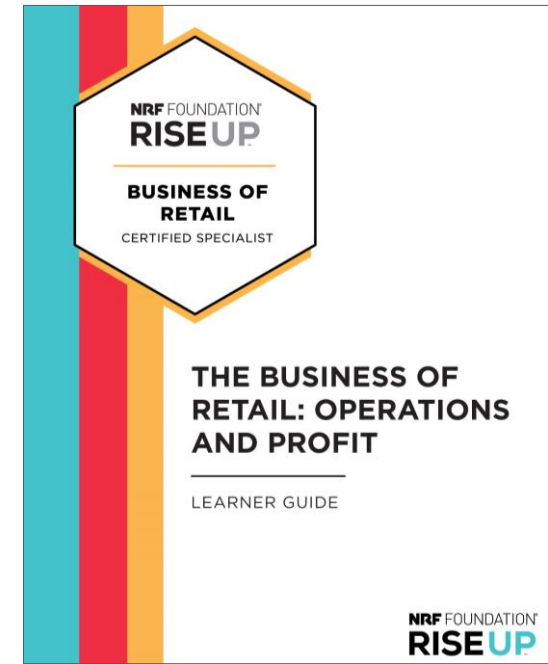
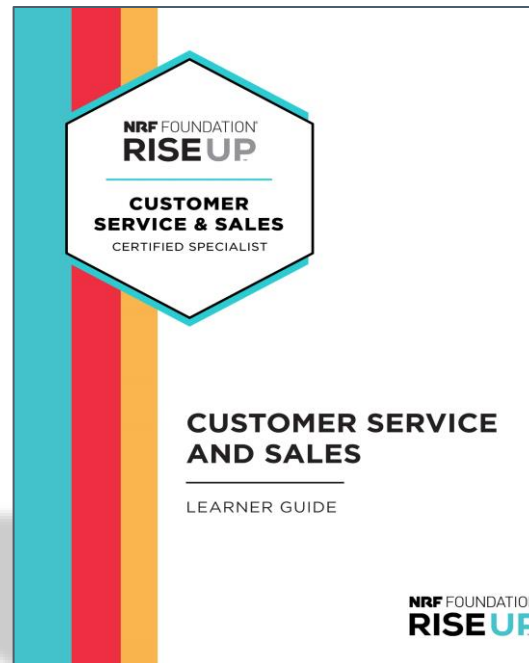


## Retail Industry Fundamentals

This course is perfect for someone looking for a first job and/or developing workplace readiness skills.

## Customer Service and Sales

This course is perfect for someone interested in or currently working in a customer facing role, whether in retail or another industry.



## The Business of Retail: Operations and Profit

This course is perfect for someone interested in advancing a career or a student needing to better understand how a business is run.

# Training Resources

## Learner Guide

Contains core content for the course, activities, and check-point test questions.



## Online Course

Covers the same content than the classroom course. Includes interactive learning activities, simulations, and stories



## Train the Trainer Videos

Guide trainers through the subject matter, the methodology used in the courses, as well as course management related issues.



## Trainer Guide

Step-by-step guide on how to implement course content and activities.



