NRF FOUNDATION®

CLASSROOM ACTIVITY INSTRUCTOR GUIDE

NRF Foundation RISE Up Industry Spotlights WebQuest



About NRF Foundation RISE Up

RISE Up is the NRF Foundation's training and credentialing program that helps students and job seekers build foundational workplace skills for careers in retail and beyond. RISE Up focuses on communication, teamwork, customer service, professionalism, problem-solving, and workplace readiness through industry-recognized credentials and real-world learning experiences.

Classroom activities help students apply RISE Up concepts through structured exercises that reinforce learning and support exam readiness.

RISE Up Skill Connections

This classroom activity supports skills related to:

- Industry exploration and awareness
- Understanding retail sectors and business functions
- Communication and professionalism
- Connecting industry trends to career and business opportunities
- Research and information analysis
- Critical thinking
- Workplace readiness
- Industry knowledge and trends

Benefits of RISE Up

- Employability skills needed to land jobs and get promoted in retail
- Flexible delivery options (classroom, online, or blended)
- Scenario-based learning using realistic retail situations
- Hands-on activities that allow learners to practice skills in a safe environment

Purpose of the Classroom Activity

This webquest allows students to explore real-world retail concepts, trends, and innovations through the NRF Foundation's Industry Spotlights webpage. Students will examine how these concepts are applied across the retail industry and explore the careers connected to them.

This activity helps students connect classroom learning to real-world examples and see how the skills and concepts covered in RISE Up apply across the retail industry and to a variety of retail careers.

Learning Objectives

By the end of this activity, students will be able to:

- Identify retail concepts, trends, or innovations highlighted in selected Industry Spotlights.
- Describe how these concepts are applied in real-world retail settings.
- Analyze how industry trends, technology, and customer needs influence the retail industry.

- Connect the concepts highlighted in the Industry Spotlights to careers and skills used in retail.

Suggested Course Connections

This classroom activity could be used in:

- Marketing
- Business Foundations
- Entrepreneurship
- Fashion Design & Interior Design
- Digital Media
- Graphic Design
- Visual Arts
- Career Exploration
- Consumer Sciences
- Retail & Hospitality Pathways
- School-Based Enterprise Programs
- DECA or BPA preparation activities

Instructor Pre-Work

Students should have started a RISE Up course and have prior exposure to the following sections (or equivalent content):

- Understanding the retail industry and its business functions
- Customer needs, workplace skills, and professionalism
- Communication and teamwork basics
- Introduction to retail concepts, sectors, and operations

Optional extension topics:

- Industry trends and innovation
- Business models and customer experience
- Career connections and workplace skills
- Technology, sustainability, and social impact

Before class:

- Decide whether students will work individually or with a partner.

- Determine how students will share their responses (written, discussion, or presentation).
- Prepare access to the NRF Foundation Industry Spotlights webpage.

Time Needed

- 45–60 minutes

Materials Needed:

- Printed or digital classroom activity
- Internet access to view the NRF Foundation Industry Spotlights webpage
- Markers, pens, pencils (optional)

Step-by-Step Instructions

1. Introduce the purpose of the activity and explain that retail includes many interconnected organizations, sectors, and business functions.
2. Direct students to open the NRF Foundation Industry Spotlights webpage.
3. Have students select 2–3 Industry Spotlights to explore.
4. Have students identify the key retail concept, trend, or innovation highlighted in each spotlight and record how it is being applied in a real-world setting.
5. Have students identify how each retail concept, trend, or innovation connects to the larger retail industry and to possible careers.
6. Have students compare the spotlights and select the retail concept, trend, or innovation that interests them most.
7. Have students share their findings through a written response, partner discussion, or class discussion.
8. Facilitate a discussion about shared trends, customer needs, technologies, and career opportunities across the spotlights.

Optional Extension Activities

- Create a one-page profile explaining a retail concept, trend, or innovation from one of the Industry Spotlights.
- Research another company or organization using a similar retail concept, trend, or innovation.

- Create a retail ecosystem map showing how organizations, suppliers, technology providers, and customers connect.
- Develop a short pitch explaining why a selected trend or innovation matters to the future of retail.

Links & Resources

- NRF Foundation Industry Spotlights: https://nrffoundation.org/retail-careers/industry-spotlights
- RISE Up Portal: https://riseup.kaleidolearning.com/
- RISE Up Help Center: https://docs.kaleidolearning.com/RISEUpSupport/index.html
- NRF Foundation: https://nrffoundation.org/

CLASSROOM ACTIVITY

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Objectives

By the end of this activity, you will be able to:

- Identify retail concepts, trends, or innovations highlighted in the Industry Spotlights.
- Describe how these concepts are being used in real-world retail settings.
- Compare how different concepts, trends, or innovations are shaping retail.
- Explore how these concepts connect to careers and skills used in the retail industry.

Background

The NRF Foundation supports the retail industry by providing training, education, and career development opportunities. Retail is one of the largest

industries in the United States, offering a wide range of careers across areas such as store operations, logistics, marketing, and leadership.

Through NRF Foundation Industry Spotlights, you can learn how companies, associations, and other organizations support and shape retail. These real-world examples show how retail concepts, trends, and innovations are applied in the industry and how they connect to different career opportunities.

Activity

Explore how organizations across the retail industry apply real-world retail concepts, trends, and innovations, then complete the activity below.

Student Directions

1. Go to the NRF Foundation Industry Spotlights webpage.
2. Select 2–3 Industry Spotlights that interest you.
3. Review each spotlight and take notes on the retail concept, trend, or innovation highlighted, how it is being applied, and any related careers or skills.
4. Use the Industry Spotlight Organizer below to track each spotlight, compare key details, and identify which retail concept, trend, or innovation interests you most.
5. Complete the reflection questions on the following page using information from the Industry Spotlights and your organizer.
6. Be prepared to share your findings with a partner or the class.

Industry Spotlight Organizer				
Organization	**Retail Concept, Trend, or Innovation**	**How It Is Applied**	**Career or Skill Connection**	**Why It Interests You**

Optional Challenge: Extend Your Research

- Visit the website of an organization featured in one of the Industry Spotlights or another organization applying a similar concept.
- Identify one additional example of how the retail concept, trend, or innovation is being applied and explain how it may connect to a career.

Vocabulary Words

Business model: The way an organization creates value, serves customers, and earns revenue.

Industry sector: A group of businesses that provide similar products or services, such as apparel, grocery, technology, logistics, or hospitality.

Industry trend: A pattern or change that influences customers, businesses, or the direction of an industry over time.

Innovation: A new or improved idea, product, service, process, or technology that creates value.

Retail concept: An idea, strategy, or practice used by businesses and organizations to serve customers and operate successfully in the retail industry.

Retail ecosystem: The network of retailers, suppliers, manufacturers, technology providers, logistics companies, employees, and customers that work together to bring products and services to market.

Reflection Questions

1. Which Industry Spotlight stood out to you the most, and why?

2. What did you learn about the different concepts, trends, or innovations shaping retail, and how did this activity expand your understanding of the industry?

3. What customer needs, industry trends, technologies, or business priorities appeared across multiple spotlights?

4. Which retail concept, trend, or innovation interested you most, and what careers or skills could you explore that connect to it?