

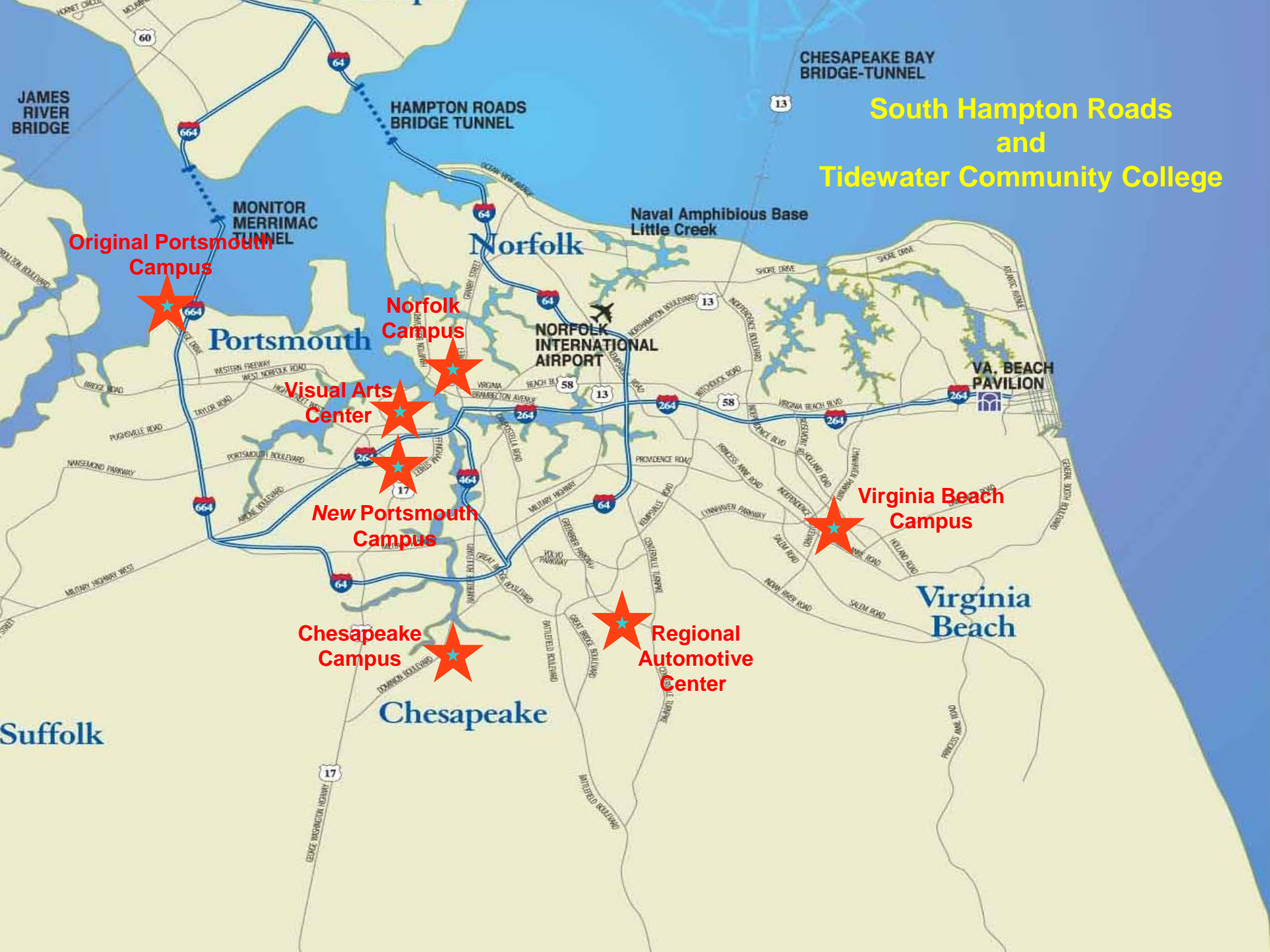
**TIDEWATER COMMUNITY COLLEGE**

**CONCEPTUAL PROPOSAL  
FOR  
TCC'S SCHOOL OF RETAIL**

**June 16, 2011**



# South Hampton Roads and Tidewater Community College



Original Portsmouth Campus

Norfolk Campus

Visual Arts Center

New Portsmouth Campus

Chesapeake Campus

Regional Automotive Center

Virginia Beach Campus



# The Vision

TCC will become a national model of a strategic community college:

a vital academic resource, capable of directing its energies and shaping its programs to meet the changing needs of students, business and industry, and the region, the Commonwealth, the nation, and the international community of which the college is a part.



## Strategic Goals

- Strengthen the quality of the teaching and learning environment.
- Foster the development of the whole student.
- Diversify the funding base of the college.
- Contribute to the sustainable social, cultural, and economic growth of South Hampton Roads.
- Leverage the benefits of a college that consists of multiple campuses, divisions, and programs.



# Core Values

- Access and successful student achievement.
- Respect for individuality and a commitment to fostering unique strengths in different people.
- Partnership with a range of constituencies.
- A vital and engaging learning environment.
- Service and accountability.



## By the Numbers

- **98% growth** in annual FTES since 1997-98
- 2010-11 enrollment:
  - **45,860** unduplicated headcount (1.2% increase over 2009-10 — on top of a 12.3% increase in 2009-10)
  - **22,700** annual FTES (5.6% increase over 2009-10 — on top of a 17.5% increase in 2009-10)



# TCC's SCHOOL OF RETAIL



# MISSION

To serve as a focal point for retail education and training for the Hampton Roads Region and beyond, preparing individuals for careers and advancement in a variety of retail and retail-related enterprises through high-quality, state-of-the-art, credit and non-credit programming.

