

Real Estate

1. Program Mission Statement: The mission of this program is to challenge students of every background to develop their intellect, character, and abilities, achieve their educational and vocational goals in Real Estate. The focus of the program is to help students acquire the skills and knowledge they will need to help them attain jobs in the California real estate industry or utilize their skills in investing in the California real estate market.

2. I.A.1 What is the Primary Focus of Your Program?: Career/Technical

3. I.A.2 Choose a Secondary Focus of Your Program?: Transfer

4. I.B.1 Number Certificates of Achievement Awarded: 1

5. I.B.2 Number Certif of Achievement-Advanced Awarded: 0

6. I.B.3 #ADTs (Associate Degrees for Transfer) Awarded:

7. I.B.4 # AA and/or AS Degrees Awarded: 0

8. I.C.1. CTE Programs: Impact of External Trends: The industry continues to change and contract somewhat since the last program review report. As of June 2016, there were 402,937 real estate broker and sales licenses in California, down from 423,080 in June of 2014. (Source: California Bureau of Real Estate, March 2017)

There are two drivers of this change. First, technology has impacted how real estate is listed, sold, appraised and financed. The entire profession has lost positions due to electronic listing, loan qualifying and appraisal. Second, California has seen a leveling off of building and net population inflow over the past decade so opportunities in the real estate profession are fewer than a decade ago. It is thought this trend will likely continue

9. I.C.2 CTE Programs: Advisory Board Input: Our advisory board believes our reputation continues as the best place for license preparation and education, but did recommend a stronger emphasis on consumer education and to be a vital elective for business students. The reality is the largest investment virtually any citizen makes, is the purchase of a home. Understanding that process and its risks is critical for consumers.

10. I.D.1 Academic Services & Learning Resources: #Faculty served: 0

11. I.D.2 Academic Services & Learning Resources: #Students served: 0

12. I.D.3 Academic Services & Learning Resources: #Staff Served: 0

13. I.E.1 Full time faculty (FTEF): 1.2

14. I.E.2 #Student Employees: 0

15. I.E.3 % Full-time : all part-time

16. I.E.4 #Staff Employees: 0

17. I.E.5 Changes in Employees/Resources: n/a

18. II.A Enrollment Trends: The program enrollment tends to mirror the economy, and often does poorly during recessions, but it remains productive with a productivity of 565 - higher than the college average of 526.

As of 2015-16 the enrollment is down (7.7%), but the program remains very inexpensive, with classes taught primarily by part-time professionals in with industry expertise and no release time or related costs to run the program.

As of last year (2015-16), there were 489 students enrolled in the program, And we expect that as the local real estate market strengthens, so too has the demand for our program. In the Fall of 2016 our average class size exceeded 50 students per class - with 77 students enrolled in Real Estate Principles alone. So we see ongoing demand for the program and expect our productivity to be higher in the 2016-17 academic year, given the current trends.

19. II.B.1 Overall Success Rate: Over the past three years, our overall success rate has run from 68% to 72%, with the most recent year showing a success rate of 71%.

20. II.B.2 Plan if Success Rate of Program is Below 60%: For the first time in several years, our success rate is over 60% at 62% - representing a gradual increase each year for the past four years from a 54% success rate in 2012-13. We attribute it to a greater assessment early in the term in all classes - particularly for math skills.

21. II.C Changes Imposed by Internal/External Regulations: We follow the California Department of Real Estate regulations for licensure for brokers and agents, and must stay abreast of changes from that body. There have been no significant regulatory changes for licensure over the past two years.

This remains consistent with the current year of reporting (2016-17)

22. III.A Growth and Decline of Targeted Student Populations: Our targeted population has increased slightly from 105 in 2012 to 121 in 2015-16, though that is down from 128 students in 2014-15. This seems to mirror the overall enrollment drop the department has seen in the past year.

23. III.B Closing the Student Equity Gap: We continue to do early assessment in math and English, which has improved our retention and equity performance. Our success rate for our targeted population ran at 62% in 2015-16 - up from a low of 54% just four years ago.

24. III.C Plan if Success Rate of Targeted Group(s) is Below 60%: Our early assessment strategy has been adopted in all courses across the curriculum and seems to be paying off in that we have a success rate at 62%.

25. III.D Departmental Equity Planning and Progress: We are implementing the early identification of skill deficiencies in our classes and plan to enhance that effort going forward.

26. IV.A Cycle 2 PLOAC Summary (since June 30, 2014): 100% of courses taught

27. IV.B Cycle 2 SLOAC Summary (since June 30, 2014): 100% for courses taught in the past two years

28. V.A Budget Trends: Because the program is taught entirely by part-time instructors and has virtually no administrative cost, and because the economy has reduced traditional demand for the program, the Real Estate program is often discussed as a program that can be eliminated. However, its flexibility in terms of course offerings and faculty, combined with its productivity along with being an excellent elective program for Business majors should continue to make it a viable program.

29. V.B Funding Impact on Enrollment Trends:

30. V.C.1 Faculty Position(s) Needed: None Needed Unless Vacancy
31. V.C.2 Justification for Faculty Position(s): NA
32. V.D.1 Staff Position(s) Needed: None needed unless vacancy
33. V.D.2 Justification for Staff Position(s)::
34. V.E.1 Equipment Requests: No Equipment Requested
35. V.E.2 Equipment Title, Description, and Quantity:
36. V.E.3 Equipment Justification:
37. V.F.1 Facility Request:
38. V.F.2 Facility Justification:
39. V.G Equity Planning and Support:
40. V.H.1 Other Needed Resources:
41. V.H.2 Other Needed Resources Justification:
42. V.J. "B" Budget Augmentation:
43. V.K.1 Staff Development Needs: We plan on requesting funds to attend the semi-annual real estate educators conferences sponsored by the California Bureau of Real Estate – those should be minimal conference costs of less than \$500.

44. V.K.2 Staff Development Needs Justification:
45. V.L Closing the Loop:
46. Submitted by: Michael Gough

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47. Last Updated: 03/09/2017
48. APRU Complete for 2016-17: No
49. #SLO STATEMENTS Archived from ECMS: 5