



Real Estate Advisory Council Meeting Minutes Spring 2018 ~ May 22, 2018 ~ BSTIC 120

8:30 - Welcome & Introductions

In attendance:

- Dan Peart, Broker, Keller Williams Irvine
- Randy Mason, Broker, Commercial Realty Specialists
- Roopa Mathur, Chair of School of Business, Irvine Valley College
- Rick Boone, Real Estate & Business Faculty, Irvine Valley College
- Joe Soto, Mortgage Adviser, Peoples Home Equity*
- Dave Stefanides, CEO, Orange County Association of Realtors*
- Kurt Kurtii, Partner, KG Development Partners*

8:50 - Mission and Goals of IVC Real Estate

- Review of IVC Real Estate Mission Statement
- Create Mission & Goals of Advisory Council for next meeting*
- Programs and Courses offered to meet Cal-BRE education requirements
- Scope of Program to include single family homes, commercial, leasing, property management, development, escrow, title, etc.
- Discuss potential intern positions in this license-required field.
- Review of demographics from Program Review

9:10 - Review of Current Awards

- Reviewed the currently-approved awards: Certificate of Achievement and Associate Degree in Real Estate and Certificate of Proficiency in Real Estate Sales.
- Discussed changes to certificates to include “stackable” options to reward students at smaller intervals: 1-Real Estate Sales, 2-Real Estate Success, 3-Real Estate Broker.
- One Certificate of Achievement should focus more on business, not only real estate courses. For example, “success & training,” “field success,” “business building,” or the like. It should include courses/skills in business communications, business management, negotiations, lead generation and other real-world activities. Association of Realtors data can be used to support this.
- Existing Certificate of Proficiency should be transcriptable. New state requirements allow for Certificate of Achievement at 8+ units.



-Different areas of specialty (in certificates) matches the growing trend of the Association of Realtors in the training offered to agents. Agents desire more specialization to differentiate their services.*

-Awards issued have been low (see presentation), but potential “leaked” awards below are 2012-2018

❖ CoA Real Estate Sales~ 9 Units

❖ CoA/AS Real Estate ~ 24 Units

Awards	2014	2015	2016	2017-Apps
CoA	2	6	7	
CoP	6	9	8	
Total	8	15	15	

Most Leaked Awards

Rank	Name	Type	Count
1	IGETC	COA	4,039
2	Liberal Studies: Teacher Education	AA	2,909
3	CSU General Education - Breadth	COA	2,215
4	Social And Behavioral Sciences	AA	1,211
5	Natural Sciences And Mathematics	AA	564
6	Business	AA	487
7	Real Estate Sales	COP	393
8	Business Administration	AA	384
9	Early Childhood Assistant Teacher	COP	278
10	Accounting	COA	251

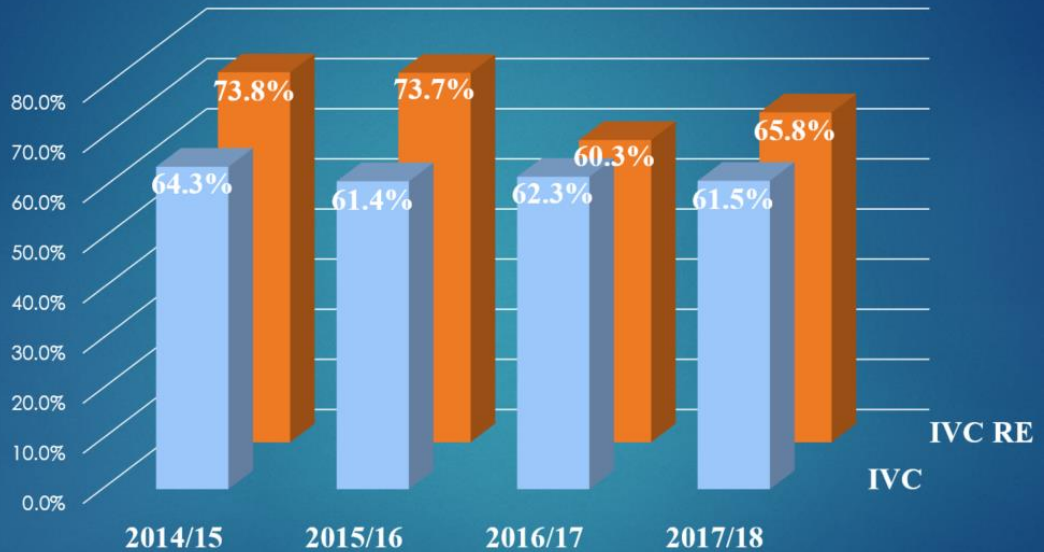


9:20 - Review of Current Courses & 1-Year Scheduling (attached below)

