

Course Syllabus

This is an example syllabus for the Rural Grocery Transition Specialist course. Changes are made for each course offering and this may not be the most current version. If you have questions, please reach out to rji-learn@ksu.edu.

Course Information

Online Learning Management System

The Online Learning Management System used for this course is called Canvas Pro. Course access will open one week prior to the course start date. Set up your access prior to the start of the course, using the instructions below.

- **New customers:** Soon after registering for the course, you will receive a course confirmation invitation email from notifications@instructure.com. Follow the link in this email to finish the registration process. Once completed, select the **Rural Grocery Transition Specialist** tile on your Canvas Dashboard for course access. The course materials will become available one week prior to the Kickoff Session.
- **Returning customers:** Use the QR code (right) to sign in using your email and password to log in and access the Rural Grocery Transition Specialist course.



Synchronous Sessions

- **Kickoff Session:** September 17, 2024, 10:30 AM - 12:30 PM Central Time
- **Midpoint Session:** October 22, 2024, 10:30 AM - 12:30 PM Central Time
- **Celebration Session:** December 10, 2024, 10:30 AM Central Time

All synchronous sessions are held on Zoom. Links can be found on the course home page in Canvas.

Student Drop-in Hours

Weekly student drop-in hours with the course facilitators will be held throughout the course. This is an opportunity to ask questions about assignments, discuss course materials, and/or troubleshoot technology. Student drop-in hours will be held on **Thursdays from 1:00 – 1:30 PM Central**, via Zoom during the course, excluding Nov. 14 and 28. The Zoom link can be found on the course home page in Canvas.

Course Co-Facilitators

- Rial Carver, rtcarver@ksu.edu
- Carly Whorton, carlywhorton@gmail.com

Grading and Assignments

Assignments are given throughout the Rural Grocery Transition Specialist course. Each module has at least one homework or discussion board assignment. A total of 360 points will be assigned throughout the course.

- An overall score of **75%** is required to earn the Rural Grocery Transition Specialist microcredential from Kansas State University.
- Because this is a self-pace course, **all course assignments are due no later than 11:59 pm Central on Sunday December 8, 2024 unless otherwise stated.** Because this course is self-paced, most course assignments do not have due dates. Instead, access to the next module is dependent on assignments being submitted. Once submitted, the course materials in the next module will become available. This ensures that assignments are completed throughout the course. Exceptions to this rule are items to be completed prior to synchronous sessions.
- Full details on grading requirements and instructions for all assignments are listed within the Course Assignments document.

Example Course Schedule

This course is designed to be completed at your own pace; however, to successfully complete the course, it is essential to complete coursework steadily. The estimated time commitment per module varies and is weighted more heavily in the later modules. The example course schedule below is meant to provide a potential schedule for you to follow in order to complete the entire program by the end of the course.

| Modules | Week # | 2024 Dates | Hours Spent | Estimated Progress Made |
|---|---------|--------------------------|-----------------|---|
| Canvas course will be available starting Monday, September 2nd . | | | | |
| Module 0 | Week 1 | September 9-15 | 1.0 | Open Canvas course and complete onboarding and introductory material in Module 0. |
| Module 1 | Week 2 | September 16-22 | 3.0 | Attend Program Kickoff Session on Tuesday September 17 from 10:30 AM– 12:30 PM Central , begin watching Module 1 videos. Schedule first cohort conversation. |
| | Week 3 | September 23-29 | 1.5 | Finish Module 1 materials, complete homework assignment, respond to discussion board. |
| Module 2 | Week 4 | September 30 - October 6 | 1.5 | Watch Module 2 videos, complete homework assignment and respond to the discussion boards for Module 2. |
| Module 3 | Week 5 | October 7-13 | 2.0 | Watch Module 3 videos, do the homework and respond to the message board for Module 3. Complete first cohort conversation. |
| Module 4 | Week 6 | October 14-20 | 2.0 | Watch Module 4 videos and start the Module 4 homework. Finish Clifton Strengths assessment. |
| | Week 7 | October 21-27 | 3.0 | Attend Midpoint Session on Tuesday October 22 from 10:30 AM – 12:30 PM Central , finish the homework and respond to the discussion board for Module 4. |
| Module 5 | Week 8 | October 28 – November 3 | 1.5 | Get started on watching Module 5 videos and on the homework for Module 5. Schedule second cohort conversation. |
| | Week 9 | November 4-10 | 1.5 | Finish Module 5 homework. Respond to Module 5 discussion board. |
| Module 6 | Week 10 | November 11-17 | 1.5 | Get started on Module 6 videos. |
| | Week 11 | November 18-24 | 1.5 | Finish Module 6 videos, homework and discussion board. Complete second cohort conversation. |
| Module 7 | Week 12 | November 25 - December 1 | 1.5 | Begin watching Module 7 videos. |
| | Week 13 | December 2-8 | 1.5 | Complete Module 7 videos, final homework, respond to final discussion board and complete the Course Evaluation Survey. |
| Attend (optional) course celebration session on Tuesday December 10 at 10:30 AM . | | | | |
| Total Program | | | 23 hours | |
| All homework, discussion boards, and feedback surveys are due no later than 11:59 pm on Sunday December 8, 2024 unless otherwise stated. | | | | |

