

**Qualification Title:** New Zealand Certificate in Retail (Level 4)

**Qualification number:** 2236

**Date of review:** 17<sup>th</sup> October 2018

**Final decision on consistency of the qualification: National consistency is confirmed**

**Threshold:**

The threshold to determine sufficiency with the graduate profile was determined as evidence of graduates, under broad supervision, are able to take responsibility for their own performance (and, where appropriate, have some responsibility for others) with respect to the following graduate profile outcomes (GPOs):

- Monitor and maintain health, safety and security practices within a retail environment to ensure own safety and minimise potential hazards for customers and co-workers in a retail environment
- Coordinate interactions with colleagues, managers and customers to provide efficient customer service in a retail environment
- Maintain the application of standard operating policies and procedures to work roles in a retail environment
- Apply specialist product and/or service technical knowledge and skills to retail interactions.

Note that the GPOs for the qualification are retained unchanged.

**Education Organisations with sufficient evidence**

Education Organisation	Final rating
Service IQ	Sufficient
Ara institute of Technology	Sufficient
Otago Polytechnic	Sufficient

**Introduction**

This is a 60-credit qualification developed by Service IQ to provide competent employees who are able to work in senior retail or customer service or specialist roles in the retail sector. It is designed to support career progression and support the development of professional, customer focussed standards within the retail sector.

It is undertaken by students in work, who are studying part-time.

A total of 179 students have graduated from this programme in 2016 (94) and 2017 (85). All but 2 of them have graduated through Service IQ. The vast majority of graduates, to date, have undertaken the programme through in-house training programmes provided through two main employers. However, the uptake of the qualification is expanding with students presently studying for the qualification through a range of providers.

The qualification is due for review this year.

### **Evidence**

The education organisations provided a range of evidence to demonstrate that their graduates met the graduate profile outcomes.

The criteria used to judge the evaluation question were:

- The nature, quality and integrity of the evidence presented by the education organisation.
- How well the organisation has analysed, interpreted and validated the evidence, and used the understanding gained to achieve actual or improved consistency
- The extent to which the education organisation can reasonably justify and validate claims and statements relating to the consistency of graduate outcomes, including in relation to other providers of programmes leading to the qualification.

Evidence was provided of programme design related to the learner's own work environment, external moderation practice, graduate survey data, employer attestations and graduate retention data.

### **How well does the evidence provided by the education organisation demonstrate that its graduates match the graduate outcomes at the appropriate threshold?**

The evidence provided triangulates well to confirm that the graduates demonstrate the graduate profile outcomes at the appropriate threshold. Programmes of study are carefully mapped to both individual learning outcomes and graduate profile outcomes. External moderation expressly evaluates the comprehensiveness of assessment against those outcomes. Maintaining consistency of assessment across a very large number of diverse sites is recognised as a risk area and is actively addressed.

Graduate surveys were well designed, explicitly addressing each of the graduate outcomes and while (despite efforts to follow up) the graduate survey response rates could have been higher, they are at an acceptable level. A small number of respondents are no longer employed in the retail sector, nevertheless, all respondents are consistently positive about the GPOs being achieved. 80% of graduates, responding to the graduate survey, report that the qualification has helped them progress in their careers.

Attestations from employers were also highly positive. These were all from in-house training programmes aligned to the qualification through Service IQ's Qual Link tool. A survey of these employers showed that 65% of graduates are still employed with the companies offering training.

Although there is no employer feedback from the few graduates outside Service IQ's Qual Link Scheme, graduate feedback from this category were again very positive about the graduate outcomes gained.

### **Examples of good practice**

All education organisations have clearly gone to considerable lengths to ensure programmes support graduates to achieve the graduate profile outcomes in workplace contexts.

Service IQ's Qual Link process is clearly an effective tool to ensure that in-house training programmes meet the GPOs in the New Zealand qualification.

All providers' graduate survey instruments explicitly address each of the graduate outcomes.

External moderation processes address the inherent risks to maintaining consistency across a wide range of sites and are designed to support continuous improvement.

**Recommendations to Qualification Developer**

There is good evidence that this programme is valued by both graduates and employers.