Ohlone College
Program Review Report

- **Program Description and Scope:**
  1. *Program Review Title:* Real Estate
  2. *Academic year:* 2012/2013
  3. *Review Type:* Instructional Disciplines
  4. *Program/Departments:* Real Estate (05007)
  5. *Authority Code:* 45-Dean, Arts and Social Sciences
  6. *External Regulations:* Yes _X_ No
  7. *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.

8. *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.

9. *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.

10. **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.

11. **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 the evenings; most courses are taught online; this arrangement is well received by students and employers. Many businesses do not have the requisite 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.

- **College Mission**
  1. **Mission Statement**

     The mission of Ohlone College is to serve the community by offering instruction for basic skills, career entry, university transfer, economic development, and personal enrichment for all who can benefit from our instruction in an environment where student learning success is highly valued, supported and continually assessed.

  2. **Vision Statement**

     Ohlone College will be known throughout California for our inclusiveness, innovation and superior rates of student success.

  3. **Core Values, Goals & Objectives:**

     **College Core Values**

     - We provide life-long learning opportunities for students, college personnel and the community.
     - We open access to higher education and actively reach out to under-served populations.
     - We promote diversity and inclusiveness.
     - We maintain high standards in our constant pursuit of excellence.
     - We value trust, respect and integrity.
     - We promote team work and open communication.
     - We practice innovation and actively encourage risk-taking and entrepreneurship.
     - We demonstrate stewardship for our human, financial, physical and environmental resources.
College Goals/Objectives

1. Through innovative programs and services, improve student learning and achievement.
2. Support the economic vitality of the community through educational programs and services that respond to identified employment needs.
3. Promote continuous, needs-based, learning and professional development opportunities for all district personnel.
4. Use human, fiscal, technological, and physical resources responsibly, effectively, and efficiently to maximize student learning and achievement.
8. Engage all members of the college community in active, continual institutional improvement.

4. Briefly describe how the program supports the college mission, vision selected 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.

5. Briefly describe how the program supports selected college goals.

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.

6. Briefly describe how the program supports selected college objectives.

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 SLOs & Assessment

1. Program SLO -

Apply basic laws and principles of California real estate.

a. Indicate program assessment strategies used.
   i. Skills Assessment
   ii. Department Testing
   iii. Vendor or Industry certification examination
   iv. Performance Assessment

b. Describe the criteria and standards used to appraise student work.

c. Enter assessment results and analyze student success in achieving this program SLO.

Rick and Amber meet periodically to discuss their findings, make improvements, determine updates needed in the real estate industry.

d. Describe revisions in curriculum or teaching strategies implemented to promote student success.

Real estate classes have been successfully taught online for several years in response to a great student demand for online classes.

e. Future Action (Improvements)
   Maintain current student learning plan
   Describe changes you will make to promote improved student learning

Fall 2012: Students have expressed interest in obtaining one of the three certificates of accomplishment: RE Sales Agent, RE Sales Broker Associate, and RE Sales Broker. However, not all courses needed for the certificates are being offered. It was only one course RE-121 being offered for the last few years. Now RE-122 is being offered Fall 2012. Will discuss this issue with the dean.

Fall 2012: Certificate SLOs were reviewed and updated to meet current industry standards and to align with program SLOs. Reviewed certificate SLOs with another realtor associate in the field and incorporated the feedback. See attached.

2. Program SLO -

Prepare real estate listings and contracts.

a. Indicate program assessment strategies used.
   i. Culminating project
   ii. Rubrics

b. Describe the criteria and standards used to appraise student work.

   Rubrics for various contracts are used in RE 121 and RE 122.

c. Enter assessment results and analyze student success in achieving this
program SLO.
d. Describe revisions in curriculum or teaching strategies implemented to promote student success.
e. Future Action (Improvements)
   Maintain current student learning plan

3. Program SLO -

Apply fundamental math concepts used in real estate.

a. Indicate program assessment strategies used.
   i. Other

      Math calculations discussion with follow-up quizzes.

   ii. Department Testing
b. Describe the criteria and standards used to appraise student work.

      Real estate math calculations are critical for meeting all course outlines in RE-121. Standards are available in course syllabus.

c. Enter assessment results and analyze student success in achieving this program SLO.

      Spring 2012: New SLOs were implemented for RE-121. A twenty question assessment of overall general real estate knowledge has been completed by students since summer 2009. Data will be attached. In the past this data was general data on overall student performance. This semester the data will be assessed in relationship to each program SLO.

      For results see Course Assessment in Box RE 121 Spring 2012 on http://ohlonere121.blogspot.com/

      It appears that students have difficulty with basic math.

d. Describe revisions in curriculum or teaching strategies implemented to promote student success.

