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## President's High Growth Job Training Initiative

### *NRF Foundation Retail Demonstration*



**Grant amount:** \$2,815,000

**Grantee:** NRF Foundation

**Key Partners:** Major Shopping Mall Developers including Westfield, Glimcher, Kravco/Simon, Mills, and Prime Properties

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

**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.

#### **Projected Outcomes:**

- Six retail skills centers, partnered with state and local public workforce systems, to serve as learning laboratories and provide retail/customer service training and job placement assistance;
- Implementation of a cross industry certification in customer service and sales; and
- Training models for customer service and sales.



EMPLOYMENT AND TRAINING ADMINISTRATION  
UNITED STATES DEPARTMENT OF LABOR

*Retail Industry Demonstration Grants  
Announced on May 1, 2003*