## Butler Ed. Complex gets \$1,500 grant

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The Butler Educational Complex Marketing Program was recently awarded a \$1,500 Grant from the Marketing Education Retail Alliance (MERA).

MERA was created in 2000 and is administered by the Louisiana Retailers Association. MERA grants are funded through the Louisiana Department of Economic Development under the authority of LA R.S. 47:318. The MERA grant provided materials and equipment for students to participate in customer service marketing activities.

Students created teams and worked in a store simulation within the school setting. The equipment and materials were used to teach customer service skills that the students might encounter in retail employment.

Upon completion of the training, the students took the National Customer Service Examination. The significance of the National Professional Certification in Customer Service affects everyone: the school, students, and employers. It validates that learning took place in the classroom and that class objectives meet industry needs, including rigor and relevance because these certification standards are set by the industry.

Students leave the class with an industry-developed credential that demonstrates their potential to future employers.