**Real Estate Advisory Committee**

**Meeting Minutes**

**September 11, 2020**

Attendees

*Industry Experts:*

* Steven Small- President of Glendale Association and Realtors and CEO of Steven Scott Development
* Rene Parsons- Realtor with Keller Williams and Real Estate Investor
* Chessa Sanders- Director of Operations with Kaleo Real Estate Company
* Brandon Do- Certified Appraiser

*Faculty/Staff*:

* Victoria Dominguez- Dean of Mathematics and Business
* Michael Wangler- Dean of CTE and Non-Credit
* Timothy Durfield- Business Faculty
* Nick Paulson- Adjunct Faculty
* Charles Byerly- Adjunct Faculty

Agenda

* Welcome and Introductions- Victoria Dominguez
* Ratify Minutes from Last Advisory. Program Update- Nick Paulson
* Process of Developing Appraisal Program- Charles Byerly
* Discussion of our Major Questions/Proposals- Timothy Durfield​

Meeting Minutes

0:00 Welcome from Victoria Dominguez and Introductions

Discussion of Guided Pathways. Citrus is focused on helping create pathways for students to follow that keep their end goal of a career or transfer in mind so they can maximize their time at Citrus.

0:08 Ratification of Minutes from Last Advisory

Discussion of previous recommendations.

Citrus should develop its own textbooks with more practical information in addition to the academic side of real estate, in an E-Book format so that it is easier to update. No major update from faculty.

Citrus should coordinate with CVAR and other local associations, as well as CRMLS, to provide practical education and demonstrations to Real Estate students. No major update from faculty.

Citrus should develop real estate internships to give students hands-on education. Update: Citrus has a major push college-wide to develop internships as a part of Guided Pathways.

Real Estate classes should give students a more accurate picture of what working in the career looks like. This includes items like running the business, breaking down commissions, income expectations, and taxes. Update: Instructors are making a concerted effort to add practical context to the academic material. Students have responded positively, and they are returning for further classes. They have also expressed an interest in more of the other careers within the real estate industry- escrow, lenders, appraisal, etc.

*Committee Recommendations:*

* Best options for developing internships are through Real Estate Brokers, local associations, and Real Estate Agent Teams
* Consensus Approval of Last Meeting’s Minutes
* These items should all continue to be working items for the department.

00:17 Program Update

Discussion on growing number of classes and strong enrollment numbers.

The new 4x4 Program has strong enrollment and performance. Students have had excelled academically in the 4x4. Multiple sections have been added for some of the real estate classes and all have filled without difficulty. The format of the classes is attractive, as is the price compared to the for-profit competitors.

Citrus is starting to be recognized in the area as a great real estate school. Qualitative feedback suggests that there is demand for more program growth.

00:20 Discussion of Developing an Appraisal Program

Up to this point, the real estate courses at Citrus have fulfilled the pre-licensing educational requirements for the Real Estate Broker or Salesperson. We’re now looking into a blue-print for developing the pre-licensing educational requirements so that students would qualify for the trainee exam to become an Appraiser. These classes would be offered as 4-week classes, just like our current 4x4 Program.

The classes necessary would be the following:

REAL 226 Real Estate Appraisal I: Principles and Procedures

REAL 228 Real Estate Appraisal II: Market Analysis and Valuation

REAL 230 Real Estate III: Sales Comparison and Report Writing

15-Hour National USPAP (Uniform Standards of Professional Appraisal) Course

* This class would need to be taught by a certified USPAP Instructor
* Would be developed and run through Citrus Community Education

What would make this program special is that a student could complete ALL pre-licensing requirements at Citrus. Some local schools teach one of the classes, but they do not offer all the classes. Citrus would be uniquely competitive to cover all the requirements. The cost of this program online from several for-profit options is up to $2,000. It would be a fraction of that at Citrus, and we would offer it in the 4-week format, which is also unique to Citrus.

Committee expressed concern of how students will know about our programs, both current and this newly proposed program. How will students know what to do after they finish the classes?