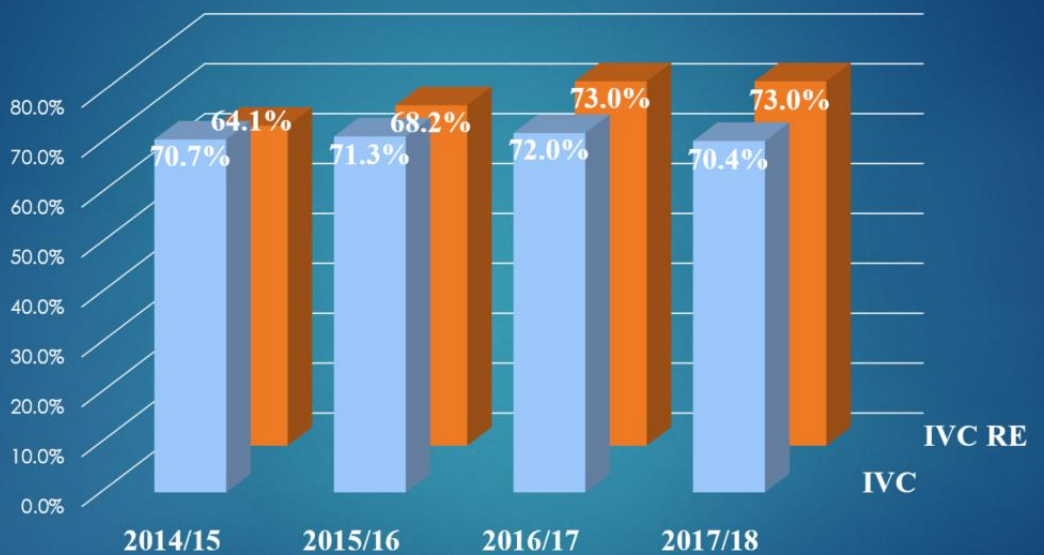
-All classes are offered online for flexibility