## PowerPoint Presentation

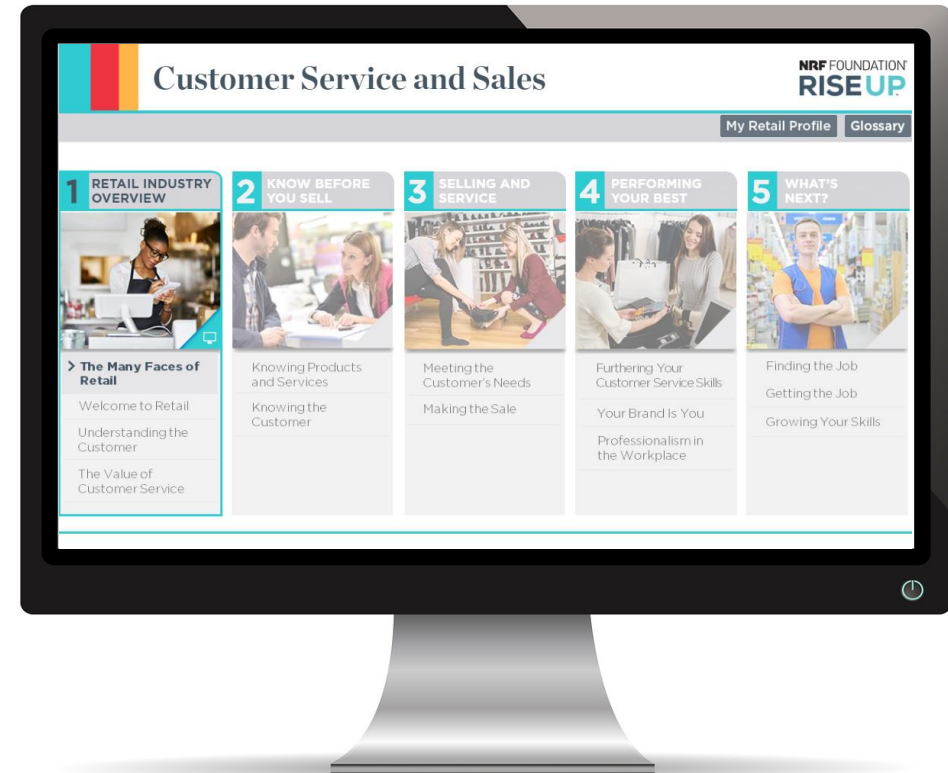
Helps the instructor deliver the course. Includes media and activities from the online course.



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# Online Courses

- Modules are designed to be taken sequentially.
- As learners complete learning topics and modules, they unlock the next ones, and can advance to the next section.



# Sample Trainer Guide

Easy to understand

Easy to implement

Still lets you be in control

THE RETAIL PROFIT MODEL 139

Slide 170

**EXERCISE 28**  
Lemonade Stand

You're operating a lemonade stand that serves homemade lemonade made from raw ingredients! Next to each item below, place a checkmark in the appropriate column to identify the item as revenue, an operating expense or a cost of goods sold (COGS).

Revenue	Operating Expense	COGS	Item
			1. Lemons, sugar and water
			2. Knife to cut lemons
			3. Cups to serve lemonade
			4. The \$1.25 collected for every cup sold
			5. Labor to make the lemonade
			6. Labor to sell the lemonade at the table



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**Trainer Guide**

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**Exercise 28**  
5 minutes

This exercise and the following scenarios are designed to illustrate the effects of changing the variables on financial outcomes.

**Say:** "In this exercise, you're embarking on an independent retail business venture, running a lemonade stand. So let's take a look behind the scenes at the financials. First, we need to be clear about the components."

Participant groups can work together to determine whether the items in the exercise are revenue, expenses or part of the cost of goods sold.

Review the answers as a class.