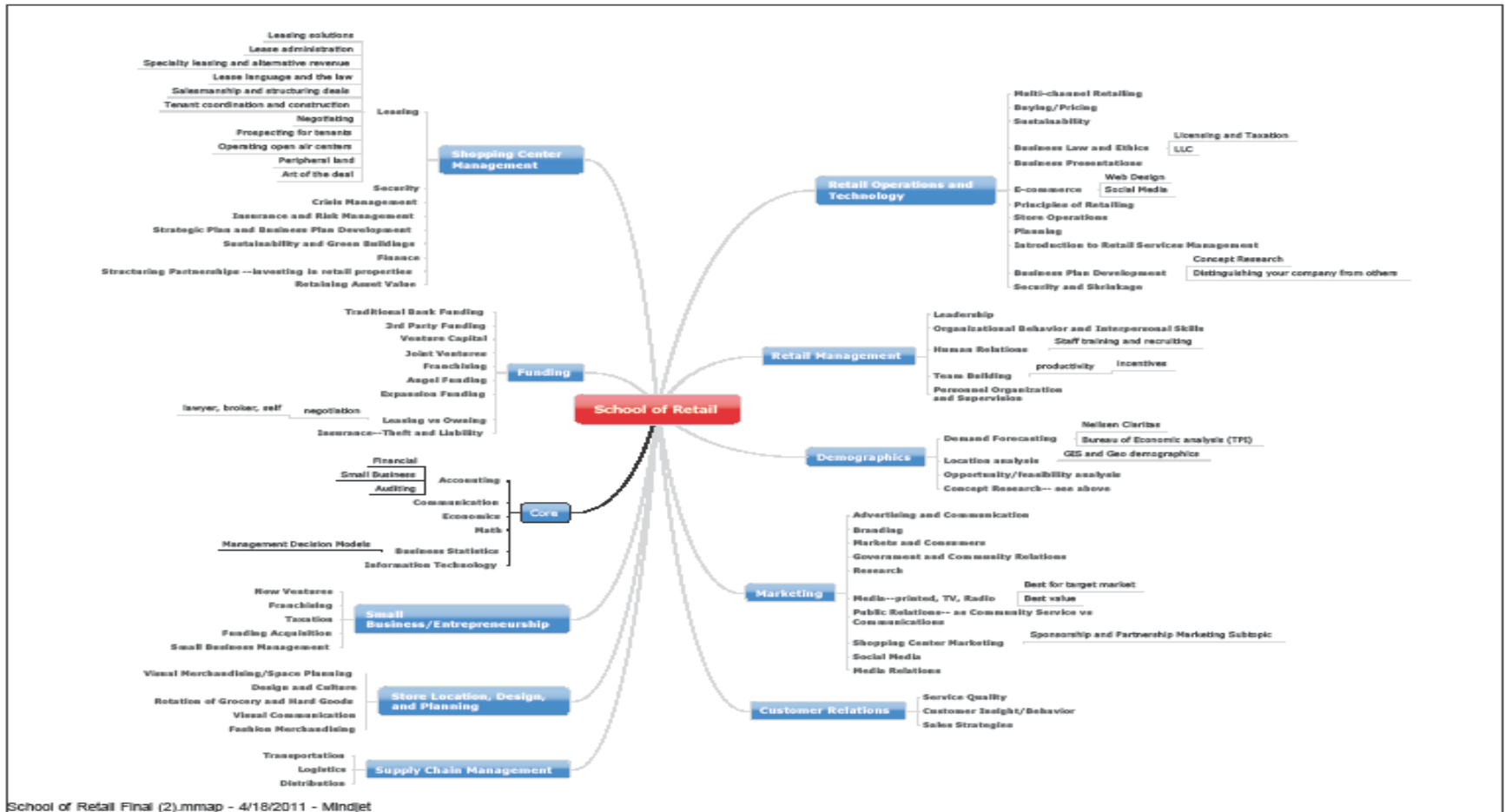


# SCHOOL FEATURES

- Director
- Advisory Committee
- Core Curriculum with electives or specializations
- Corporate Partners
- Strong Faculty who are current in the specialty areas
- Strong Website
- Continuing Education Series for Professionals
- Career Paths
- Internships
- Scholarships and Awards
- Clubs and Organizations
- Research



# AREAS OF STUDY



School of Retail Final (2).mmmap - 4/18/2011 - Mindjet



# CURRICULUM STRUCTURE

- Certificates and/or degree
- Stackable certificates
- Credit and non-credit courses
- Customized courses

# CURRICULUM DELIVERY

- Headquartered on one campus
- Courses offered on each of TCC's campuses
- Courses offered day, evening, weekend, and online
- Maximum access through hybrid delivery



# CURRICULUM DELIVERY

- Cohort model
- Team approach to case studies or projects
- Portfolio of projects completed in each course
- Field trips

# CAREER TRACKS

- Industries:
  - food industry, retail stores, commercial real estate development, shopping center management, architectural firms, automotive dealerships, management of “big box” stores, e-commerce, and banking
- Employment opportunities:
  - sales clerk, department manager, store manager, buyer, merchandiser, warehouse manager, bank manager, store accountant, human resources manager, marketing and advertising manager, and information technology manager



# POTENTIAL PARTICIPANTS

- Persons seeking entry-level positions
- Prospective mid-level and senior management/leadership
- Persons who wish to upgrade skills or remain current in their field
- Persons with a strong business background but without retail experience



# TIDEWATER COMMUNITY COLLEGE

From here, go anywhere.