

# PROGRAM REVIEW REAL ESTATE 2016-2017

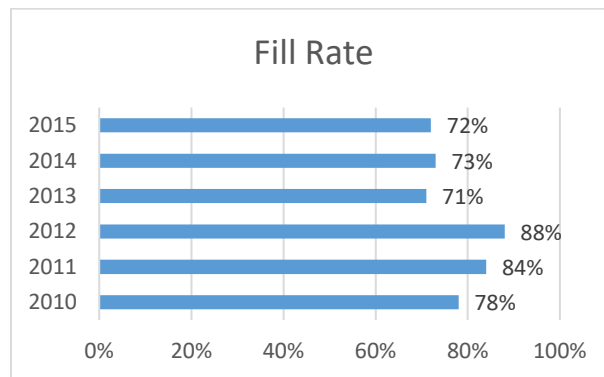
## 1. PROGRAM DESCRIPTION

The Real Estate department offers classes to students who want to obtain a real estate salesperson's license, a broker's license, or to acquire knowledge regarding the real estate industry. The more advanced real estate courses assist the students to improve their job performance and gain supplementary information into real estate and how it applies to the current impact it has on the economy. In response to the needs of our students, classes are offered as live-lecture both daytime and night time. The basic course in real estate is offered online.

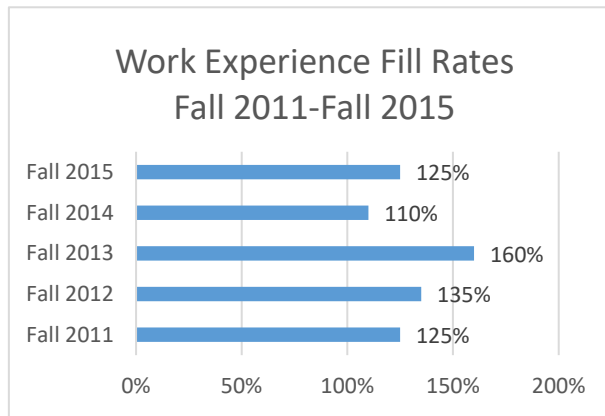
The department offers an associate of Arts degree as well as Certificate of Achievement in Real Estate. The Real Estate department offers 13 different classes with multiple offerings of the three required courses mandated to apply for the state real estate examination.

### Data:

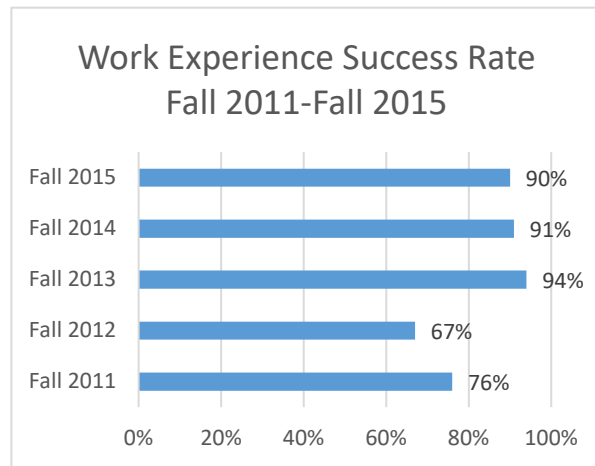
**Program Fill Rates:** the data is from fall 2010 to fall 2015. The data is stable for the past three years at an average of 72%. There is a decline from 2012 because house loans are now more difficult to secure.