- COGS
- Expense
- COGS
- Revenue
- COGS
- Expense

**Say:** "OK, we're ready to get started with Batch 1!"

THE RETAIL PROFIT MODEL 139

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**Learner Guide**



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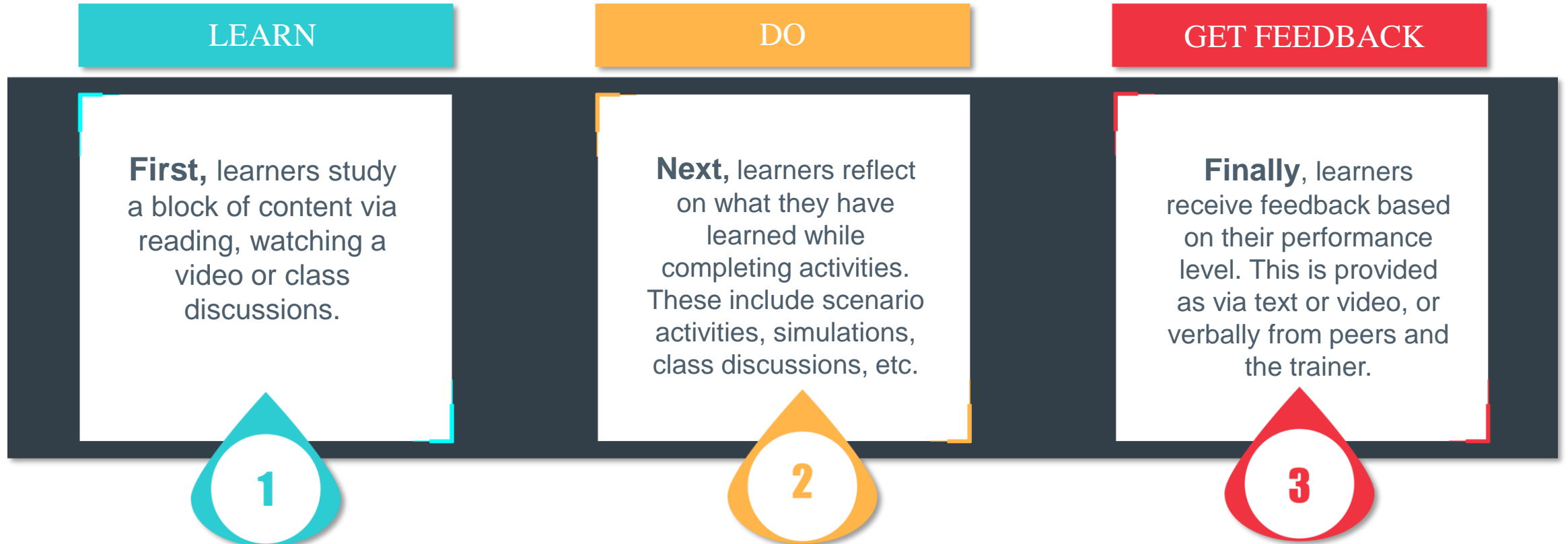


## PowerPoint Presentation

Helps the instructor deliver the course. Includes media and activities from the online course.



# High-Level Instructional Strategy



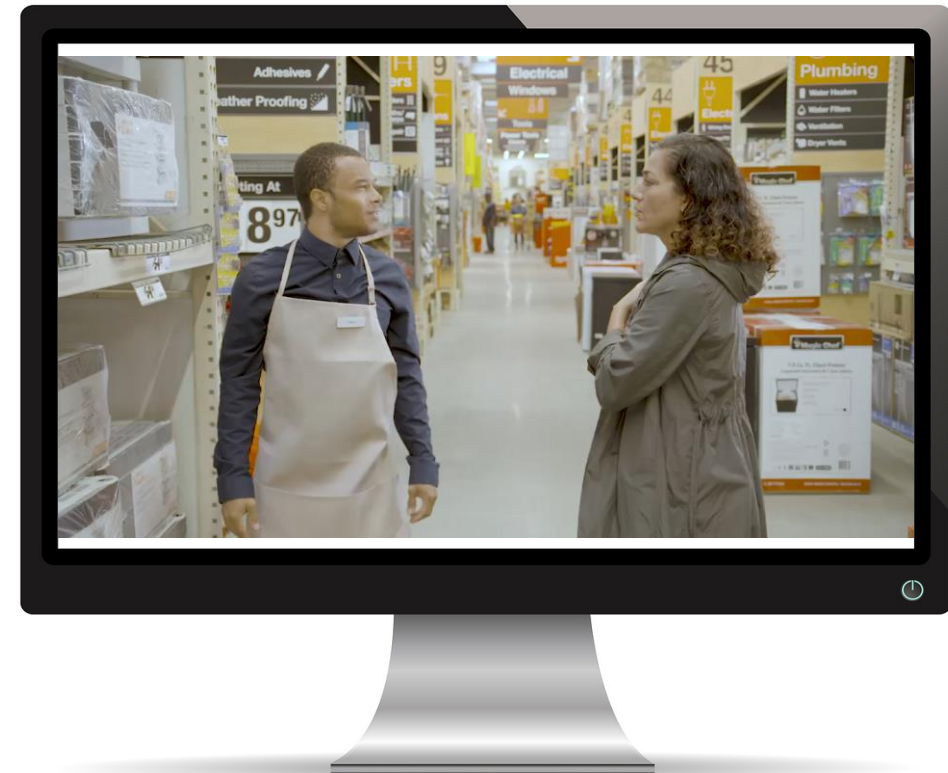
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# Scenario-Based Learning