Course Outline

Module 0: Introduction

Topics

- a. Course Overview
- b. Course Logistics
 - i. Syllabus, Time Commitment, Homework
 - ii. Meet the Teaching Team
 - iii. Canvas Usability
- c. Pre-Course Survey
- d. Rural Grocery Primer
- e. Have Questions?

Assignments

- a. Cohort Conversations #1 – 20 points – **due by Midpoint Session**
- b. Cohort Conversations #2 – 20 points – **due by the end of the course**

Note: It is helpful to review the materials in Module 0 ahead of the kickoff session. Course access will be available at least two weeks prior to the kickoff session.

Module 1: Assessment of Grocer Attitude & Relationship Building

Topics

- a. Introduction to Module 1
- b. Grocery Transition Psychology 101 (**Kickoff Session**)
- c. Building Your Relationship with a Rural Grocer
 - i. Establishing the Relationship
 - ii. Validate the Grocer
 - iii. The Grocer's Next Chapter
 - iv. Confidentiality and Apology
- d. Overcoming Transition Resistance (**Midpoint Session**)
- e. Strengths-based Transitions (**Midpoint Session**)
- f. Transition Stories

Assignments

- a. Homework 1A: Clifton Strengths Assessment – 20 points – **due by Midpoint Session**
- b. Homework 1B: Rural Grocery Relationship Tracking Tool – 20 points
- c. Discussion Board 1 – 20 points

Module 2: Transition Planning Foundations

Topics

- a. Introduction to Module 2
- b. Standard Transition Planning Process
 - i. Succession Planning - Part 1
 - ii. Succession Planning - Part 2
- c. Bridging the Gap - Common Resistance to the Transition Process
- d. Customizing Transition Plans
- e. Importance of Planning Early
- f. Transition Stories

Assignments

- a. Discussion Board 2A – 20 points
- b. Discussion Board 2B – 20 points

Module 3: Business Valuation Fundamentals

Topics

- a. Introduction to Module 3
- b. Getting Started with Business Valuation
 - i. Understand the Importance and Process of Business Valuation
 - ii. Goal Setting and Managing Expectations
- c. Improving Business Valuation
 - i. Methods for Raising Business Valuation
 - ii. Store Facelift or Remodel
 - iii. Timeline for Revising the Value of a Business
- d. Transition Stories

Assignments

- a. Homework 3: Technical Assistance Expertise Tool – 20 points
- b. Discussion Board 3 – 20 points

Module 4: Communicating About Transition

Topics

- a. Introduction to Module 4
- b. Community: The Heart of the Matter
 - i. Introduction to the Community Capitals Framework
 - ii. Applying the Community Capital Framework to Rural Grocery Transitions
- c. Communications
 - i. Building Workplace Trust
 - ii. Communicating About Transition with Employees
 - iii. Communicating About Transition with Community
- d. Transition Stories

Assignments

- a. Homework 4: Community Capitals Identification Tool – 20 points
- b. Discussion Board 4 – 20 points

