

Instructional Program/Discipline Review 2008-2009

COVER PAGE

Program/Discipline: Real Estate

TOPS Code: _____

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Preparer signature: _____ April 23, 2009
Signature Date

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Signature Date

Vice-President: _____

Vice-President: _____
Signature Date

Date Program Review Received

By the Office of Academic Affairs:

Received by: _____
Initial

Provide a brief narrative that describes the instructional program/discipline.

The goals of the real estate program are to provide a strong foundation in real estate theory and practice (1) for anyone preparing to enter the real estate profession, (2) for real estate brokers and salespersons who wish to increase their knowledge of the profession, (3) for persons working in related fields and (4) for consumers interested in learning about buying, selling, exchanging, renting, and maintaining real property.

The course of study includes instruction in the following: computer applications, principles of real estate, real-estate practice, legal aspects of real estate, principles of real-estate appraisal, principles of real-estate finance, mortgage loan brokering and lending, escrow procedures, property management, and work experience education

Describe how the program specifically serves students, faculty, and staff

The Real Estate program offers a wide range of professional, certification, and general interest courses to the general public who are prospective property owners, present property owners, or real estate investors. Students can satisfy course work requirements for a state license as a real estate sales agent and/or broker.

The program serves the community by offering all the courses needed to obtain a real estate sales license as well as a real estate broker license.

Describe how the program addresses current needs and applies current technologies.

Ohlone College offers both a certificate and degree program to help individuals prepare for employment in real estate. The real estate field offers numerous career opportunities which include positions such as real estate agents, real estate brokers, appraisers, property managers, financiers, land developers and construction. The Ohlone College real estate program has seen an increase in the number of students pursuing AA degrees with a real estate major as well as students seeking certificates of completion and/or achievement. The real estate program has met these needs by offering a wide range of courses. All real estate courses can be offered either in a traditional setting or online.

Computer applications and technology enhance one's ability to engage in real estate practices. Ohlone is one of the few community colleges in California that offer such a course: RE 128-Computer Applications in Real Estate. The objective of this course is to provide the student with broad technical knowledge of computer applications and their use in the real estate industry.

Discuss the impact of the program on the college and/or other programs.

Besides a license, real estate agents will benefit from having strong verbal and written communication skills, a business background, professional telephone and in-person sales techniques, and the ability to work independently. The Ohlone College business, communication, speech, and professional development departments provide the courses that cover the skills mentioned above.

Discuss the impact of the program on the community and the impact of the community on the program

The real estate courses serve the needs of the AA degree Ohlone students as well as the needs of students seeking certificates of completion and/or achievement. Courses are taught primarily in the evenings; most courses are taught online; this arrangement is well received by students and employers. Many businesses do not have the required staff or programs to train their employees in all the functional areas where the company deploys.

Not surprisingly, industry employees make up quite a large part of the Real Estate enrollment as employees who want to master the latest software, and enhance their professional growth at their place of work enroll in the quick Certificate programs.

Discuss how the program supports the college mission, vision and one or more of the college values.

We are completely in support of the Learning College Model. Due to the nature of the field of real estate, our faculty must be in continuous learning mode and fully engaged and supportive of each other in order to keep up with current trends and issues in real estate.

Discuss how the program supports one or more of the college goals. Include all relevant program accomplishments and commendations.

The Real Estate program supports Goal # 2 which reads: "Develop across the curriculum the Learning College Model, utilizing methods and technologies that hold the most promise for improving student course and program completion success rates."

The Real Estate program achieves recognition with this goal, because several of its courses work on a sequential footing: meaning courses follow each other in sequence. A student masters Real Estate Principles before progressing to Real Estate Practice, to Real Estate Finance and to other more advanced courses.

Most of the real estate courses use guest speakers to make the classes more relevant and interesting. These practicing professionals share their expertise to future and present practitioners.

The program also supports Goal # 4 which reads: "Provide continuous learning for all personnel associated with the District and promote an organizational structure that is adaptable, collegial, and supportive of the Learning College Model."

The Real Estate program does this by offering information to the campus staff, faculty should they need them. Most of the courses invite practicing professionals as guest speakers; the college staff has been invited to attend these events. The college also holds a real estate job fair at least once a year. On several occasions we have offered information about the real estate program to the college counselors and some staff. Some of the instructors have been asked to guest speak before community firms and groups.

Discuss how the program supports one or more of the college objectives. Include all relevant program accomplishments and commendations.

The Real Estate faculty is always using educational tools and techniques that make the Real Estate program more relevant to the students it serves. We offer all the courses required to obtain a California real estate salesperson license

Program Student Learning Outcomes

- 1- Demonstrate knowledge of basic laws and principles of California real estate
- 2- Demonstrate knowledge of fundamental math concepts used in real estate
- 3- Apply for an appropriate Ohlone College certificate and/or obtain a real estate sales license

Student Learning Outcome Assessment Section

Indicate program SLO assessment strategies you plan to use

- 1-Rubrics
- 2-Performance Assessment
- 3-Skills assessment
- 4-Department testing
- 5-Capstone course

Discuss how selected assessment strategies relate to best practices or performance standards in your area.

The questions used in our assessment are comparable to the ones used in the California Real Estate salesperson certification exams. The questions have been taken from a placement exam provided by

Assess each program student learning outcome. Include qualitative and quantitative data, analysis of SLO MAP, analysis of the effectiveness of degrees/certificates (if applicable), and key findings from achievement data. The help box contains assessment ideas to consider.

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Data will be available school year 2009-2010

Describe overall effectiveness of changes made since last program review

We now have an assessment tool, which will provide data as to the effectiveness of our instruction for, at least, one of our SLOs.

Student Achievement Section

Course and Program Data

Real Estate course data can be viewed at

<http://www.ohlone.edu/org/research/coursesdatabydept.html>

List expected student achievement outcomes. (Optional)

Course completion, program completion

Review and analyze research data. Analyze changes in data, identify trends, and provide possible contextual explanations for these changes.

The Real Estate staff recognizes the need to increase the number of students who apply for certificates and degrees. We plan to use these data to identify the success of CS students and encourage them to apply for certificates and/or degrees.

Analyze data to describe overall success of the program.

The Real Estate staff will compare the data compiled in this review with our findings in the following review in order to determine success of this approach.

Program Improvement Section

A Real Estate Program Improvement Objective from the most recent Program and Service Review can be viewed at

http://projects.cs.ohlone.edu/~pio/enter_edit_pio.cgi

Dissemination and outside review results Section

Review results Optional

Date of review: April 23, 2009

List each team member name and title

Rick Arellano, Computer Applications and Real Estate Professor

Amber Hatter, Real Estate Adjunct Instructor

Emilia Alfaro, Real Estate Loan Consultant

Jon Degallier, Computer Science Professor