



# NRF FOUNDATION RISEUP™

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**NRF FOUNDATION**

A woman with her hair in a ponytail, wearing a dark blazer, is looking at a rack of clothes. The setting is a modern office with large windows in the background. In the background, another woman is sitting in a chair, and a laptop is on a table. The overall scene is dimly lit, with the text overlaid in white.

How did you hear  
about RISE Up?

**NRF FOUNDATION**



What was your first  
job?

**NRF FOUNDATION**



# My experience in retail



A stylized map of the United States in white, set against a dark blue background. The map shows state boundaries. Overlaid on the map are several statistics in white and black text. In the top right, it says '800,000 open positions'. In the center, it says 'Retail supports 52,000,000 American jobs'. In the bottom left, it says '1 in 4 Americans have worked in retail'. In the bottom right, it says '71% of hiring managers appreciate retail experience'.

**800,000**  
open positions

Retail supports

**52,000,000**

American jobs

**1 in 4**  
Americans have  
worked in retail

**71%**  
of hiring  
managers  
appreciate  
retail  
experience

# 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

**ESCM** ASSOCIATION  
OF SUPPLY CHAIN  
MANAGEMENT

NRF FOUNDATION  
**RISEUP**

**COVID-19 RETAIL  
OPERATIONS**  
SPECIALIST

NRF FOUNDATION  
**RISEUP**

**COVID-19 CUSTOMER  
CONFLICT PREVENTION**  
SPECIALIST

**CRISIS PREVENTION  
INSTITUTE**

**75,000** learners taking the exam

**60,000** credentials earned

**1,250** training partners

**NRF FOUNDATION**

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





# NRF FOUNDATION RISEUP™

Training Partner

## Trevor G. Browne High School

- High school under Phoenix Union High School District
- RIF offered as part of its marketing program where students run an on-campus store, applying what they've learned to a wide variety of retail operations
- 2022 RISE Up Partner of the Year





