

PLANNING/OUTCOMES DOCUMENT

Name of person(s) completing form:	Thom Brooks Bob Holt	Curriculum/Department:	Real Estate
Purpose/Mission Statement:		Vision Statement: (3-5 years)	
<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 annually three (3) post-licensing broker courses of thirty (30) hours each. These courses are designed to allow the newly licensed agent to meet the Real Estate Commission's additional education requirements during the first three (3) years of licensure. The program also will offer 8-12 hours of continuing education for agents to satisfy the annual requirement by the Commission.</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>	
Program Strengths:		Program Weaknesses:	
<p>The North Carolina Real Estate Commission provides curriculum guidance to support consistent, accurate instruction in real estate courses. This is a high-demand program with strong enrollment potential. The recent employment of a veteran real estate educator is also a strength for this program.</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>	
Program Opportunities:		Program Threats:	
<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 estate 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>Poor performance of students on licensing exam and historical inability to meet course demands; 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	2007-2008 Department Outcomes/Goals	Success Criteria (e.g. outcomes, enrollment increases)	Plan of Action (including resources needed)
1	1 2 6 9	1	Students will demonstrate the technical proficiency necessary for provisional licensure as North Carolina Real Estate Brokers.	80% of students will pass the State Real Estate License Exam the first time they take it	<ul style="list-style-type: none"> • Provide effective instruction in real estate brokerage pre-licensing concepts as prescribed by the North Carolina Real Estate Commission. • Monitor pass rate report furnished by the Real Estate Commission and the NC Community College System. This pass rate will attract other students to the program
2	4 9	1 2 7 8	Review program and course offerings to ensure that educational needs of local real estate community are being met.	<p>A program advisory committee of at least six (6) brokers-in-charge will be established.</p> <p>The committee will provide feedback on the effectiveness of our curriculum and course offerings in meeting the educational needs of our service area.</p>	<ul style="list-style-type: none"> • Contact area key brokers-in-charge • Record contacts and monitor calls and visits by potential students • Convene advisory committee meeting • Present report summarizing outcomes and needs emerging from these discussions • Make needed adjustments in course offerings responding to current needs

3	7 9	1 4	Increase pool of qualified part-time instructors and assist in the development of new instructor for the real estate program.	Identify at least one qualified part-time instructor candidate and initiate the process for Real Estate Commission approval.	<ul style="list-style-type: none"> • Look for possible part-time instructor who has the potential to be an outstanding instructor in a growing, dynamic program • Make personal contacts in the real estate community. • Advertise through college Human Resources Office.
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Budget Item Description: (Budget items requested from college funds)	Current Year Budget (Total Request):	Ongoing Operational Budget:	Expansion Budget:
Supplies-	250	250	
Equipment-			
Travel-	1,500	1,500	
Program Accreditation-			
Other-			
TOTALS	\$1,750	\$1,750	

Goal	Criteria Results Be sure to utilize most current data available	End of Year Analysis (Goals achieved, impact of equipment purchased, improvements to your program, contingencies, etc.) Describe how you used the results to improve your program
1.	91% of first time test-takers passed the North Carolina Real Estate Examination during the current academic year.	Goal achieved. Results indicate that the program is delivering effective instruction and using a curriculum appropriate to prepare students for success on the state examination. Will continue to monitor exam results.
2.	Program advisory committee of six practicing brokers was established and met.	Goal achieved. A committee was established and met to provide feedback regarding our real estate program. They affirmed our plans to continue offering pre-licensing courses in Franklin and Sylva each semester. They endorsed plans to offer post-licensing courses in five 6-hour sessions and encouraged efforts toward offering one such course at each campus, each semester. The committee also expressed a desire to access more continuing education credit from SCC.
3.	Retired real estate instructor has been identified as a substitute instructor as needed. Relationships have been established in real estate community from which to recruit a part-time instructor in the coming year.	Program coordinator has visited area real estate firms, joined local boards of realtors, and established an advisory committee as part of an effort to establish and strengthen professional relationships in the real estate community. Success of test-takers further enhances our credibility and visibility in that community. This creates a favorable context from which to recruit and develop a qualified adjunct instructor in the coming academic year.