Module 5: Finding New Ownership

Topics

- a. Introduction to Module 5
- b. Business is an Art Form
 - i. Ways to See Opportunity in Business Transition
 - ii. Options for Recruiting a Buyer
 - iii. Ways to Dissolve Limitation in Transition Planning
- c. Grocery is Unique
 - i. Understand Grocery Operations and Responsibilities
 - ii. Consider Skills Needed for Manager vs. Owner
- d. Strategies for a Smooth Transition
 - i. Encourage Relationship Between Seller and Buyer
 - ii. Plan For and Troubleshoot Worst Case Scenarios
- e. Transition Stories

Assignments

- a. Homework 5A: Community Stakeholder Identification – 20 points
- b. Homework 5B: Community Stakeholder Conversation – 20 points
- c. Discussion Board 5 – 20 points

Module 6: Buyer Funding & Hiring a Manager

Topics

- a. Introduction to Module 6
- b. Empathizing with the Buyer
 - i. Facilitate Goal Setting with the Buyer and Manage Expectations
 - ii. Valuation and Negotiation
 - iii. Due Diligence
- c. Costs & Funding
 - i. Costs of Buying a Business
 - ii. Capital for Buying a New Business
 - iii. Seller Financing
- d. Learning the Ropes
 - i. Hiring a Store Manager
 - ii. Strategies for Store Manager Training
 - iii. Real Stories of Store Manager Training
- e. Transition Stories

Assignments

- a. Homework 6: Rural Grocery Funding Resources Tool – 20 points
- b. Discussion Board 6 – 20 points

Module 7: Into the Future and Additional Resources

Topics

- a. Introduction to Module 7
- b. Supporting the New Owner Long-term
 - i. Strategies for Building Interest (From Inside the Store)
 - ii. Strategies for Building Interest (As a Community Supporter)

Assignments

- a. Homework 7: Engagement and Support Presentation – 20 points
- b. Discussion Board 7 – 20 points

Course Assignments

Grading Requirements

Assignments are given throughout the Rural Grocery Transition Specialist course. Each module has at least one homework or discussion board assignment. A total of 360 points will be assigned throughout the course.

- Instructions for all assignments are listed within the Canvas modules and this document.
- **All homework, discussion boards, and feedback surveys are due no later than 11:59 pm on Sunday December 8, 2024 unless otherwise stated.** Because this course is self-paced, course assignments are generally not due throughout the course. Instead, access to the next module in the course is dependent on assignments (homework and/or discussion board posts) being submitted. Once submitted, the course materials in the next module will become available. This is meant to ensure that assignments are completed throughout the course as your knowledge of rural grocery grows. Any exceptions to this rule are items to be completed prior to synchronous sessions. These are described below and will also be communicated by email.
- Assignments will be graded by the course facilitators based on the rubric included for each assignment.
- Each homework and discussion board is worth 20 points.

| Assignment | # of Assignments | Points |
|-------------------|------------------|------------|
| Homework | 10 | 200 |
| Discussion Boards | 8 | 160 |
| Total | 18 | 360 |

- An overall score of **75%** in the course is needed to earn the Rural Grocery Transition Specialist microcredential from Kansas State University.
- Course facilitators reserve the right to adjust timelines and assignment details and will make every effort to communicate changes within two weeks of affected deadlines.

Assignment List

Assignment

Homework 1A: Clifton Strengths – DUE 10/15/24 at 11:59 PM Central

Homework 1B: Rural Grocery Relationships Tracking Tool

Discussion Board 1

Discussion Board 2A

Discussion Board 2B

Homework 3: Technical Assistance Expertise Tool

Discussion Board 3

Homework 4: Community Capitals Identification Tool

Discussion Board 4

Homework 5A: Community Stakeholder Identification

Homework 5B: Community Stakeholder Conversation

Discussion Board 5

Homework 6: Rural Grocery Funding Resources Tool

Discussion Board 6

Homework 7: Engagement and Support Presentation

Discussion Board 7

Cohort Conversation #1 – DUE 10/22/24 at 10:30 AM Central

Cohort Conversations #2

All homework, discussion boards, and feedback surveys are due no later than 11:59 pm on Sunday December 8, 2024 unless otherwise stated. This requires setting internal goals to meet final course deadlines. An example course schedule is included on page 2.