- Realistic scenarios are used to support active learning. Learners must apply knowledge and skills learned to assess job performance.

## Benefits of Scenario-Based Learning:

- Actively engages learners in their own learning process by asking them to .
- Further develops learners' problem-solving and decision-making skills.
- Enhances the transfer of skills learned to the job.



# Hands-On Activities

- Learning activities allow learners to apply and master key skills needed for the job.

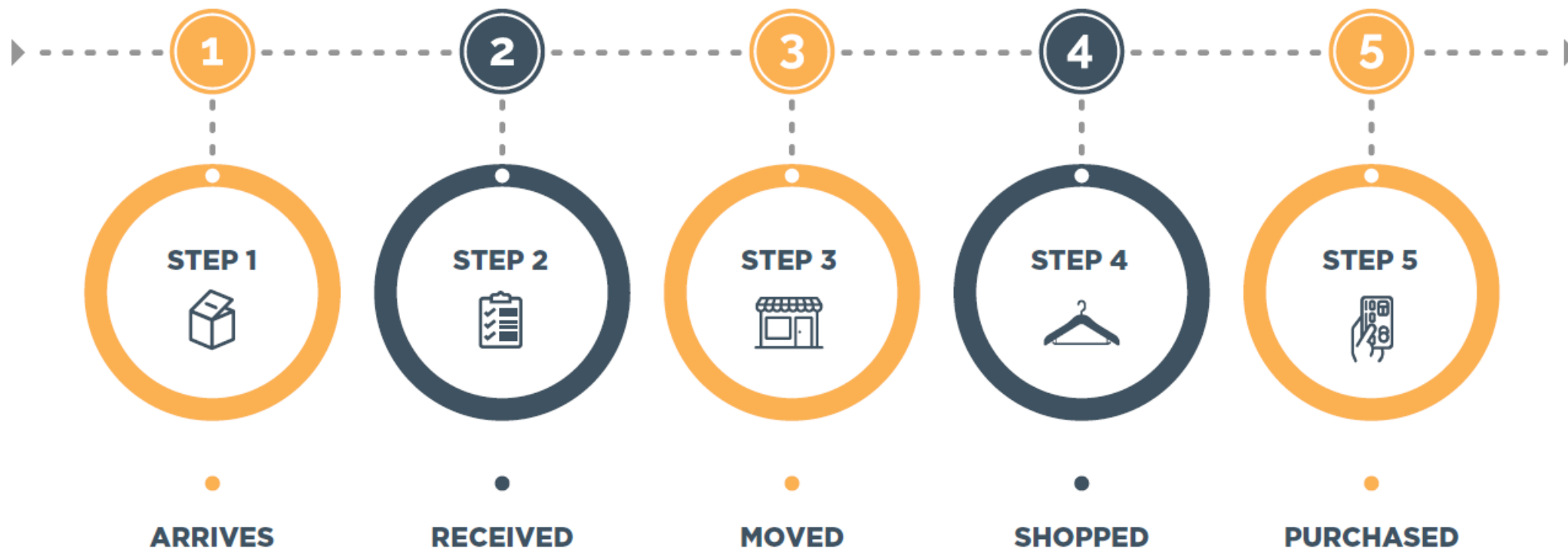
## Benefits of Hands-On Activities:

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



# Process Visuals

## The Store Inventory Life Cycle



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# Outside Industry Videos





# Discussion Scenarios



## EXERCISE 7 Inventory Scenarios – What’s the Impact?

Read the following scenarios and describe the potential impact to the on-hand counts in the inventory tracking system (assume it is an item-specific inventory).

