



NRF Foundation Resources for RISE Up Educators

Bring Retail and Career Exploration into the Classroom

Retail provides students with opportunities to explore workplace skills, emerging technologies, customer experiences and a wide range of career pathways. NRF and the NRF Foundation offer resources educators can use to bring real-world retail examples into the classroom, spark meaningful discussions and connect learning to careers in retail and beyond.

Stay Current on Retail Trends and Consumer Insights

NRF SmartBrief

Subscribe today to stay current on retail news, consumer trends and industry developments. Educators can use these resources to connect classroom learning to real-world business practices, workplace skills and career pathways.

NRF Research

The NRF conducts research year-round on consumer data, spending trends and industry insights. Use this data to support lessons on market research, consumer behavior, and retail strategy.

Recommended resources to explore:

- **Back-to-School Consumer Trends Webinar** — A timely resource for exploring how families shop, plan and spend during a major retail season.
- **State of Retail & the Consumer** — A resource educators can use to help students explore retail trends, consumer behavior, innovation and the economic outlook.
- **State of Retail & the Consumer Classroom Activity** — A classroom-ready activity that helps students analyze retail trends, consumer spending and how retailers respond to customer needs.

Explore Retail Career Pathways

NRF Foundation Career Spotlights

Career Spotlights introduce students to professionals in a variety of retail roles and help connect classroom learning to workplace skills, career pathways and leadership opportunities. Suggested spotlights include **Retail Location Planning Analyst at Burlington Stores** and **Retail General Manager at Old Navy**, which connect well to marketing, consumer behavior, data, leadership and customer experience.

Pick Your Passion Chart

The NRF Foundation's Pick Your Passion chart helps students explore retail careers based on their interests and strengths. Whether students enjoy working with data, helping customers, leading teams, creating marketing campaigns or solving business challenges, the chart introduces pathways that align with their career goals.

Retail Career Opportunities

The NRF Foundation Career Opportunities webpage introduces students to the wide variety of careers available in retail, from marketing, e-commerce and merchandising to analytics, operations, technology and leadership. Educators can use these resources to support career exploration activities and classroom discussions about future career pathways.

Connect Marketing Concepts to Real Retail Examples

NRF Foundation Industry Spotlights

The NRF Foundation Industry Spotlights highlight real-world concepts and trends that are shaping today's retail industry. Learn from leading retailers and explore how innovation, customer experience, brand strategy and marketing connect to the skills, concepts and careers featured in NRF Foundation Retail Training courses and curriculum. Suggested spotlights include **Experiential Retail at DICK'S Sporting Goods** and **Loyalty Programs at Target**.

Try RISE Up in Your Classroom

Free RISE Up Course Sample

RISE Up educators can request access to a free RISE Up course sample of their choice by emailing RetailTraining@nrf.com or filling out this [form](#).

Prepare Students for Success

RISE Up offers additional study tools to help students prepare for credential exams, including [digital Quizlet flash cards](#) and practice exams available through the RISE Up Portal. These resources reinforce key concepts, build confidence and provide students with opportunities to assess their readiness before taking the credential exam.

Approved in 16 States

Industry-Backed Training in Your State (coming soon)

RISE Up credentials are approved on state industry-based credentials and career readiness lists in 16 states and counting, helping students earn credentials recognized by employers and state education agencies.

Proven Career Impact

Assessing NRF Foundation Credentials: Labor Market Outcomes for Earners

A recent NRF Foundation and Burning Glass Institute analysis found that RISE Up credential earners experienced an average wage increase of more than \$5,000 after one year and \$16,200 after five years, while 43% received a promotion within five years. These findings highlight the value of RISE Up credentials in supporting career growth and advancement.

Learn More About RISE Up Credentialing

NRF Foundation RISE Up Overview Document

A high-level look at NRF Foundation's industry-recognized training and credentialing program, including credential options, learning outcomes and delivery models.