



News Release

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Brookshire Grocery Company's execution of the WAFC Retail Management Certificate Program garners Tyler Junior College NCWE's 2013 "Credit Workforce Development Award"

The National Council for Workforce Education (NCWE) recognized Tyler Junior College (TJC) at the 2013 NCWE Exemplary Program Awards luncheon on October 17, 2013 for implementing the first grocery industry association endorsed credential curriculum in the state of Texas. Brookshire Grocery Co. (BGC) partnered with TJC in promoting this certificate to encourage professional development of its employee "partners."

Led by the Western Association of Food Chains (WAFC), the Retail Management Certificate was established in 2000 by industry leaders and educational representatives to provide credit-bearing college-level courses that provide workers key foundational skills that can be applied immediately in their workplace while earning an industry-recognized credential that is linked to success in the food business.

Since the certificate is founded on standardized competencies and student learning outcomes, it provides a powerful education pathway that leads to great careers. The multi-course program also aligns with the National Retail Federation's Retail Competency Model which identifies the same competencies as foundational for the retail industry as a whole.

The newest WAFC community college partnership was formed in 2012 when the WAFC and BGC approached TJC to become the first community college in the state of Texas to implement the Retail Management Certificate. Tyler based BGC, with more than 150 stores in three states, has worked closely with TJC to promote the program and currently has approximately 175 employees enrolled.

Rick Rayford, BGC's president and CEO, currently serves as secretary of the WAFC. "Through WAFC and the Retail Management Certificate, we've been able to offer a very flexible, cost-efficient educational opportunity for our employees, many of whom have never been to college or are returning after many years," he said. "The classes empower our team by providing skills they can use immediately and that will help them advance their careers."

The success of the program at Brookshire's has led to the highly respected award from the NCWE for TJC. The WAFC is proud of our partnership with Tyler Junior College and the leadership of Brookshire Grocery Co.



Left to right - Barbara Bang, (Dean, Technologies and Services Division, North Dakota State College of Science, Wahpeton, N.D.; Dr. Homer (Butch) Hayes, Provost, Tyler Junior College, Tyler, TX; Dr. Rae Champagne, Vice President, Education and Communications, BGC, Tyler, TX; Peggy Meathenia, Grant Director, ACT-On Project, TJC, Tyler, TX; Dr. L. Michael Metke, President, TJC, Tyler, TX; Theresa Bryant, VP, Workforce Development, Tidewater Community College, Norfolk, VA