Jess is placing cartons on the stockroom shelves because there is no room for the product on the sales floor. She is running out of space in the section for this item and she decides to put the boxes on the next shelf over where there is plenty of room. She notices that her cartons contain different product than the other boxes on the shelf where she places them. Over time, these cartons get pushed to the back behind the item that is supposed to be stocked in this location.

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Frieda accidentally knocks a glass pie pan off of a shelf. She sweeps up the pieces and throws them away.

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# Current Regulations

## Occupational Safety and Health Administration (OSHA)

- Protects employees against hazards in the workplace.
- Ensures that companies provide a safe workplace to employees, free of physical danger.



# Self-Check Quizzes

04

THE BUSINESS OF RETAIL: OPERATIONS AND PROFIT



## 2.3 Workplace Safety Knowledge Check

1. Which agency or law protects employees against hazards in the workplace?

- A. ADA
- B. OSHA
- C. FMLA
- D. FDIC

2. Which agency or law protects employees who report unlawful or unsafe practices?

- A. Whistleblower Protection Act
- B. Americans with Disabilities Act
- C. Family and Medical Leave Act
- D. Unsafe Practices Act



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**RISE UP**

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**RETAIL INDUSTRY  
FUNDAMENTALS**

SPECIALIST



**NRF FOUNDATION**  
**RISE UP**

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**CUSTOMER  
SERVICE & SALES**

CERTIFIED SPECIALIST



**NRF FOUNDATION**  
**RISE UP**

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**BUSINESS OF  
RETAIL**

CERTIFIED SPECIALIST



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# Retail Industry Fundamentals Course

- Delve into the retail world, its career paths and the industry jargon.
- Gain basic knowledge of retail industry, operations and product life cycle.
- Understand cost of goods sold and profit.
- Understand supply chain – how products move from production to distribution.
- Learn basic customer service and sales skills.
- Understand different jobs and career paths in retail.
- Practice job readiness skills.



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# Customer Service and Sales Course

- Understand the retail industry and the value of quality customer service.
- Gain knowledge of different types of customers' needs and their mindsets.
- Master effective communication skills.
- Build a sales plan and learn effective upselling strategies.
- Acquire job readiness skills.





# Business of Retail: Operations & Profit

- See the retail ecosystem as a business and defines the profit model
- Understand inventory life cycle and inventory control
- Explore merchandising and marketing
- Understand loss prevention
- Learn workplace safety practices

## 1. Retail Industry Overview

### Retail Operations Overview – Technology & Tools

Retail operations are increasingly more dependent on technology and tools to serve customers and manage the business. Retail operations activities involving technology and tools include:

- Technology systems development and/or selection, implementation and maintenance for all aspects of the business.
- Technology tools selection and application. Mechanical systems operations.
- Phone system operations.
- Research and continuous innovation.



# Credential Alignment

- **Marketing**

- Standard 1.0: Economic Principles (supply & demand; global economy)
- Standard 2.0: Foundations of Marketing (e-commerce, competition)
- Standard 3.0: Consumer Behavior (customer profiles, target markets)
- Standard 4.0: Marketing Mix (pricing, placement, channels)
- Standard 5.0: Selling Concepts (product features, security issues, POS systems, analytics)
- Standards 6.0-10.0: additional concepts



