

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	2008-2009 Department Outcomes/Goals	Success Criteria (e.g. outcomes, enrollment increases)	Plan of Action (including resources needed)
1	1 2 6 9	1 2	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	1 2 6 9	1 2	Students in advanced courses (post-licensing) will demonstrate proficiency in their knowledge of broker relationships, contracts and closing, and selected topics in real estate.	90% of students in RLS 121, 122, and 123 will score 85% or higher on comprehensive course assessments.	<ul style="list-style-type: none"> • Provide effective instruction in real estate brokerage post-licensing concepts as prescribed by the North Carolina Real Estate Commission.

3	6 7	2 4	<p>Create a schedule of course offerings to enhance access for students and professionals in the real estate industry.</p>	<p>The delivery of at least two courses will be modified to better meet alternative scheduling needs of real estate professionals. Enhanced access will be reflected in at least a 25% increase in enrollment for adapted courses.</p>	<ul style="list-style-type: none"> • Consult with advisory community, recent graduates, and prospective students to better understand scheduling needs. • Schedule selected courses in the adapted format. • Increase awareness by publicizing post-licensing courses through the Real Estate Commission course listing
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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.		
2.		
3.		