

BCSED Advisory Committee Meeting
June 1, 2012

Recommendations

Group Name: Real Estate
Group Leader: Kathy Moore
Members in Attendance: Chris Hamilton (AVC Adjunct)
James "Roe" Leer (AVC Adjunct)
David Ranish (AVC Adjunct)

Faculty has full understanding that RE Program at AVC is in jeopardy, due to soft RE economy, and also low poor retention.

NOTE: As of July 29, 2012, all sections (five) of Principles and Practices (taught both in Fall and in Spring each year) and Appraisal (taught in Fall of each year) are full or with only one slot remaining.

Classroom issue is low retention because:

1. Many take just enough courses to get into RE work, but not to complete the program and/or to transfer to a university.
 - o Need to invigorate the program to help students understand the Entrepreneurial options in RE careers, as well as more diversity in courses.
2. Prior year Advisory Committee suggested:
 - o Course Offerings:
 - Mortgage Brokering/Banking
 - Computer Applications for Real Estate
 - Mirrors DRE CE Requirements

Classroom retention recommendations:

1. Create Syllabi Prerequisites to have most students able to read and understand the material at college level.
2. Use Academic Clickers as an active learning approach to require all students to be engaged, instead of just the active few responding (which is a norm in many classrooms).
3. Guest RE and RE-related speakers, Escrow, Title, Servicing Mortgages, etc., for more expansive real-world examples.

4. Guidance in networking skills; i.e. professional communication and networking skills, create contacts (spheres of influence), etc.
5. Include time for determining goals and creating a resume, cover letter, business plan; experience Open House and Cold Calls, public speaking, etc.
6. Include time to provide understanding for Entrepreneurial opportunities in RE careers. RE has a lot of different career paths.
 - o AVC students should have a “Competitive Advantage” to be prepared for a recovering economy.
 - o Students should consider why they want an RE career and in what environment they would prefer (commission only vs. salaried, hourly, or a combination of commission/salary).
 - o AVC should provide work/study and/or paid internships with local brokers, for credit.
 - Creates real-life experience and possibility of being hired and/or having a good resource to reference.
7. Real Estate is a “relationship” industry, so the more the better.
8. Provide weekend graded courses:
 - o Maybe sponsored by C.A.R or other entity,
 - o To support working students,
 - o And to complete in eight weeks rather than sixteen.

Other recommendations to improve program:

1. AVC RE Scholarships and maybe Scholarships from local brokers
2. AVC Corporate & Community Ed. could provide RE courses that supplement core courses and add to the tool box.
3. Have an on-campus RE EXPO, or, if not possible at AVC, then at another location.
4. AVC Second Life provided a Career Path for RE for AVC and middle school and high school
5. Have students become members of Board of Realtors when possible.
6. Proactive outreach options for K-12 marketing which would also be available for AVC students:
 - o Pod Casts to high school and middle school students
 - o AVC Second Life provided Real Estate Career Path

Needed to implement these are other improvements:

1. Changes in Course CORs (Course Outline of Records) to incorporate:
 - o Syllabi Prerequisites
 - o Different teaching/learning/assessment methods and other issues.
2. GAVAR Partnership:
 - o Get GAVAR Statistics on first- and second-year agents.
 - o Support Continuing Ed. Certificates.
3. Funding needed to support RE Scholarships, EXPO; outreach to AVC, high school & middle school students with Pod Casts and Second Life inclusion of RE Career Path.
4. Get grants to support the program and new projects from possible sources: Academic Senate Grants, AVC Foundation, EOC, Corp./Comm. Ed., MODEL

Future projects to consider:

Create an Insurance Company.