Industry Credentials approved for A-F CCRI by the SBE

Credential Name / Link to Fact Sheet
<a href="#">MOS Office 365</a>
<a href="#">MOS Office 2019</a>
<a href="#">MOS Office 2016</a>
<a href="#">Microsoft Technology Associate (MTA)</a>
<a href="#">NAFTrack Certification</a>
<a href="#">National Institute for Metalworking Skills (NIMS)</a>
<a href="#">National ProStart Certificate of Achievement (COA)</a>
<a href="#">National Coalition of Certification Centers (NC3)</a>
<a href="#">NC3 - Multimeter</a>
<a href="#">NC3 - Diagnostic</a>
<a href="#">NC3 - Torque</a>
<a href="#">NC3 - Under Car</a>
<a href="#">NC3 - Precision Measuring</a>
<a href="#">NC3 - Pro-Cut</a>
<a href="#">NC3 - Building Performance</a>
<a href="#">NCCER Cabinetmaking</a>
<a href="#">NCCER Carpentry</a>
<a href="#">NCCER Construction Technologies</a>
<a href="#">NCCER Core</a>
<a href="#">NCCER Heavy Equipment Operator Level</a>
<a href="#">NCCER HVAC</a>
<a href="#">NCCER Welding</a>
<a href="#">OSHA 10</a>
<a href="#">Paraprofessional Praxis Certification</a>
<a href="#">Psychological First Aid</a>
<a href="#">Public Safety Telecommunication Dispatcher (APCO) International</a>
<a href="#">QuickBooks Certified User (QBCU)</a>
<a href="#">Radiation Health and Safety (RHS)</a>
<a href="#">Registered Medical Assistant (RMA)</a>
<a href="#">RISE-Up – Customer Service and Sales</a>
<a href="#">RISE-Up – Retail Industry Fundamentals</a>
<a href="#">RISE-Up – The Business of Retail</a>
<a href="#">Security Guard Certification (Arizona Department of Public Safety)</a>
<a href="#">ServSafe® Food Protection Manager</a>
<a href="#">Swift Certification App Dev level 1</a>
<a href="#">Wildland Firefighter</a>

# Credential Alignment

- Business Management**

- Standard 1.0: Personal Finance (foundations of economics, career choices, entrepreneurship)
- Standard 2.0: Business & Financial Mgmt (retail ownership models, communications, customer relations)
- Standard 3.0: Marketing Concepts
- Standard 4.0: General Management (business cycles, leadership)
- Standard 5.0: HR (professionalism, federal regulations)
- Standard 6.0-8.0: additional concepts

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# Credential Exams

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# Credential Exams

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



*\*Retail Industry Fundamentals Certificate – good for life*

*\*Customer Service & Sales & Business of Retail Certifications – renewable every 3 years*



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# Exam Accommodations

- Individuals can apply for accommodation that includes:
- Double Time
- Screen Reader
- Other accommodations, as needed





# Exam Security Measures

- Student disclaimer upon log in
  - Confirm correct student name
  - If not – student prompted to contact [support@nrfriseup.com](mailto:support@nrfriseup.com)
- Closed book exams: no cellphones, textbooks or other resources
- Exam continues to be timed (90 minutes)
- Extensive exam question banks
  - no exam has identical questions
  - scrambled order of test questions
  - Scrambled order of multiple-choice responses



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# Student Security Measures

Proctoring is temporarily removed\* from online exams. Please note:

- We do not capture log-in IPs in a reportable table for the exams taken online
- No additional information is requested from students
- No webcams or chat functions are enabled