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



## Cost

\$99 curriculum and exam OR  
\$65 curriculum and \$35 exam

## Hours

5 hours online, 9 hours classroom

## Audience

Entry-level job seeker;  
newly hired entry-level worker;  
high school student

NRF FOUNDATION  
**RISEUP**

**RETAIL INDUSTRY  
FUNDAMENTALS**

SPECIALIST

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

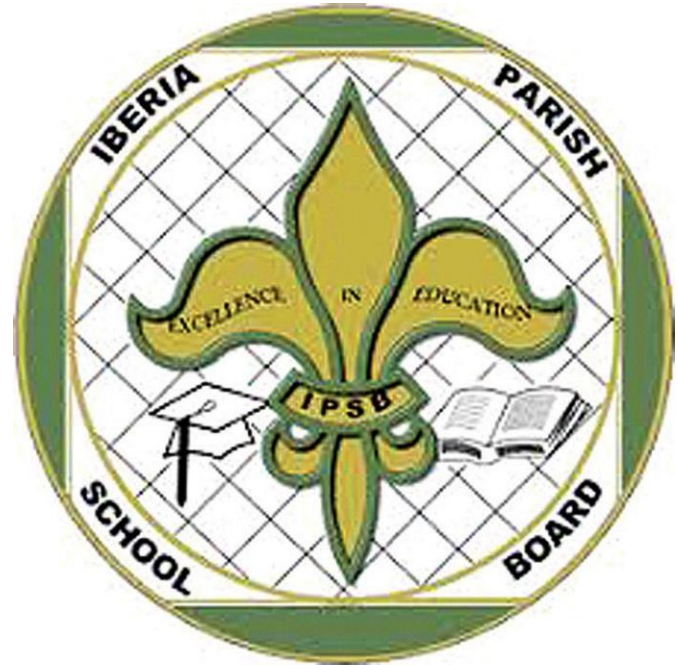




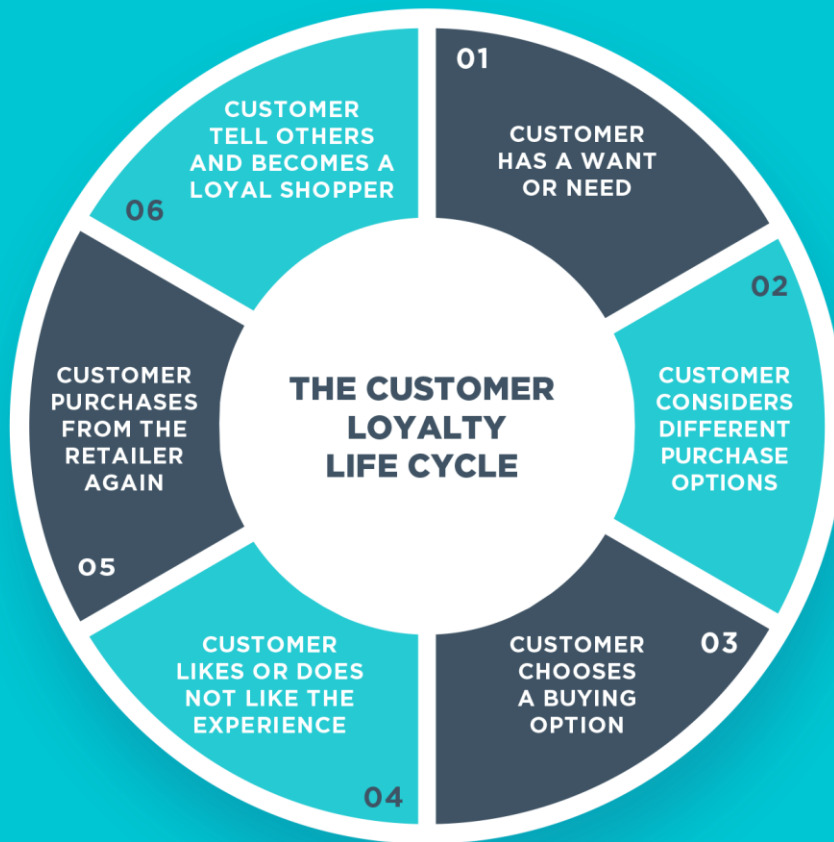
Training Partner

## Iberia Parish School Board

- Public school district in LA
- Multiple high schools under one account
- Bulk purchasing
- RISE Up meets LA Department of Education standards for Industry Recognized Credentials







## Cost

\$115 curriculum and exam

OR

\$65 curriculum and \$55 exam

## Hours

14 hours online

36 hours classroom

## Audience

Entry-level job seeker

Newly hired entry-level worker

High school student

NRF FOUNDATION  
**RISEUP**

**CUSTOMER  
SERVICE & SALES**

CERTIFIED SPECIALIST

**NRF FOUNDATION**

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







**EXERCISE 25**  
**Visual Merchandising**

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**RISEUP™**

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

**What would you change?**

**What message does the display  
send to customers?**



Training Partner

# King George High School

- High school in King George, VA
- Marketing students
- RISE Up meets VA Department of Education standards for Industry Recognized Credentials



## Cost

\$135 curriculum and exam

OR

\$65 curriculum and \$75 exam

## Hours

11 hours online

28 hours classroom

## Audience

Entry-level worker looking to advance

Newly advanced to a first-line supervisory role

High school student

NRF FOUNDATION  
**RISE UP**

**BUSINESS OF  
RETAIL**

CERTIFIED SPECIALIST

**NRF FOUNDATION**

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

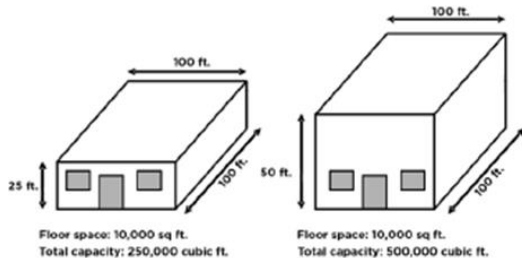
Discover job opportunities and crucial skills needed for careers in supply chains



## 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.

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#### 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.



