
President's High Growth Job Training Initiative

NRF Foundation Retail Demonstration



Grant amount: \$2,815,000

Leveraged amount: \$3,295,400 in cash and in-kind support from the NRFF, NRFF state associations, participating shopping center developers and employers, and partnering workforce, education and community-based service providers.

Grantee: NRF Foundation

Key Partners: Major Shopping Mall Developers including Glimcher, Kravco, Mills, Prime Properties, Westfield Shoppingtowns, and Pyramid.

Location of Grant Activities: Nationwide

Challenge

The retail industry faces a variety of challenges in attracting, training, and retaining employees, including poor public perception of retail work, high turnover, significant language barriers among employees, and lack of consistently used training models and skills certifications.

Addressing the Challenge

The NRFF will use its \$2,815,000 grant to expand the number and scope of its retail skills centers, which provide mall tenants and employees, surrounding employers, and job seekers with retail and customer service training. Located in shopping centers, these retail skills centers help retail employers recruit, retain, and advance workers through a range of training options, from language and employability skills classes to customized seminars. NRFF will co-locate retail skills centers with One-Stop Career Centers where possible, and will create and disseminate replicable training models and tools that will extend services to many more retail employers and employees.

Project Outcomes

To date, the NRFF has secured job placements for 4,971 individuals and has trained 4,118 individuals through existing skills centers. 630 retail companies are currently participating in NRFF skills center training and other activities.

Sustainable Impact

By integrating its highly successful retail skills centers more closely with publicly-funded One-Stop Career Centers, the NRFF will increase its access to potential employees, resources, and community partners, all of which contribute to the grant's long-term positive impacts on the retail industry, its employers, and its workforce needs. Nearly \$3.3 million in leveraged support, primarily from mall developers, retail employers, and industry associations, demonstrates the industry's continuing broad support for the NRFF's skills development, career ladder, and certification models.