*\*Measure in place until July 31*





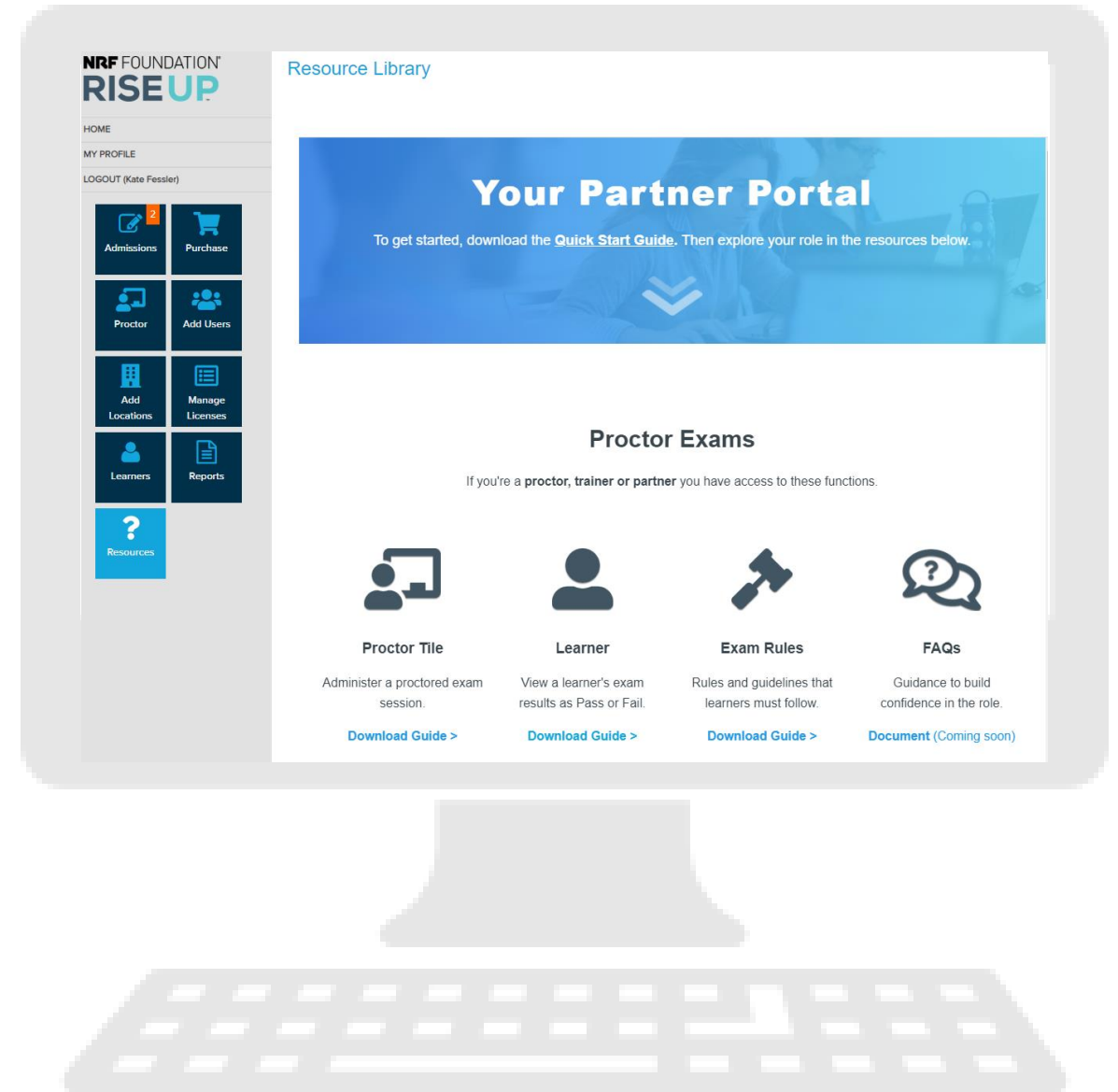
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# RISE Up Platform

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**RISEUP**™

# Online Platform

- Trainer/Proctor Registration
- Assign/Reassign Seat Licenses
- Robust Permissions Settings
- Reporting



# Platform Functions

ME

PROFILE

BOU (Carrie Cross)

- Admissions
- Add Users
- Add Locations
- Purchase Licenses
- Student
- Reports
- Bookstore
- Support

### Select Date Range and Report Output Type

06/20/2019 - 07/19/2019 Search Reports by date.