## Cost

\$115 curriculum and exam

OR

\$65 curriculum and \$55 exam

## Hours

5 hours online

9 hours classroom

## Audience

High school students

First-time and second-chance job seekers  
interested in warehouse jobs

Employees interested in supply chain and  
logistics careers



## 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



# 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.

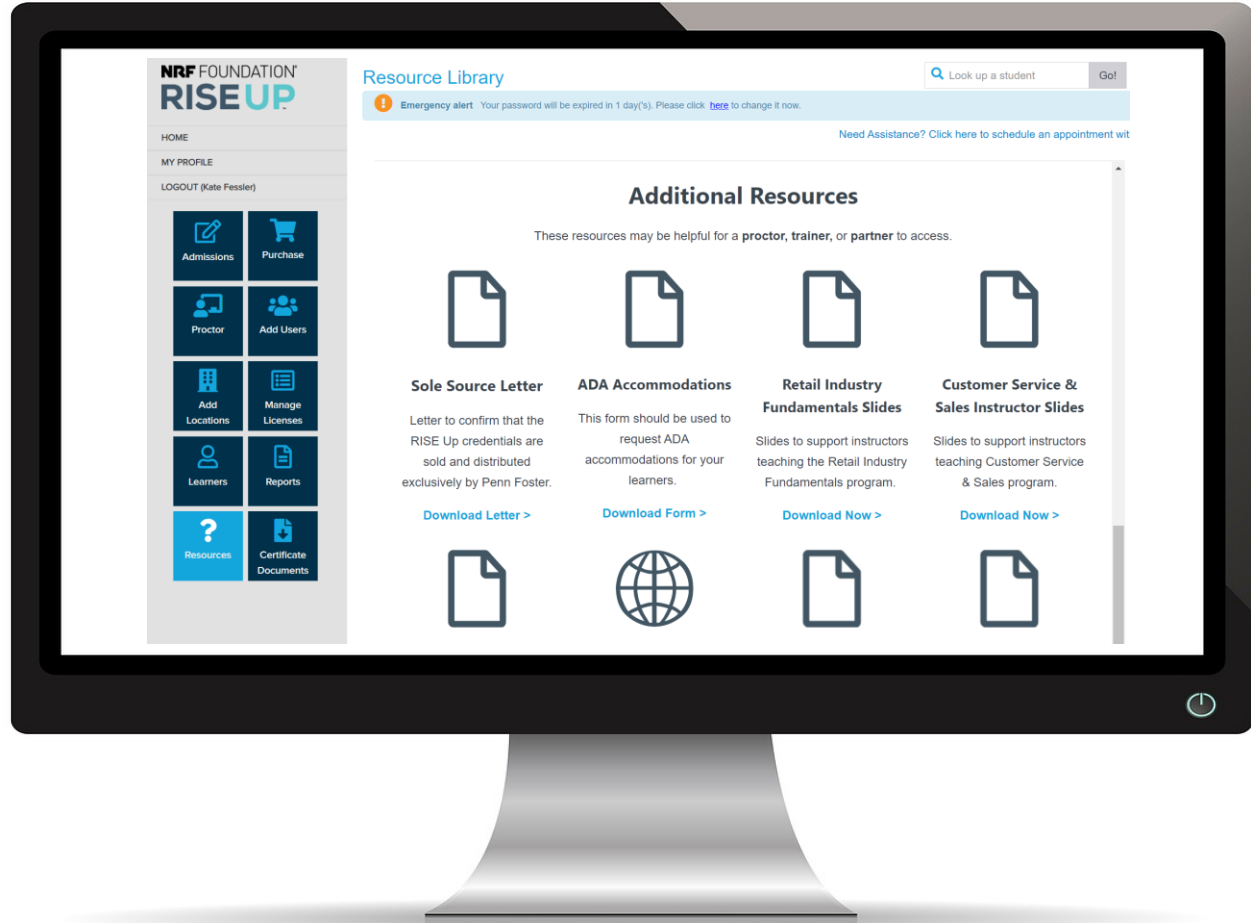


## PowerPoint Presentation

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



- Trainer & Proctor Registration
- Assign & Reassign Seat Licenses
- Robust Permission Settings
- Reporting



NRF FOUNDATION  
**RISE UP**

ASHLEY  STEWART™

**Bj's**

  
*Brooks Brothers*

**Burlington**

shop 



L.L.Bean

**LOWE'S**

★ **macys**\*

Neiman Marcus | Group

NORDSTROM

NORDSTROM  
**rack**

**Pilot.** *FLYING* 



**The Container Store**



 **TRACTOR  
SUPPLY CO**

  
UNDER ARMOUR

  
Vera Bradley

**Walmart** 

  
*Wendy's*



**WILLIAMS  
SONOMA**

**NRF FOUNDATION**

**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**

# 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





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