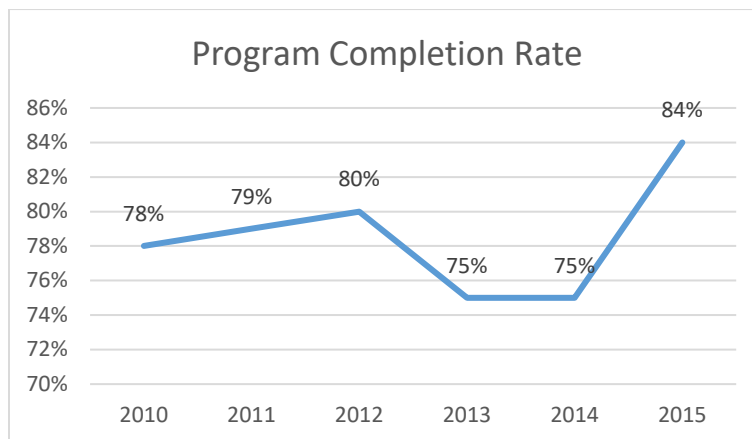
**Work Experience Fill Rate:** Research and Development calculated RE 172, 173, 174 as individual fill rates instead of a combined fill rate class. These classes are for Work Experience and the maximum enrollment for all three classes is 20 students. The reason the department is pointing this out is because it skews the fill rate for the Program. The real estate department prides itself on its work Experience program because it places students in the real estate field. An average of 90% of the students are then hired by the office in which they intern. Students are then motivated to finish their RE courses in order to be a real estate agent and further their education to become a real estate broker.



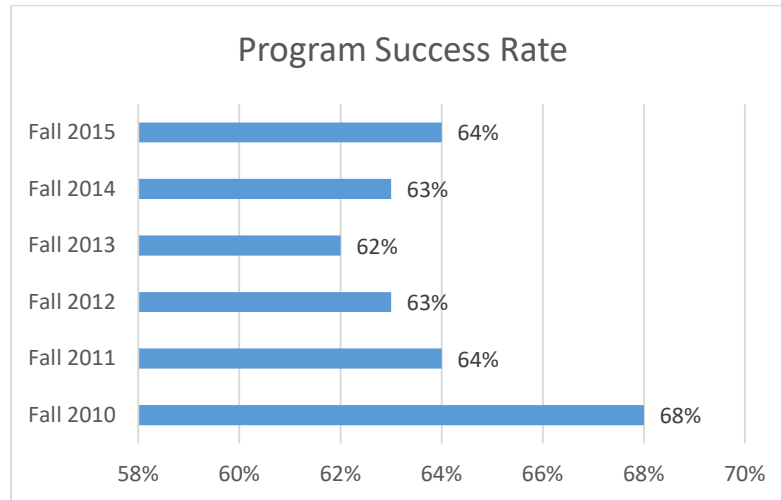
**Work Experience Success Rate:** The difference between 2011- and 2012 is because the economy was coming out of the recession and Re classes usually lag behind the economic trends. As the economy improved, so did the work experience success rates.



**Program Completion Rate:** The completion is showing a large increase of 9% from 2014 to 2015. This could be because of the increase in real estate sales in the area.



**Program Success Rate:** Student success rates in Real Estate courses over the past 6 Fall terms averaged around 64%. The high was in Fall 2010 at 68%, and the low was in Fall 2013 at 62%. As viewed by the graph below, the directional trend is moving in an upward pattern. Program success rates in the fall 2015 were 64% which are the same as the fall 2011. All indications show a small increase year after year since fall 2013. The department is encouraged by the slight upward trend.



**WSCH:** Except for 2012-2013, the WSCH for the Real Estate program has been below 525 for the last 6 years, however, there is a downward trend over the last 3 years. The high was in 2012-2013 with WSCH at 526.38. The low was in 2015-2016 with 441.61 WSCH. The explanation for these low numbers is because the full-time instructor teaches work experience classes RE 172, RE 173, RE 174 which are capped at 20 for the combination of these three classes. That leaves the instructor with two classes to fill at 35 students each.

**FTES:** The FTES in the Real Estate program has been relatively stable from 2010-2014, with a downward trend over the last two years. The high was reported in 2011-2012 with FTES at 111.2. The low was reported in 2015-2016 with 83.91 FTES.

**Majors:** There has been a downward trend in Real Estate majors over the past 6 years. The high was reported in 2010-2011 at 154 students, and the low was reported at 2015-2016 at 113 students.