Adobe PDF

### Reports

- R** Student Summary  Active  
[View Report](#) Variety of reports.
- R** Enrollment  
[View Report](#)
- R** Non Start  
[View Report](#)
- R** Inactive  
[View Report](#)
- R** Graduate  
[View Report](#)
- R** Cancellation  
[View Report](#)

**RISEUP** BRENT TEST  
Student ID: 53773470

Home | Program & Courses | Grades | Help & Support | Forms & Resources

### In Progress Courses

**Fundamentals Of Retail Operations**  
Congratulations on completing your first course in this second course, Fundamentals of Retail Operations, you'll dive deeper into the workings of the retail industry. You'll get a look at what goes on behind the scenes at a retail company, and gain specific skills common to all types of retailers. You'll also take the first part of your Retail Industry Fundamentals exam at the end of Lesson 2: Sales and Merchandising.

60% [Resume Course](#)

LESSON 1: The Customer Experience | LESSON 2: Sales And Merchandising | LESSON 3: Workplace Safety And Security

PROGRAM VIDEO: Navigating Your Program

### PROGRAM/ COURSE

Select Program/Course

Customer Service and Sales - Online Content + Exam - \$125

*You'll have the chance to review your choices and your enrollment will be reviewed before any payment is collected.* [CONTINUE](#)

### ENTER YOUR PERSONAL DETAILS

### CHOOSE YOUR PAYMENT OPTIONS

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# Bringing RISE Up to Your Students

- Delivery Options
- Scheduling Options
- Mix and match your own materials
- Bring in guest speakers
- Tailor specifically for your students





# Resources

**RISE Up website:** <https://nrffoundation.org/riseup>

**RISE Up FAQs:**  
<https://nrffoundation.org/riseupfaqs>

## Contact Information:

[RISEUp@nrf.com](mailto:RISEUp@nrf.com) for questions about curriculum and recent modification

[Support@nrfriseup.com](mailto:Support@nrfriseup.com) for questions about the RISE Up portal

## NRF Job Board:

Companies hiring post-COVID

<https://nrf.com/resources/job-opportunities-workers-displaced-covid-19>

# Value Add – NRF Resources

July 20-22, 2020 | Online Event

EVENT INFO AGENDA SPEAKERS EXPO NETWORKING SPONSOR PACKAGES

Register

## NRF NEXT<sup>®</sup> ALL ACCESS

RETAIL'S ECOMMERCE AND DIGITAL MARKETING EVENT | JULY 20-22, 2020

### A NEW ONLINE EVENT FOR DIGITAL RETAILERS

NRF NEXT ALL ACCESS is a 3-day online event for retail ecommerce and digital marketing professionals that features live sessions, a virtual Expo and networking with peers.

Registration is now open!

Learn More



<https://nrfnxt.nrf.com/agenda>

# Value Add – Free NRF Resources

## Retail Events

NRF produces and supports events all year long. Explore our featured events below or browse through our full calendar of events.

**Featured events** Full events calendar Event Sponsorship Opportunities



## Retail Leadership Series

**Kevin Johnson, President and CEO, Starbucks Coffee Company**

July 16 | 11:30 a.m. ET | open to all

NRF President and CEO Matthew Shay and Starbucks Coffee Company President and CEO Kevin Johnson will discuss Starbucks response to the pandemic, the evolution of the Third Place and how the company is adapting to the new COVID-19 economy.

This NRF Retail Leadership Series event is sponsored by Salesforce.

[Register now](#)

## Retail Resources and Tools

[4-5-4 Calendar](#) [Job Board](#) [Retail Safety and Security](#) [Top Retailer Lists](#) [NRF On Demand](#) [NRF Cyber Risk Exchange](#)

## Operation Open Doors

## Guidance on store reopenings

Tools, resources and examples for retailers around

- health and safety
- people and personnel
- logistics and supply chain
- litigation and liability

[View resources](#)



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# Question & Answer

# THANK YOU!

## Contact us at:

[RISEUP@NRF.com](mailto:RISEUP@NRF.com)

[www.nrffoundation.org/riseup](http://www.nrffoundation.org/riseup)

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[arizonafuture.org](http://arizonafuture.org) | [AZRetailCareers.com](http://AZRetailCareers.com)

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