

**PLANNING/OUTCOMES DOCUMENT**

<b>Name of person(s) completing form:</b>	Thom Brooks Richard Barden	<b>Curriculum/Department:</b>	Real Estate
<b>Purpose/Mission Statement:</b>		<b>Vision Statement: (3-5 years)</b>	
<p>The Real Estate program follows the guidelines established by the North Carolina Real Estate Commission. These guidelines require that the program prepare students for the NC State Licensure Examination. In addition, the program offers the broker course RLS 117 (60 hrs.) for students preparing to become real estate brokers. Secondly, the commission requires completing students to be entry-level practitioners in the real estate industry. In addition to the N.C.R.E.C. guidelines, the program attempts to teach students skills to use in business situations they may encounter throughout their professional lives.</p>		<p>In order to keep the program advancing with current technologies, the program should be accessible through computer-enhanced materials. This would include a lab/classroom to deliver the course through computer-enhanced materials and CD-ROM materials. Student testing and a cyber class would also be incorporated into this plan. Course offerings could also be expanded to include alternative schedules; days, nights, locations, ITV.</p>	
<b>Program Strengths:</b>		<b>Program Weaknesses:</b>	
<p>The North Carolina Real Estate Commission provides curriculum guidance to support consistent, accurate instruction in real estate courses. Additionally this is a high-demand program with strong enrollment potential.</p>		<p>Difficulty attracting qualified faculty for real estate is the main weakness of this program. The NC Real Estate Commission sets guidelines for instructor qualifications and licensure. It is difficult to attract brokers with the necessary experience and knowledge into teaching. As a result, we are constrained in our course offerings so that we are often unable to serve all the students who desire real estate education.</p>	
<b>Program Opportunities:</b>		<b>Program Threats:</b>	
<p>The real estate program has the potential for growth and development consistent with population and housing trends in our region. This program could be a cornerstone of our planned Macon Campus, where demand for real instruction is the highest in our service area. Additionally, this program could be expanded to Cashiers, Cherokee, or Bryson City as a face to face course or via interactive television.</p>		<p>The lack of sufficient faculty to teach the courses and poor test results from some graduates threatens the sustainability of this program. If we do not maintain a reputation of available courses and proven results from graduates, then potential students will look to other colleges or proprietary schools.</p>	

Goal #	Values for Teaching	College Goals	2005-2006 Department Outcomes/Goals	Success Criteria (e.g. outcomes, enrollment increases)	Plan of Action (including resources needed)
1	1 2 5 6 9	1	Majors in this program will demonstrate a satisfactory level of technical proficiency in brokerage skills and concepts.	90% of brokerage students will demonstrate technical proficiency in Real Estate by making a grade of "B" or in RLS 117.	Continue to solicit feedback from the Advisory Committee and Real Estate commission regarding those skills that are most critical pertaining to an Broker Profession
2	1 2 5 6	1	Graduates/completers of this program will be prepared to successfully pass the licensure exam required for working in this field (Real Estate Sales).	75% of first-time test takers will pass the licensure exam during the 2005 year.	Monitor test results from the Real Estate Commission - also monitor which sections of the exam present the greatest difficulty for SCC grads. Integrate exam preparation CDs in the sales courses and align course passing cut-offs to that of other community college programs.
3	7 9	1 4	Additional qualified instructors will be recruited for the Real Estate sales and brokerage courses.	Have identified at least one additional qualified instructor during the 2005-2006 academic year.	Advertise and search for candidates. Prepare new instructor for instructor certification by NC Real Estate commission.

Budget Item Description: (Budget items requested from college funds)	Current Year Budget (Total Request):	Ongoing Operational Budget:	Expansion Budget:
Supplies-	150	150	
Equipment-			
Travel-	900	900	
Program Accreditation-			
Other-			
TOTALS	1,050	1,050	

