

November 6th, 2009

Real Estate Program Review

RE/BA faculty present: Brad Vincent, Jerome T Lasselle and Greg Rapp

Administrators Present: Jeff S. Triplett, Scott Huff, Brigitte Ryslinge, Linda Gerber, Charmagne Ehrenhaus, Chris Chairsell, Kendra Cawley, Laura Massey, John Sneed, Steve Smith, David Jacobsen

The following is the administrative response to the Real Estate Program Review.

Your program review document and attachments were thoughtful, thorough and nicely organized. The document was distributed to the administrative review team one week in advance of the review date, thus affording the team ample time to read and digest the report. Your presentation was engaging and comprehensive. It was apparent that you embraced the true importance of program review: self-reflection leading to continuous improvement.

We applaud you for developing and maintaining a program designed to address not just the needs of a single audience, but rather the needs of three distinct audiences including: students preparing for licensing examinations, continuing education for licensed professionals and students seeking general interest about the broader field of real estate. The alignment of your offerings with requirements from both the Oregon Real Estate Agency (OREA) and the Appraiser Certification and Licensure Board (ACLB) continues to be essential to the health and well being of your program. Your dedication to excellence and professionalism is noted in the temporary suspension of your Pre-License Appraiser courses pending the issuance of new requirements through ACLB.

Your efforts in creating “Statement of Values” aligned with PCC’s Mission are to be commended. Through these statements you have emphasized your understanding of, commitment to and the importance of values including: learning as a lifelong process, the dignity and worth of each individual, commitment to continuous professional and personal growth, sustainability, the creation of an agile learning environment, the importance of critical thinking and problem solving and finally, “..are committed to preserving the public’s trust by maintaining effective and ethical use of public and private resources.” The creation and adoption of these values have served to anchor your program, both in the eyes of students as well as faculty and staff.

Your review of your curricula is both thoughtful and thorough referencing the assessment of outcomes along with core outcomes. As you acknowledged, however, additional work needs to be done with

regards to measuring your outcomes. You've relied upon feedback from students, business and industry to gauge the relevance of your offerings, including a sampling of letters in your review.

You have an impressive listing of outside affiliations/activities designed to enhance both the access to and diversity of your program. Members of your SAC have served in leadership capacities with the Equal Opportunity and Cultural Diversity Committee of the Portland Metropolitan Association of Realtors (PMAR), offered seminars to real estate companies regarding Fair Housing Laws, helped develop scholarship funds combining funding from PMAR, PCC, and the Oregon Community Foundation, funded private scholarships targeting under-represented segments of the community to attend real estate courses at PCC to mention but a few.

Under Instructor Qualifications you grouped courses according to focus, and listed qualifications specific to those areas. Frequently, those qualifications included a form of professional credentials i.e., Oregon Broker, Oregon Appraisal Certification, active Oregon membership in the Bar Association etc. Additionally, in most instances you have also listed, "A bachelors or masters degree is preferred." Are all bachelors or masters degrees acceptable? Or, are there specific disciplines relevant, leaving others unacceptable? If so, we urge that you clarify these statements.

Your Advisory Committee, though small in numbers, represents a cross section of the industry and related services and maintains an active role in guiding your program's development.

Observations:

1. Given the dependent relationship of your courses, the housing market and the economy please consider working to connect your field with some of the other 5 real estate related programs PCC currently offers: Architecture, Building Inspection, Building Construction Technology, Landscape Technology, and Interior Design.
2. Please consider conducting a comparative evaluation of the success rates of your on-line students relative to campus based students. We realize this may currently be problematic given the low numbers of campus based students, but may be an opportunity either looking backwards or as you move to the future.
3. Please work with your Division Dean to develop certificates of completion for the various groupings of course offerings: Real Estate Brokers, Property Managers and Appraisers. Other resource persons to connect with are: Steve Smith (Director Curriculum Support Office), Kendra Cawley (Dean of Instructional Support), and Sally Earl (Coordinator/Curriculum).
4. The Deans of Instructions will work through the Council of Instructional Administrators in an effort to obtain pass rate information for the state licensing exam from the State's Real Estate Agency
5. You noted that your appraisal program has been placed on hold pending modifications from ACLB. We know that you will monitor proceedings closely and urge that you adjust your offerings as soon as the modifications have been completed.

Recommendations:

1. Expand Multi-media features in our DL courses (The RE department is requesting assistance from the college to identify strategies that will enable us to integrate multi-media into our courses more quickly and efficiently.)

We commend you for this insight and offer the following:

This is an important first step in helping position your offerings as competitive on-line courses in the State. Given the very likely reality funding for this project will come through a variety of sources, we recommend that you develop a comprehensive proposal listing not only what you need to accomplish (the development and integration of materials in your courses, the training of faculty, etc), but an associated budget. Once this is done, please work with your Division Dean to seek funds through the Distance Learning Office (Kendra Cawely and John Sneed), Staff Development (Linda Blanchette), and campus funding.

Examples of the incorporation of multi-media might be available through John Sneed and his Distance Learning department. We recommend that you contact Monica Martinez-Gallagher (X4472) or Peter Seaman (X8220) who can assist you in finding examples of and to help develop strategies for expanding Multi-media features in your DL courses.

2. Increase marketing to promote the Real Estate Program through the development of an email marketing campaign and extended media coverage.

Given the cyclical nature of the economy and its' impact on the real estate markets we applaud you for your interests in promoting your program through marketing.

- A. We recommend that you work with your Division Dean , Dean of Instruction, and Institutional Effectiveness/Marketing Communications to develop an email marketing campaign.
 - B. We recommend you continue to work with your Division Dean and Kate Chester to explore various forms of media coverage.
 - C. Work with your department chair, Greg Rapp, to engage in and fully utilize the services recently acquired through the marketing company 'Constant Contact'.
3. Strengthen the cooperation between BA and RE departments

We acknowledge your efforts to date in working with your colleagues in the Business Administration department which includes having Jerry Lasselle, BA full time faculty, teaching part time for you and arranging to have RE 100 and RE 250 approved as general education electives for BA.

We applaud you in further strengthening these connections.

4. Explore opportunities to articulate with other real estate schools.

We commend you for your commitment to articulate with other real estate schools. PCC is currently revising/improving its' articulation process/format. We urge that you contact Kendra Cawley (X4481)to obtain a thorough understanding of any changes in the articulation guidelines/requirements before you reach out to other schools.