**Enrollment Fill Rate:** Real Estate had low fill-rates in the past 6 fall terms, and the rates leveled in the past 3 fall terms at around 70%. The high was in fall 2012 at 85%, and the low was in fall 2013 at 69%. On average, RE 101, 120, 130, and 157 had the highest fill-rates, and RE 172, 173, 174 had the lowest fill-rates. RE 172, 173, 174 are Real Estate Work Experience Combination class, therefore the maximum for these three classes is 20 students NOT 60 students.

**Course Completion:** The completion rates in Real Estate courses were relatively steady over the past 6 Fall terms. The high was in Fall 2015 at 84%, and the low was in Fall 2013 and 2014 at 75%. RE 50, 120, and 174 had the highest completion rates averaging in the 90s, and RE 157 had the lowest completion rates, with rates as low as 48% in Fall 2014.

**Grade Distribution:** terms. Students between the ages of 20-24 had the highest pass rates. Compared to White students, the success rates of Hispanics were 12% lower, Asians were 7% lower, American Indians/Alaskans were 24% lower, and Black students were 19% lower. Observing Hispanic student success rates over time, Hispanic students exhibited 14% lower success rates on average in the most recent 5 fall terms compared to fall 2010. The pass rates of Real Estate students stayed consistently high during the last 6 fall terms, where the substantial majority successfully completed their courses versus not passing. The majority of students received an A or a B grade, which stayed consistent during the past 6 fall terms. Of the students who did not pass their Chemistry course, the majority did so because they withdrew from the course or received an F. The pass rates were not different between males and females, and the rates stayed consistent during the past 6 fall

**Teaching Effectiveness:** There is one full-time tenured instructor and 6-8 (depending on the semester) part-time instructors who make up the Real Estate Department. All adjunct faculty have a good working relationship with the department chair (the full-time tenured faculty member). Everyone is informed about the program and needs for instructional or administrative support. Most faculty members who teach in this department have at least a BA or BS degree or equivalent and current real estate experience. The department chair has a Master's Degree.

## 2. Course, Program and Institutional SLO Assessments

### Totals for Course SLOs

The Real Estate Department, which consists of one full-time faculty and 5 part-time faculty, offers 17 sections each Fall and Spring semester. In the fall 2016, 6 sections, 44 SLOs and 609 students were evaluated. Individual courses assessed are listed below. The department is happy with the SLO results but need to have all part-time faculty evaluate their courses.

Three sections of Real Estate 101 (258 students) were at 92.14% Good Performance, (8 students) were at 2.86% Satisfactory Performance and (14 students) were at 5.0% Emergent Performance.

One sections of Real Estate 120 (123 students) were at 80.92% Good Performance, (7 students) were at 4.6% Satisfactory Performance and (22 students) were at 14.4% Emergent Performance

Two sections of Real Estate 130 (228 students) were at 70.81% Good Performance, (53 students) were 16.46% Satisfactory Performance and (38 students) were at 11.80% Emergent Performance.

The Overall Performance table is shown below.

Good Performance		Satisfactory Performance		Emergent Performance		N/A		Total	
609	80.77%	68	9.02%	74	9.81%	3	0.40%	754	100.00%
<b>609</b>	<b>80.77%</b>	<b>68</b>	<b>9.02%</b>	<b>74</b>	<b>9.81%</b>	<b>3</b>	<b>0.40%</b>	<b>754</b>	<b>100.00%</b>

The **Good Performance** is excellent and holds steady at 80.77%. The classes that were evaluated are part of the Licensing program in California and students are HIGHLY MOTIVATED to pass these classes. The **Satisfactory Performance** is steady at 9%. The **Emergent Performance** is also at 9%. The **N/A** is negligible at .4%. This department will take some time together with the BA department to take time to evaluate each SLO and determine an Action Plan. One major weakness is not having all part-time faculty participate in the assessment of SLOs. This will be mentioned in our SWOT.