-Real Estate course Fill, Success and Retention Rates are over college averages

Course Fill Rates at Census



Success Rates





Retention Rates



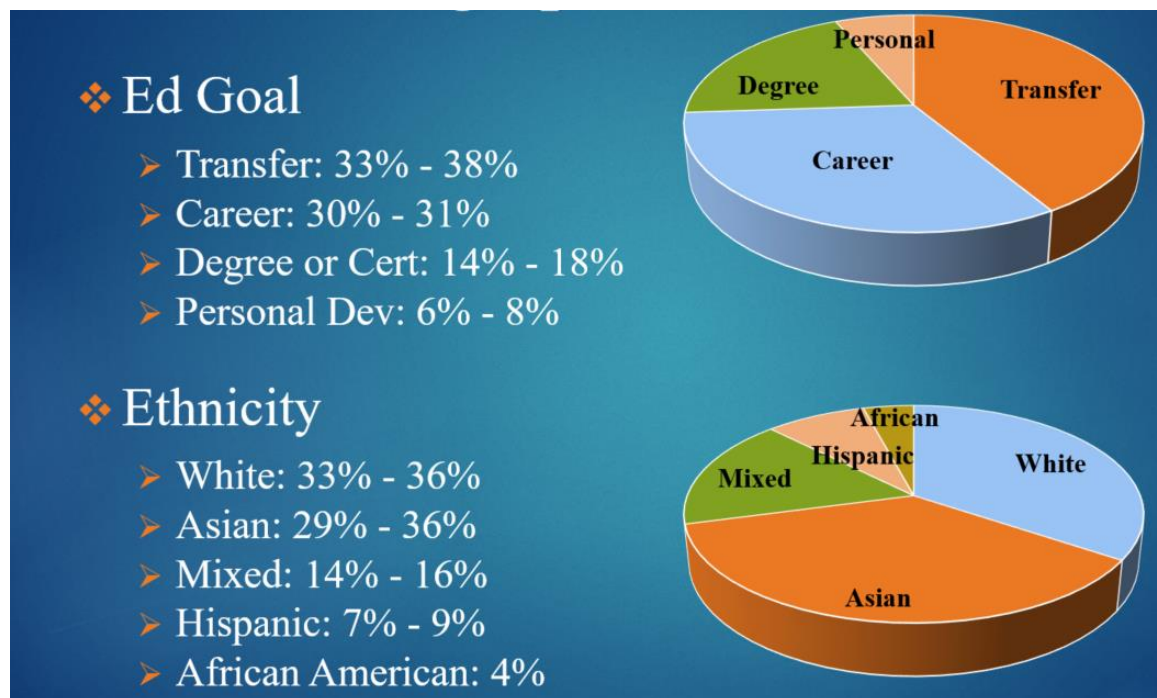
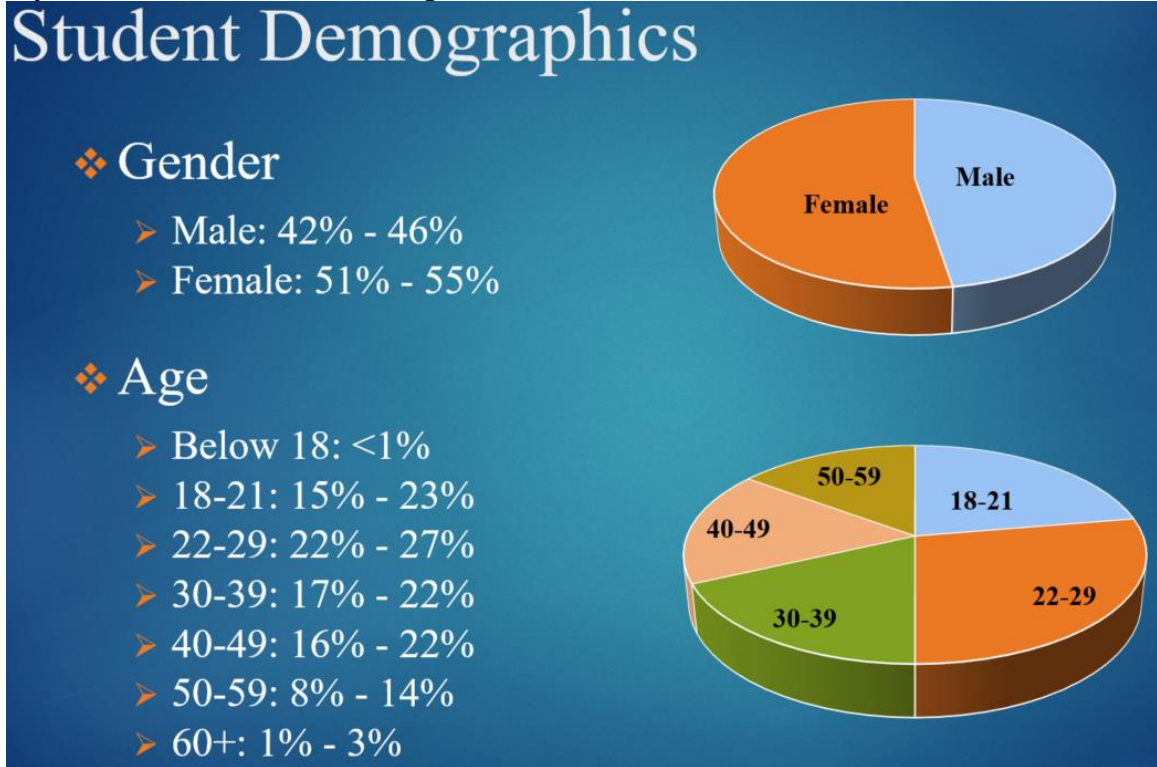
-Real Estate class enrollments have been increasing

Real Estate Sections & Enrollments

Course ID	2014/15	2015/16	2016/17	2017/18
RE 170	5	5	5	5
RE 172	3	5	5	5
RE 174	3	2	2	2
RE 175	1	1	1	1
RE 176	1	1	1	1
RE 190	0	0	1	1
RE 195	1	1	1	0
RE 250	2	2	2	2
Total Sections	16	17	18	17
Total Enrollments	531	564	579	563+



-Discuss demographics and what students need: flexibility, online, multi-platform delivery, access, low-cost book options.