🡪In our current programs, students learn about the career path in a variety of ways.

* First, it’s built into the curriculum. Students who take the first two real estate classes learn about multiple careers in real estate in the first week. They are taught licensing requirements in the first week. At the end of the classes, they are shown where and how to apply.
* We have an information booth on the first several days of each semester on campus. Students with interest in real estate can come and talk to current faculty and other students, ask questions, and learn more about the career and the real estate program.
* We have skill awards that attract students to using elective courses on real estate, which helps funnel students with interest into the program.
* We also have a Real Estate Club, where students can learn practical advice, network, and get more familiar with being successful in real estate, whether as investors or as their profession. Students have learned how to get a career in real estate in those meetings and have gone into the program from there.

🡪In our new program, we would replicate those methods. We would utilize Citrus College External Relations, putting forward a marketing plan. We did the same thing with the 4x4 Program and it was successful. There is also a scholarship opportunity for real estate that may be attractive for students to continue in the program.

🡪Dean Michael Wangler proposed using Strong Workforce program to help with marketing, supplies, and other support for this new program. Using Strong Workforce would also give the program more exposure in the college.

00:35 Further Discussion and Voting

**Item 1: Should Citrus College develop these 3 courses as credit classes?**

**Consensus Yes**. The committee feels these class give a competitive edge to Citrus College and the students receive value from learning at Citrus over the alternatives. The committee strongly encourages Citrus Instructors and curriculum to reflect the step-by-step process of becoming an appraiser. Students need to understand signing with an appraisal management company, actually getting work, doing their training hours, and dealing with doing measurements, and the common software.

A cooperative work experience class may be necessary to help students develop the internship opportunities. Class should be recommended, but not required.

In the marketing materials for the courses, students need to be informed of what an Appraiser is/does. Many students know what an agent does, but not what an appraiser does. Using Strong Workforce will be an important part of developing sufficient marketing. It will also need a clear addition to the website for the real estate program.

**Item 2:** **Should we create a new Real Estate Appraisal I: Principles and Procedures class that includes the required modules?**

**Consensus Yes.** The class will fulfill the requirements for both the 4x4 Real Estate Program and also for the Appraisal Program.

**Item 3: Should Citrus College develop the USPAP course as a Community Education class?**

**Consensus Yes**. Developing this course would make Citrus a one-stop-shop for the appraisal educational requirements. This class can cost up to $500 if taken online from the competitors. Preliminary estimate is that the class could cost as little as $100 if taken at Citrus. So there is a convenience and cost-efficiency to taking the class at Citrus.

**Item 4: Should Citrus College develop an Appraisal Certificate?**

**Consensus Yes**. There is value in a certificate that will show on a transcript. It can make students more hirable even in other real estate careers, like Realtor teams. The Appraisal Certificate will include the 3 primary appraisal classes taught in the Real Estate Department.

**Item 5: Should Citrus develop a Cooperative Work Experience Class under the Real Estate designation?**

**Consensus Yes**. The Business CWE already exists, but it would be beneficial for students to have all their courses under the Real Estate Designation.

00:59 Overview of Skill Awards, Certificates, and Degrees. Skill Awards and Certificates assist with Guided Pathways to help students have a clear direction and link their current studies to their career and educational goals.

**Item 6: Should the current Real Estate Skill Award have a Certificate created for it called “Real Estate Sales Certificate” and the current Real Estate Certificate be modified to “Real Estate Broker Certificate”**

**Consensus Yes.** Certificates do not necessarily require more units than the Skill Award, and having a Certificate on a student’s transcript adds value, though the development of Certificates can take a significant amount of time.

1:10 Close of Meeting

Meeting Addendum: The unit breakdown in the PowerPoint for the new appraisal classes shall be adjusted. Each member of the Advisory was contacted and confirmed their support for the unit changes via email.

The PowerPoint from this meeting may be used as a supplement for these minutes.

Minutes Completed by Nicholas Paulson.   Conditionally Approved by   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_