



Retail Management Certificate Program Advisory Committee Meeting



Wednesday, December 4, 2019
1:00pm, IVC Board Room

Minutes

Members Present	Business/Organization
Gilberto Martinez, General Manager	Cardenas, Calexico
Anthony Moreno, Executive Director	El Centro Chamber of Commerce
Susan Paradis, Executive Director	Imperial Chamber of Commerce
Alfonso Ruiz, Manager	Follett Bookstore, Imperial
Jose Jauregui, General Manager	Food 4 Less, Calexico
Javier Corral, General Manager	Food 4 Less, El Centro
Jimmy, General Manager	Smart & Final, El Centro
Robert Morales, General Manager	Vons, Brawley
Ralph Valdez, General Manager	Vons, El Centro
Cherie Phipps, Director (Joined via phone)	Retail Management Certificate Program for the Western Association of Food Chains (WAFC)
Angie Ruiz, Professor of Business and Cooperative Work Experience & Internship Coordinator (Chair)	IVC Business and Agriculture Department
Guillermo Salgado, Business Instructor	IVC Business and Agriculture Department
Ralph Marquez, Counselor	IVC Counseling Department
Diana Sandoval, Student Success Specialist	IVC Economic & Workforce Development Division
Efrain Silva, Dean of Economic & Workforce Development	IVC Economic & Workforce Development Division
Genaro Ayala, Job Developer	IVC Economic & Workforce Development Division
Patricia Robles, Economic & Workforce Development Coordinator (Recorder)	IVC Economic & Workforce Development Division
Natalie Curiel, IVC Student, Business Administrative Assistant Major	IVC

1. Call to Order

The meeting was called to order by Angie Ruiz at 1:10pm.

2. Welcome & Introductions

Angie Ruiz welcomed the committee and everyone introduced themselves.

3. Overview by Retail Management Certificate Program (RMCP) Director

Cherie Phipps, Director of Retail Management Certificate Program for the Western Association of Food Chains (WAFC) joined via telephone. WAFC is a non-profit organization. She gave an overview of the nationwide Retail Management Certificate Program (RMCP), which has been recognized by the White House. There have been about 3,000 graduates, as stated in the News Release, which was handed out. Cherie added that 60% of the graduates have come from California.

4. Retail Management Certificate Program Website

Angie showed the RMCP website, which is found at retailmanagementcertificate.com. The website is for students, graduates, employers, and colleges. It provides information about the nationwide program, shows colleges that have the program, lists participating employers, and provides other industry support information.

5. IVC Retail Management Certificate Program

- **IVC Certificate Requirements**

Angie went over the courses required for the IVC Retail Management certificate. 25-26 total units are required.

She added that English and Communications courses used to be pre-requisites. However, it is now comprised of Business-specific courses that are more directly related to the jobs in the retail industry.

Although the nationwide program focuses on the food industry, the skills acquired in this program are transferable to any other type of retail business. None of the textbooks used in these classes are specific to the food industry.

Guillermo Salgado, Business Instructor, said that most of these courses are transferable towards Bachelor's Degree programs.

- **Enrollment Process**

Angie gave a brief overview of the enrollment process. Students have to apply to IVC and then register to their courses, just like all other college courses.

- **Tuition**

Tuition is on a per unit cost, just like all other college courses. Some retail employers choose to pay for their employees' tuition.

- **Spring 2020 Schedule**

All of the program courses are being offered in the Spring 2020 semester, except BUS 132 and BUS 146.

- **WAFC Application for Certificate of Completion**

A sample of the WAFC application was shared. Before applicants submit them to WAFC, colleges need to review their coursework to assure that they've met the educational requirements.

- **RMCP Graduate Survey Results**

The RMCP graduate survey results were shared. The majority of students showed positive review of the RMCP in regards to educations/personal growth, career advancement, and an overall satisfaction with the program.

6. Store Reports

Some of the stores shared their experiences with the program. Many had questions and showed interest in sharing this information with their employees.

7. Advertising & Outreach

- **Store Flyers**

A sample flyer about the program was shared. Retail employers can customize it with their own store logos and share it with their employees to encourage their participation in continuing their education in this field and qualify for higher jobs within their organizations.

- **IV Mall Ads**

Posters advertising this Retail Management program can be seen at the IV Mall.

- **Brochures**

A brochure of the program is being created and copies will be provided once they are available.

- **Career Education Expo (May 2020)**

The stores present will be invited to participate in the annual IVC Career Education Expo, which will be held in May 2020.

8. Other

Retail Jobs

Angie reported that 42 million people nationwide work in retail. 90% of promotions are made from within their organizations, meaning this program offers current employees the opportunity to move up within their own companies. Retail jobs make for great careers, especially for students completing this program who are able to get promoted.

Foundation for National Retail Federation

The CEO of Macy's is the President for the Foundation for National Retail Federation.

9. Next Meeting

The next meeting will be scheduled for Fall 2020, date TBD.

10. Adjournment

The meeting was adjourned at 2:35pm.

Handouts:

- *IVC Retail Management Program Description from the General Catalog, Pages 213-214*
- *IVC Spring 2020 Course Schedule*
- *Poster Advertisements at the IV Mall*
- *Retail Management Certificate Sample Flyer for Retail Employers*
- *WAFC Retail Management Certificate Application*
- *WAFC Course Review Sheet*
- *RMC Aligned with Retail Competency Model*
- *RMC Grad Survey Results*
- *WAFC News Release*