9:30 - Approval Calendar

- Convert existing Certificate of Proficiency to 9-unit Certificate of Achievement,
Unanimous Approval
- Create new Certificate of Achievement to meet needs of business training,
Unanimous Approval

9:40 – Industry Updates

Dan Peart

- Sellers are winning right now, but high-end property sales have slowed down.
- Buyers are getting leery of prices; home inventory \$550k-750k are gone.
- The slowing of sales shows listings taken 90 days prior. Many reports can be used as indicators and pulled from MLS. Stats can also be pulled to show the success rates of agents (to justify need for new COA)
- When legal issues arise, the in-office legal council is a big asset
- Student internships can be good to help build a foundation and find out if the industry is even interesting (to student).

Randy Mason

- Internships can build business skills, which seem to be lacking in many college students. “Management” or other business classes can be useful.
- Students appear weaker in areas of verbal (phone) communication, interpersonal skills and need to train their brain to stay on task.
- Resources for commercial brokerages (internships) and research for students: CBRE, Voit, CoStar, AIR, Catylist (software)
- Networking and “conference” can assist with gauging success.
- LinkedIn can be useful to adjust profile for sought-after jobs, become an active facilitator of information and to “meet up” in groups of interest.

*input received after 5/22 meeting



Real Estate Advisory Council Agenda Spring 2018 ~ May 22, 2018 8:30 – 10:00

- ❖ Welcome & Introductions (20 minutes)
- ❖ Mission of IVC Real Estate & Program Updates (20 minutes)
- ❖ Current Awards Overview (10 minutes)
 - AS/CoA
 - CoP
- ❖ Current Courses & Scheduling Overview (5 minutes)
 - Credit Courses
 - Annual Scheduling
- ❖ Approval Calendar (5 minutes)
 - Adjust current awards to meet new state standards
 - Change current CoP to CoA
- ❖ Industry Updates, Suggestions & Comments (30 minutes)

Active Members:

- Allstate Insurance, Andrea Coulon, Branch Owner
- Brandman University, Matthew Venegas, Associate Vice Chancellor
- Commercial Realty Services, Randy Mason, Broker/Owner
- Granite Escrow, Cory Brandt, Sales Representative
- Habitat for Humanity OC, Chris Baiocchi, Vice President of Fund Development
- Irvine Company, Dr. Jen Blakey, Vice President of Organizational Development
- Jamboree Housing, Roger Kinoshita, Director of Business Development
- Keller Williams, Irvine, Dan Peart, CEO/Team Leader
- Newmark Realty Capital, Andy Bratt, Principal, CCIM
- OC Business Council, Patty Conover, Director of Government Affairs
- Orange County Association of Realtors, Dave Stefanides, CEO
- Peoples Home Equity, Joe Soto, Mortgage Adviser

<http://link.ivc.edu/realestate>



IVC Real Estate Courses, Awards & 1-Year Scheduling As of 5/2018

❖ Currently Offered Courses

- Real Estate Principles (RE 170)
- Real Estate Practice (RE 172)
- Legal Aspects of Real Estate (RE 174)
- Real Estate Finance (RE 175)
- Real Estate Appraisal (RE 176)
- Escrow (RE 190)
- Property Management (RE 195)
- Real Estate Salesperson's License Prep (RE 250)

❖ Real Estate CoA/AS (transcriptable)

- Practice
- Legal Aspects
- Finance
- Appraisal
- Econ & Acct (choose 1)
- Principles, Escrow, Property Management, License Prep, Business Law (choose 4)

❖ Real Estate CoA/AS (non-transcriptable)

- Principles
- Practice
- Legal Aspects, Finance, Appraisal, Escrow, Property Management (choose 1)

❖ 1-Year Scheduling

Fall – 8 Sections	Spring – 8 Sections	Summer – 2 Sections
Principles (Hybrid & Online)	Principles (Hybrid & Online)	Principles (Online)
Practice (Hybrid & Online)	Practice (Hybrid & Online)	Practice (Online)
Legal Aspects	Legal Aspects	
Finance	Property Management	
Escrow	Appraisal	
License Prep	License Prep	