      Have posted tutorials, examples of contracts, power point on math, and discussions.

e. Future Action (Improvements)
   Maintain current student learning plan

• SLO Matrix

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<thead>
<tr>
<th>Course</th>
<th>SLO-1</th>
<th>SLO-2</th>
<th>SLO-3</th>
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<tr>
<td>RE 121</td>
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<td>RE 122</td>
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SLO Matrix Comments

The way this program is designed is that students gain a lot of theory knowledge at the introduced and practiced levels. True mastery for skillsets in this type of vocation, requires a minimum of two years full time experience in the field.

Note: As of Jan 1st, 2013, any Real Estate Broker examinee will be required to present transcripts showing completion of an undergraduate degree in Real Estate (BS) or equivalent with a minor in Real Estate.

Course SLO & Assessment

RE 121 Real Estate Principles
1. Compare and contrast liens and encumbrances.
2. Prepare a mock real estate contract with attention to real estate law, transfer of properties.
3. Develop a mock financial plan for client use.
4. Identify the basic steps needed to get a piece of property through escrow.
5. Describe the rules and regulations of the real estate commission on broker behavior.
6. Prepare a real estate listing.
7. Compare and contrast leasing with the purchase of real property.

Indicate planned course assessment strategies

Describe the criteria and/or performance standards used to appraise student work.

Enter assessment results and analyze student success in achieving course SLOs.

See Course Assessment in Box RE 121 Spring 2012 on http://ohlonere121.blogspot.com/

Describe revisions in curriculum or teaching strategies implemented to promote student success.

Future Action (Improvements)

RE 122 Real Estate Practice
1. Describe the different activities required to successfully close a real estate transaction.
2. Choose the appropriate real estate forms for a particular type of transaction.
3. Develop a financial plan for client use.
4. Analyze property management and appraisal cases.
5. To distinguish ethical from non-ethical real estate practices.

Indicate planned course assessment strategies

Describe the criteria and/or performance standards used to appraise student work.

Enter assessment results and analyze student success in achieving course SLOs.

Describe revisions in curriculum or teaching strategies implemented to promote student success.
**Future Action (Improvements)**

Describe changes you will make to promote improved student learning

*This course is currently being offered fall 2012 for the first time in several years. Course SLOs and outline have been reviewed and updated. There has been dialog with the dean and full-time and adjunct faculty. A blog will be created spring 2013.*

- **Student Achievement:** A series of measures including course completion, course retention, persistence, program completion, and others.
  1. List expected student achievement outcomes:
  2. Analyze changes in data, identify trends, and provide possible contextual explanations for each measure used. (Example measures include: course completion, course retention, persistence, program completion).

Retention and success rates have declined since the housing melt down, however, upon economic recovery, we predict the courses and program will increase in demand and students will be dedicated to completing the work. Entry requirements for a Real Estate Broker as of January 2013 will require a 4 year college degree in business with an option in real estate. Entry requirements for a mortgage loan officer changed and now require passing a California state exam and a federal exam to receive a licence.

  3. Analyze program budget trends and expenditures. Comment on how the program can best use budget resources.
  4. Analyze the program's current use of staff, equipment, technology, facilities, and/or other resources. Comment on how the program can best use these resources.
  5. Describe any additional notable program achievements(optional).
  6. Additional Program Table Data
  7. Future Action

- **Program Analysis**

After assessing student learning outcomes/impacts, student/program achievement, and the status of previous program improvement objectives (PIOs), analyze the data and any identified trends, and summarize you findings. Use these data and trends to prioritize, revise, or develop new PIOs

  1. Describe program achievements and successes.

All real estate courses are now offered on-line which provides convenience and flexibility for the learner.

  2. According to the evidence, what are the areas needing improvement?

Consider offering additional real estate courses to allow students to complete the college certificates.

- **Program Improvement Objectives:**

  1. **Objective:**

      Improve skillsets and marketability for Ohlone students entering the field of Real Estate.
a. **Action Plan**  
**Year 1:**

Add in Computer Applications course targeted toward Real Estate.

b. **Technology (Include items that fit under IT budget codes)**  
**Year 1:**

Class will be delivered online using simulation software in Ohlone's course management system, Blackboard.

c. **Assessment Plan: List Assessment Strategies**  
**Year 1:**

Survey students after Summer Semester pilot of Computer Apps RE-117.

d. **Which college goal(s) does this program improvement objective work to achieve? Clearly describe how your PIO will help achieve one or more of the college goals and objectives, has impact beyond the particular department, and contributes to student learning/success.**

1. Through innovative programs and services, improve student learning and achievement.  
   **Rationale:**
   Improve skillsets for real estate students.

4. Use human, fiscal, technological, and physical resources responsibly, effectively, and efficiently to maximize student learning and achievement.  
   **Rationale:**
   Class will be instructed by an expert-in-the-field.

2. **PIO Assessment**
   a. **Future Action**

   - **Outside Review Results**
     1. List each team members name and title.
        None.
     2. Discuss key feedback provided by team and how it was incorporated into the report.
None.

- Attached Files