

Retail Management Certificate and Program

Purpose and Goals

Our goal is to foster economic opportunity and equity by providing access to higher education (leading to higher paying jobs) and support navigating the college system, specifically for retail employees.



Student Population Served

We serve retail employees from entry level positions to management ranging in age from 18-60+, strongly representing underserved minority students, many adults who have not attempted or not completed any college education previously.



Number of Students Served Annually and Capacity

We served just over 2,000 students in 2023-2024 academic year.

If we are able to add faculty, class sections, and support staff to continue the high level of support we have been providing for these students, we can serve more students.



High-Impact Interventions

We provide close partnerships with company partners, pre-paid tuition which eliminates economic barriers, block enrollment so students are in the classes they need when they need them, robust communication (text, email, phone calls, personal check ins) throughout their program, support with paperwork, dedicated staff at Cerritos, cohort groups (to an extent), company incentives for completion.

Intended Impacts and Measured Outcomes

The RMC program is designed to impart the critical competencies needed for retail workers to be promoted to store managers. Our goal for partner companies is that they enroll at least 1% of their workforce. The Retail Management Certificate is a fantastic “gateway” into college, helping students build confidence and competence, so they can move towards an associate degree or higher while also benefiting from increased pay and employment opportunities.



Did You Know?

The RMC grads are retained at least 5 years longer. This is amazing - what a huge return on investment for companies who use the RMC program! They are promoted twice more than non-grads. They are 3 times more likely to reach store management or higher positions, and they earn 33% higher salaries.

