

# Rogers Public Schools Launching Retail Management Program of Study



ROGERS-LOWELL AREA CHAMBER OF COMMERCE  
**WORKFORCE  
DEVELOPMENT**

Aligning Career Education programs with both current and projected employment data relating to local workforce demands is the focus of both short and long-term planning for the Rogers Public Schools Career Education department. The district's partnership with the Rogers-Lowell Area Chamber of Commerce has been a valuable resource for educators in the continued effort to develop programs that increase awareness and knowledge of employment data and trends within the Northwest Arkansas region.

## Preparing Students for Careers

The Rogers Public Schools will launch a new Retail Management Program of Study in the 2020-2021 school year. The program of study, along with a new Retail Business course, was developed by a group of Rogers career and technical education teachers and was recently approved by the Division of Career & Technical Education (CTE). The Retail Management program will be available for all Arkansas school districts and will provide a comprehensive framework of

courses and work-based learning experiences that are designed to prepare students for careers within the retail, supply chain and marketing career fields.

## Industry Certifications & Junior Merchant Program

In addition to the 9th-12th grade Retail Management Program high school courses offered at each high school, Rogers Public Schools also offers several related concurrent courses including Retail Management, E-Commerce, Feasibility & Funding, Introduction to Computer Information Systems and Introduction to Entrepreneurship. Students will have the opportunity to obtain several industry recognized certifications including National Retail Federation-Retail Fundamentals, Customer Service & Sales and Business of Retail, along with Microsoft Office EXCEL and WORD Specialist/Expert levels and Google Analytics. Students may also choose to explore the Junior Merchant Program offered by Northwest Arkansas Community College.

## Retail Management Advisory Committee Needs Volunteers

The Rogers Public Schools CTE department is very interested in establishing partnerships with local retail, supply chain, marketing and management companies and inviting representatives to serve on a Retail Management advisory committee that will provide guidance for future development of the program and to help connect the classroom to the career field. Local businesses are also essential for providing students opportunities to expand the scope of their experiences within this career field through classroom presentations, field trips to local businesses and hosting students through work-based learning experiences such as job shadowing, apprenticeships, career practicums and internships.

Please contact Dawn Stewart, Director of Career and Technical Education, at (479) 636-3910 to learn more about exciting partnership opportunities and endeavors.