

# J.C. Penney Company, Inc.

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Plano, TX 75024  
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www.jcpenneycareers.com

## Locations

### Plano, TX (HQ)

Store locations nationwide

## Diversity Leadership

Fernando Serpa  
VP of Diversity

## Employment Contact

Juna Jones-Moore  
College Relations  
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## Recruiting

**Please list the schools/types of schools at which you recruit.**

- Ivy League schools
- Public state schools
- Historically black colleges and universities (HBCUs)
- Hispanic serving institutions (HSIs)
- Native American tribal universities

**Do you have any special outreach efforts directed to encourage minority students to consider your firm?**

- **Conferences:** BEEP—Black Executive Exchange Program through National Urban League
- Advertise in minority student association publication(s)
- Participate in/host minority student job fair(s)
- Sponsor minority student association events
- Firm's employees participate on career panels at school

**What activities does the firm undertake to attract minority and women employees?**

- Partner programs with women and minority associations
- **Conferences:** NUL, NAACP, LULAC, plus others
- Participate at minority job fairs
- Seek referrals from other employees

**Do you use executive recruiting/search firms to seek to identify new diversity hires?**

Yes.

## Internships and Co-ops

**Various ranging from sales manager, marketing, logistics and IT internships**

**Deadline for application:** May 1<sup>st</sup>

**Length of the program:** Summer program—10 weeks; co-op—six months

**Percentage of interns/co-ops in the program who receive offers of full-time employment:** 75 percent

**Web site for internship/co-op information:**

www.jcpenneycareers.com

### Description:

The 10-week summer intern program provides a realistic overview of the activities related to the specific departments: IT, marketing, sales, logistics, HR, procurement and legal. The main emphasis of this program is spent in the home office gaining a basic understanding of the process and a working knowledge of the departments that support the process.

### Structure:

The JCPenney internship program will provide a training schedule consisting of activities, training and projects designed to improve your knowledge of the specific department. A final written report or oral presentation will be made to marketing senior management.

### Qualifications:

Students between junior and senior years with a 3.0 minimum GPA are preferred. Most interns are marketing, HR, CIS, finance, supply change, management and business majors, but any student with a sincere interest in pursuing a career with JCPenney who has strong leadership and analytical skills can be successful.

## Entry-level Programs/Full-time Opportunities/Training Programs

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- Merchandising Training Program
- Direct Merchandising Training Program
- Assistant Designer Training Program
- Logistic Training Program
- Sales Manager Training Program

**Length of program:** Six months

**Geographic location(s) of program:** Varies; regional stores—all 50 states and corporate office in Plano, Tex.

Employee benefits and employee discounts are also provided.

### Description:

The six-month training program provides a realistic overview of the JCPenney process and operations. The main portion of the program is spent in the home office gaining a basic understanding of the process and a working knowledge of the departments that support the process. Upon successful completion of the training program and promotion into a full-time position, the annual salary will be increased.

### Structure:

The program will provide a training schedule, manual and web-based materials to facilitate the program. The schedule consists of activities, training and projects designed to improve your knowledge of JCPenney specific operations. Assignments, written reports and oral presentations will be made to senior executives.

### Qualifications:

College graduates with a 3.0 minimum GPA are preferred. Most graduates are business, finance, HR, management, marketing and/or fashion merchandising majors, but any student with a sincere interest in pursuing a career in retail who has strong leadership and analytical skills and a flair for retail concepts can be successful. Retail experience is strongly preferred, plus a willingness to relocate.

## Strategic Plan and Diversity Leadership

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### How does the firm's leadership communicate the importance of diversity to everyone at the firm?

The firm communicates diversity initiatives through mailings, the company web site, newsletters, meetings and pep rallies.

### Who has primary responsibility for leading diversity initiatives at your firm?

Fernando Serpa, VP of diversity.

### Does your firm currently have a diversity committee?

Yes.

### If yes, does the committee's representation include one or more members of the firm's management/executive committee (or the equivalent)?

Yes.

### How many employees are on the committee, and how often does the committee convene in furtherance of the firm's diversity initiatives?

Quarterly.

**Total Executives on Committee:** Four

### Does the committee and/or diversity leader establish and set goals or objectives consistent with management's priorities?

Yes.

### Has the firm undertaken a formal or informal diversity program or set of initiatives aimed at increasing the diversity of the firm?

Yes, formal.

### How often does the firm's management review the firm's diversity progress/results?

Twice a year.

## Diversity Mission Statement

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### Our Commitment

JCPenney recognizes that our long-term success depends on our ability to leverage the unique skills of our diverse workforce. That's why diversity and inclusion is integral to how we conduct our business. At JCPenney, we see diversity as the unique talents that associates bring to our business; and inclusion as the environment we create to engage individuals.

JCPenney recognizes that our associates are our greatest strength, and we embrace the diverse points of view that they contribute to our business.

JCPenney's commitment to inclusion and diversity is one way of bringing "Every Day Matters" to our associates, customers and the communities we serve.

## Additional Information

### What is diversity?

Diversity refers to the uniqueness of each human being. Each person is an “original,” a one-of-a-kind combination of characteristics—physical, personality, gender, ethnicity, race, religion, skills, cultural background and sexual orientation—that makes each person special and different.

Valuing diversity means appreciating the many advantages of diversity and behaving in a way that reflects respect for individual differences, while treating each person based on his or her own merit. For the company, valuing diversity means the inclusion of all our associates’ and customers’ differences as part of our overall business strategy.

Valuing diversity is in keeping with the Penney idea and philosophy.

The Golden Rule was the company’s original name and the principle by which James Cash Penney intended the business to be guided. The Penney Idea, adopted in 1913, set as its fifth principle, “To improve constantly the human factor in our business.” We continue to broaden this vision by building more cultural diversity into our population. Our goal is to ensure that no gaps exist between our principles and our achievements.

### Diversity is part of our business strategy

As our company has grown and prospered, it has become a citizen of the communities in which it operates worldwide. This has made it even more important for us to value and appreciate our diversity—because the successful retailer of the future will recognize diversity as a competitive strategy.

Valuing diversity is part of our strategic business plan and an important part of strengthening our competitive position. As we plan and run our business with customer diversity in mind, we will enhance our ability to gain and keep market share and

increase sales and profits. Being customer driven requires that we have a mix of merchandise and workforce that are responsive to the customers we serve.

Our associate base represents a tremendous resource that we must continue to tap. We are committed to supporting diversity in our workforce through all of our personnel actions.

We believe a diverse workforce will enhance the quality of the decision-making process. This is, in fact, the essence of our team process.

### Our vision

We see a JCPenney that is:

- Known by our associates as the place to work because we have an environment that makes it possible for all associates to contribute, be productive, receive recognition, grow and succeed.
- Known by our customers as the place to shop, since we can meet their needs through our stores, catalog and other businesses.
- Known by our suppliers as a company that provides and demands fair and equitable practices in all our business dealings.
- Known by our shareholders as a company that maximizes its diverse resources to provide a fair return.

### Diversity is a shared responsibility

All associates share responsibility for respecting and utilizing the strengths of diversity in their actions with customers, suppliers and other associates.

Management must create an environment that encourages diverse viewpoints. This is accomplished through positive action, such as attracting, hiring, training, developing, promoting and retaining a diverse workforce. Every level of management is accountable and responsible for accomplishing this.