### 3. SWOT ANALYSIS

#### Strengths

1. All real estate instructors hold a real estate license and are active in various segments of the real estate market; which includes but not limited to property management, mortgage loan brokering, listing real estate, selling real estate, and real estate investing.
2. A variety of courses, days, times, and delivery methods are offered by the Real Estate Department at Cerritos College. Each semester there are courses offered to fulfill the requirements for the Real Estate Salesperson's license and the Real Estate Broker's license.
3. In February 2017, an hourly was hired through the Strong Workforce Grant to assist in promoting Real Estate classes, certificates, and an AA Degree in Real Estate.
4. Instructors encourage their students to apply for scholarship opportunities and are always willing to write recommendations letters for the students.
5. More Real Estate students are enrolling in the Real Estate Work Experience Program and are being hired by the offices in which they are interning.

#### Weaknesses

1. The Real Estate Department is dependent on one full-time instructor to schedule classes, review and update textbooks, order textbooks, update course outlines, prepare paperwork for Tech Review and Curriculum, update Student Learning Outcomes, stay current with the Real Estate Commissioner's Regulations, Civil Codes, and updates to the forms and contracts used in the real estate industry (this

is usually several times a year), and update Unit Plans, among many other activities. Another full-time faculty member is becoming more urgent.

2. The Real Estate Department does have a low number of certificates and AA Degrees in compared to other departments at Cerritos College.
3. Although there is a system in place to show the number of students who have completed the real estate classes, there is no system in place to track the number of students who take the state real estate exam.
4. Getting the part-time faculty to participate in the SLO assessment has proven to be very difficult.

## Opportunities

1. Real Estate students usually take a weekend crash course prior to taking the state exam. It would be a great opportunity if the crash course was offered through the Community Education department.
2. Being able to arrange field trips to industry events at discounted rates for the students. This provides an excellent learning for the students to meet Real Estate professionals in Real Estate and other Real Estate affiliated industries.

## Threats

1. Additional online classes are needed to keep up with the offerings at other community colleges.
2. High minimum number of students (26) to fill majority of Real Estate classes may cause cancellation of classes in the future.
3. Real Estate offices that offer training advertise their classes more than the college advertises Real Estate classes, thus being able to take students who might otherwise enroll on our campus.

## 4. Real Estate Department Goals

Goals	Mapped to SWOT	Action to be Taken	Completions Date	Person Assigned
<b>Mid-Range (1-3)</b>				
Address the low number of AA Degrees and Certificates	W2	Visit Real Estate classrooms at the college and high schools.  Through Senior Preview Day, promote the Certificates and AA Degree available in the Real Estate Program.	February-May 2017	Mary Ellen Brady
Establish a system to track Real Estate students, to be sure they are on the pathway to either a Certificate and/or AA Degree in Real Estate	W2 & W3	Create a way (using excel) to track students.  After tracking system in place, begin tracking the students who take and pass the state Real Estate Exam. This will be accomplished by meeting with students, request students to fill out questionnaires regarding the students' goals, and follow-up with students.	February-May 2017	Hourly under supervision of Mary Ellen Brady
Help develop and offer a prep course for the Real Estate exam through Cerritos College Community Education	O1 & T3	Work with Community Education to offer look at the viability of a real estate prep "crash" course being offered through Community Education.	Spring 2019	Mary Ellen Brady and Cindy Moriarty
Offer Real Estate Distance Education (online) classes	T1	There are three Real Estate courses, going to the curriculum committee, to be approved for Distance Education (online) - Real Estate Property Management (RE 140), Mortgage Loan Brokering and Lending (RE 52), and Real Estate Economics (RE 160).	Spring 2018	Mary Ellen Brady
	T2	Survey other community colleges and their use of	Fall 2017	Hourly under

Goals	Mapped to SWOT	Action to be Taken	Completions Date	Person Assigned
Assess the minimum class size and cancellation policies for the Real Estate classes at Cerritos College		minimum class sizes at each community college offering Real Estate courses  Contact Real Estate departments at other colleges to determine what method is used for cancelling classes.		supervision of Mary Ellen Brady
<b>Long Term Goals</b>				
Increase number of RE sections being offered	W1	Complete rationale in the 2017-2018 as to the need for requesting a full-time hire for the department.	Spring 2018	Mary Ellen Brady and Cindy Moriarty