



CLASSROOM ACTIVITY INSTRUCTOR GUIDE

NRF Foundation RISE Up Career 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:

- Career exploration and awareness
- Understanding retail career pathways
- Communication and professionalism
- Goal setting and career planning
- 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 the wide range of career opportunities available in the retail industry through the [NRF Foundation's Career Spotlights webpage](#). Students will examine real-world roles, identify key skills and responsibilities, and compare career pathways that align with their interests.

This activity helps students connect career exploration to real-world skills and future planning.

Learning Objectives

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

- Identify at least three different career paths in the retail industry.
- Describe the responsibilities and skills associated with these specific retail roles.
- Analyze how their interests and strengths connect to a career in retail.
- Compare entry-level and leadership opportunities highlighted in the spotlights.



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 career pathways in retail
- Workplace skills and professionalism
- Communication and teamwork basics
- Introduction to retail roles and responsibilities

Optional extension topics:

- Career planning and goal setting
- Job search and career readiness skills
- Personal strengths and interests
- Workplace expectations

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 Career Spotlights webpage

Time Needed

- 45–60 minutes

Materials Needed:

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

Step-by-Step Instructions

1. Introduce the purpose of the activity and the concept of retail career pathways
2. Direct students to open the [NRF Foundation Career Spotlights webpage](#)
3. Have students select 2–3 careers to explore
4. Have students record job titles, key responsibilities, and required skills

5. Have students identify key insights about each professional's career path (such as how they got started or grew in the role)
6. Have students compare roles and select one that interests them most
7. Have students share their findings through a written response, partner discussion, or class discussion
8. Facilitate a discussion on common skills and career pathways across roles

Optional Extension Activities

- Create a career profile for a role of interest
- Research a related retail career not featured on the page
- Develop a simple career plan with short-term and long-term goals
- Conduct a class survey on career interests and discuss trends

Links & Resources

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

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Objectives

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

- Identify different career paths within the retail industry
- Describe the responsibilities and skills associated with selected retail roles
- Compare career pathways based on your interests and strengths
- Explore how professionals build and grow their careers in retail

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 Career Spotlights, you can learn directly from retail professionals about their roles, responsibilities, and career journeys. These real-world insights help you better understand the skills needed to succeed and the many opportunities available within the industry.

Activity

Explore different retail careers, then complete the questions below.



Student Directions

1. Go to the [NRF Foundation Career Spotlights webpage](#).
2. Select 2–3 careers that interest you.
3. Review each spotlight and take notes on key information, including job responsibilities, required skills, and career path insights.
4. Use the Career Organizer below to track each career, compare key details, and identify which role interests you most.
5. Be prepared to share your findings with a partner or the class.

Career Organizer

Job Title	Key Responsibilities	Required Skills	Career Path Insights	Why This Interests You

Optional Challenge: Extend Your Research

- Visit a company website or job posting related to one of the roles.
- Identify required qualifications, skills, or experience for that position.

Vocabulary Words

Career pathway: A series of jobs or roles that help a person grow and advance in their career over time.

Job description: A summary of a job that explains the duties, responsibilities, and qualifications required.

Responsibilities: The tasks and duties a person is expected to perform in a job.

Skills: The abilities and knowledge a person uses to complete tasks and succeed in a role.

Qualifications: The education, experience, or skills needed to perform a specific job.

Questions

After reviewing all careers, answer the following:

1. What similarities and differences did you notice across the roles?
2. What skills do these careers have in common?

Reflection Questions

1. Which retail career stood out to you the most, and why?

2. What did you learn about the variety of careers available in retail, and how did this activity change or expand your understanding of the industry?
3. What skills appeared across different retail roles, and which of those skills do you already have?
4. Which role best matches your interests or strengths, and what steps could you take to prepare for a career like this?