



NRF Foundation and Department of Labor Release Retail Career Competency Model

For Immediate Release

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Washington, June 19, 2007 – The NRF Foundation, the research and education arm of the National Retail Federation, in conjunction with the U.S. Department of Labor Employment and Training Administration (ETA), has announced the release of a Retail Competency Model designed to help retailers identify and build talent. The framework supports a variety of recruitment, training, and career advancement solutions built on the skills that retail workers need to succeed.

Through the President's High Growth Job Training Initiative, ETA has worked with business leaders to create comprehensive and readily accessible documentation of the skills required in a variety of high growth, high demand industries. ETA collaborated with the NRF Foundation to develop, crosswalk, and validate competencies necessary to pursue retail careers.

"We are committed to expanding competency-based training and certification in the retail industry," said NRF President and CEO Tracy Mullin. "These competencies set a standard for career advancement and identify opportunities to take advantage of the range of career opportunities which retail companies provide."

The NRF Foundation and several retail partners were instrumental in the development and validation of the competency model. Competencies have been integrated into curriculum and training programs are available at NRFF Retail Skills Centers across the country, schools and colleges, and within the Workforce Investment System. In addition, companies can access courses through NRF University wired, a new e-learning platform developed for the retail industry. Job seekers, students, and employees assessed for National Professional Certification in Customer Service, Sales, and Retail Management earn a credential to document their skills.



The NRF Foundation is the research and education arm of the National Retail Federation. A non-profit foundation created in 1981, the Foundation conducts industry research, develops education and workforce development programs, and promotes retailing as a career destination. The NRF Foundation benefits retailers, their associates and business partners and allies, and consumers in many ways. Research provides the basis for education about the industry and its importance to the economy, and provides industry and government leaders with an analysis of public policy decisions on consumers, retailers, and the economy. The Foundation's education and career development efforts, including NRF University wired, encourage professional development and excellence in performance of retailing for associates and executives at all levels.

The National Retail Federation is the world's largest retail trade association, with membership that comprises all retail formats and channels of distribution including department, specialty, discount, catalog, Internet, independent stores, chain restaurants, drug stores and grocery stores as well as the industry's key trading partners of retail goods and services. NRF represents an industry with more than 1.6 million U.S. retail establishments, more than 24 million employees - about one in five American workers - and 2006 sales of \$4.7 trillion. As the industry umbrella group, NRF also represents more than 100 state, national and international retail associations.