March 25, 2019

Demonstrated Career Pathway Advancement through Collaborative Success
Chris Strom
Director of Retail Initiatives
Retail’s Impact in the Economy

**RETAIL'S IMPACT**

Retail supports 1 in 4 American jobs

To view state and district info, select a state from the map

**United States**

3,793,621 Retail Establishments
42 Million Jobs Supported
$2.6 Trillion in Total GDP Impact

98.6% of all retail businesses employ fewer than 50 people

**RETAIL SUPPORTED JOBS BY OCCUPATION**

- **Logistics/Transportation**: 4,970,892 jobs
- **Management**: 4,365,111 jobs
- **Health Care & Service**: 2,376,981 jobs
- **Insurance & Real Estate**: 1,812,791 jobs
- **Technology**: 809,546 jobs

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ReImagine Retail is funded through a $10.9 million grant from the Walmart Foundation made to The Chicago Cook Workforce Partnership.

The two-year initiative aims to increase the economic mobility of workers in retail and related sectors and is the largest investment to date as part of Walmart and the Walmart Foundation’s Opportunity Initiative.

Selected 10 national workforce board partners from an Request from Proposals submission process

Each workforce board launched new retail-based initiatives, these workforce boards stood out as being particularly innovative and influential in their market.
College Partnerships

- Partnered with three local Community Colleges to offer the NRF RISE Up credentials
  - Retail Industry Fundamentals
    - 56 students
  - Customer Service and Sales
    - 68 students
  - Advanced Customer Service and Sales
    - 5 students

- Varied methods of incorporation into the classroom

https://vimeo.com/album/5857172/video/325782674
College Partnership Testimonials

- Kathleen - “I became much more confident in how I did my job and what I could accomplish in the future.”

- Brianna – “The Retail Industry Fundamentals training made me realize I can do more than I think, and did it raise my confidence? Yes – 100x – yes.”

- Michael – The Retail Industry Fundamentals online training “gave me something (skills) I can use every day.”
Entrepreneurship Training

- Aspiring Entrepreneurs
- Retail 101
- Retail 102

- 40 participants to date
- 9 participants have started new businesses
- 16 have implemented tools, increased revenue
- 40 participants shared an increase in knowledge
Denver Workforce Services

Entrepreneurship/Mentorship Series and Shark Tank

- Partnership – Mi Casa Resource Center
- Marketing
- Pre-Screen
- 1-Week Intensive Training
- Business Plan Submission
- Shark Tank Pitch
- Sustainability Plan
  - Continued Business Coaching
  - Award Winners Visit

https://www.youtube.com/watch?v=n0cmqua5yz8&list=PLRNWh80X1hAPeXnSr1bSX0k4P61fOwck0&index=2&t=0s

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Apprenticeship Programs

Lodging Manager Registered Apprenticeship Program
- Certified Hospitality Supervisor (CHS) Certification
- Related Training Instruction (RTI)
- On-the-Job Training
- Promotion/Wage Increase

Barista Apprenticeship Program
- 8-day Pre-Apprenticeship Training
- Occupational Skills Training
- ServSafe Certification
- First Aid Certification
- 1-year Barista Apprenticeship Program
- Work Experience
- On-the-Job Training
- Incumbent Worker Training
Retail Management Academy - Incumbent Worker Training

- 50-hour training
- Courses Developed in Concert with Community College and Employer Partners
- Basic Skills Component
- Wraparound Services
<table>
<thead>
<tr>
<th>Measure</th>
<th>To date</th>
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</thead>
<tbody>
<tr>
<td>Retail Academy Participant Enrollments</td>
<td>63</td>
</tr>
<tr>
<td>Retail Academy Participant Completions</td>
<td>47</td>
</tr>
<tr>
<td>Retail Academy Employer Partners</td>
<td>19</td>
</tr>
<tr>
<td>Advancements achieved (promotions, pay increases, P/T to F/T, title change)</td>
<td>25</td>
</tr>
<tr>
<td>Demographics</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>60%</td>
</tr>
<tr>
<td>Minority</td>
<td>85%</td>
</tr>
<tr>
<td>Basic Skills Enrollments</td>
<td>16</td>
</tr>
</tbody>
</table>
San Diego Workforce Partnership

Alignment of Tools and Collateral
- CAEL, Core Score, LinkedIn Learning
- Spanish translation

Marketing
- Current business relationships
- “Open House” at Career Centers
- Social media platforms
- Door-to-door canvassing
- Board members

$125.00 incentive stipend
Personal outreach
Satisfaction survey
San Diego Workforce Partnership

The Data

- 94 businesses received invitation through variety of mechanisms to promote with their employees
  - Top five participating: Hyatt, WorldMark Hotels, Chatmeter, San Diego Gulls, Pendry Hotels
- 256 people requested information on how to participate
- 66 people completed all of the steps to finish and receive stipend (as of 3/22/19)

<table>
<thead>
<tr>
<th>Education</th>
<th>%</th>
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<tbody>
<tr>
<td>Less than a high school diploma</td>
<td>17%</td>
</tr>
<tr>
<td>High school diploma</td>
<td>14%</td>
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<tr>
<td>Some college, no degree</td>
<td>17%</td>
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<tr>
<td>Associate's Degree</td>
<td>7%</td>
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<tr>
<td>Bachelor's Degree</td>
<td>34%</td>
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<tr>
<td>Master's Degree</td>
<td>10%</td>
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<table>
<thead>
<tr>
<th>Tenure</th>
<th>%</th>
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<tbody>
<tr>
<td>Less than one year</td>
<td>26%</td>
</tr>
<tr>
<td>1-3 years</td>
<td>24%</td>
</tr>
<tr>
<td>3-6 years</td>
<td>30%</td>
</tr>
<tr>
<td>6-10 years</td>
<td>6%</td>
</tr>
<tr>
<td>10+ years</td>
<td>14%</td>
</tr>
</tbody>
</table>

- Customer Service: Skill most needed to improve
- Adaptability: Skill least needed to improve

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San Diego Workforce Partnership

- 80%: Percentage of people that believed new knowledge would lead to a raise or promotion
- 82%: Percentage of people who said this increased their knowledge of career paths in retail
- Net Promoter Score: 8.6

<table>
<thead>
<tr>
<th>Category</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>Participants Needing No Upskilling</td>
<td>21%</td>
</tr>
<tr>
<td>Participants Needing Upskilling</td>
<td>79%</td>
</tr>
<tr>
<td>Participants Who Increased Score</td>
<td>43%</td>
</tr>
</tbody>
</table>
Sustainability

- Maintain Retail Advisory Boards
- Leverage existing partner relationships/resources
- Incorporate retail and hospitality sector trainings into WDB career centers
- Emphasize the value of industry-related credentials
- Educate job seekers about retail career pathways
- Use marketing collateral and community outreach
- Continue offering retail and hospitality-focused hiring events
ReImagine Retail Highlights

- Workforce boards are uniquely poised to address retail challenges
- Workforce boards are the mechanism and dissemination point for skills training
- Timing is everything
- Leveraging public and private resources creates community impact
- Portability
- Best Practices
Thank you

Funding for this initiative is part of a $10.9 million grant from the Walmart Foundation made to the Chicago Cook County Workforce Partnership. The two-year grant program is the largest investment to date as part of Walmart and the Walmart Foundation's Opportunity Initiative, which aims to increase the economic mobility of workers in retail and adjacent sectors by working with nonprofits, educational institutions and government agencies to make it easier for frontline workers to move faster into roles with more responsibility.

JOIN THE CONVERSATION
#ReimagineRetail
For more information please visit corporate.walmart.com/opportunity

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