

SAN DIEGO  
MESA COLLEGE



# Program Review

**Summary and Reflections with Unit Goals, Action Plans, and Updates**

Instructional Program - Real Estate (REAL)

### Executive Summary

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**Describe the successes and challenges your unit has faced since the last comprehensive review.**

Since the summer of 2020 and due to the most recent pandemic, all Real Estate courses have been offered online. At first, this represented a challenge to our department because not all faculty were used to this modality. However, our department was not affected as much as other departments offered the majority of their classes in a Face-to-Face modality. Before the pandemic, the vast majority of Real Estate courses were been offered online already and only a handful of courses were on campus. Therefore, after the pandemic shut down our campus, most of our faculty were ready to offer all of our Real Estate courses online. Nonetheless, we did suffer a decline in enrollment. On average, we experienced a 10% annual decline in enrollment since fiscal year 17/18. In addition, although the current contract faculty lead for Real Estate is a contract faculty member in the business department, he has limited experience in the residential Real Estate field, which tends to be the concentration among the majority of students. Moreover, he has been trying to grow and lead the entrepreneurship program as well, including developing the newly introduced Small Business Virtual Incubator at Mesa College. We need someone who can dedicate more time and effort into the program and could potentially teach more Real Estate courses as well.

Update for 2023-2024

N/A

**If applicable, describe any major curricular or service changes your unit has engaged in and the impact of those changes since the last comprehensive review.**

Due to recently passed legislation in California, AB1495, two courses (Real Estate Practice and Legal Aspects of Real Estate) had to be modified to comply with the new law. The additions were:

1. REAL 120 (Real Estate Practice) – added the following:

a. Student Learning Objective:

15. Describe the impact of implicit, explicit and system bias on consumers.

16. Recognize and describe actionable steps to addressing one's own implicit biases.

b. Outline of Topics section:

XIII. Implicit bias –

A. Implicit bias, explicit bias and systemic bias.

B. Historical and social impacts of those biases.

C. Impact of implicit, explicit, and system bias on consumers.

D. Recognition and actionable steps to address one's own implicit biases.

2. REAL 105 - Legal Aspects of Real Estate - added the following:

a. Student Learning Objective:

11. Describe Fair Housing laws and important exceptions to the laws

b. Outline of Topics section:

V. Federal and State Housing Laws

c. Appropriate Outside Assignments:

Problem-solving exercises dealing with Fair Housing Laws, including role playing as both consumer and real estate professional.

## Summary and Reflection

Update for 2023-2024

In March of 2023, we submitted a letter to the California Department of Real Estate informing them of the changes we made to both courses. A few weeks after, we received an email from California's Department of Real Estate informing us that we only needed to make changes to REAL120, not REAL105, so we modified the original letter and sent a revised one in September of 2023. In November, 2023 we received a email/letter from California's Department of Real Estate authorizing the changes and determined that our department was in compliance with the new law.

**If applicable, describe the impact of any new resources (human, fiscal, etc) on the unit and/or action plan implementation.**

N/A

**If you assess OUTCOMES, please confirm that the outcomes have been reviewed for accuracy. If you do not assess Outcomes, skip this question.**

Reviewed & Accurate

**Related Documents for Charts and Graphs**

**Executive Summary Complete**

Yes

## Data Reflection

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**Trends observed in program/service area's data.**

As mentioned before, we had a 10% average decline in enrollment since fiscal year 17/18. According to Mesa College's Course Outcomes website, in fiscal year 17/18, we had a total of 1262 students enrolled in the Real Estate courses and in fiscal year 21/22, we only had 794 students enrolled. From fiscal year 17/18 - 18/19, we experienced an 8% decline, from 18/19 – 19/20 we experienced a 16% decline, from 19/20 – 20/21, we experienced a 13% decline and from 20/21 – 21/22 we experienced a 5% decline. Although the Real Estate industry is highly cyclical and its success highly influences the number of students who want to pursue a real estate license, the pandemic was also an important factor. During the past few years, there has been a lot of uncertainty in the markets and a lack of homes available for sale discourages many students from entering the field.

Nonetheless, according to the Chancellor's Office Management Information System, San Diego Mesa College's Real Estate program served about 75% of all Real Estate students in FY20/21 in the San Diego Community College District and 34% from the entire San Diego/Imperial Counties region. It is an important program in San Diego County serving thousands of potential and current Real Estate professionals in the region.

According to Real Estate program data extracted from San Diego Mesa's College's Course Outcomes Dashboard from FY16/17 to FY21/22, we found the following success and retention ratios results:

Overall Campus Success rate: 73.1%

Business & Technology School Success rate: 71.3%

Real Estate Program Success rate: 66%

Course success rates: Online = 65%; On Campus = 71%; Overall: 66%

Course retention rates: Online = 82%; On Campus = 86%; Overall: 85%

Awards by Program from FY15/16 to FY21/22=80 (AS=79, Certificate=1)

## Summary and Reflection

**Describe any equity gaps in the data. Are there differences and/or patterns observed by demographics (e.g. race/ethnicity, gender, age, etc.)**

According to Real Estate program data extracted from San Diego Mesa's College's Course Outcomes Dashboard from FY16/17 to FY21/22, we found the following equity gap results:

Black/African American population:

Online course success ratio = 48%; On Campus = 50%; Overall: 49%

Retention: Online = 80%; On Campus = 78%; Overall: 80%

Latinx population:

Online course success = 61%; On Campus = 68%; Overall: 62%

Retention: Online = 84%; On Campus = 80%; Overall: 83%

For reference:

Overall Campus Success rate: 73.1%

Business & Technology School Success rate: 71.3%

Real Estate Program Success rate: 66%

Course success rates: Online = 65%; On Campus = 71%; Overall: 66%

Course retention rates: Online = 82%; On Campus = 86%; Overall: 85%

We noticed a significant decrease in success rates in the Black/African American (49%) and Latinx populations (62%) compared to the overall campus success rate at 73.1%.

The Real Estate profession is one of the few careers that can help students accumulate wealth without having to complete a formal degree. It has been a great pathway for populations of color and immigrants to increase their wealth and make a difference for their families.

**Describe the discussion(s) that took place about the unit's learning outcomes assessment data.**

In collaboration with all the Real Estate faculty, we reviewed and discussed program learning outcomes last year to make sure students are meeting these outcomes.

**Related Documents for Charts and Graphs**

**Data Reflection Complete**

Yes

## Practice Reflection

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**Describe current practices your program/service area has engaged in that you believe impact the above data trends and equity gaps.**

Due to the pandemic, it has been challenging to do community outreach and promote the program outside the college. However, in 2020 we organized a real estate panel where four professionals in various fields (residential and commercial Real Estate, business sales and property management) discussed trends, careers and success stories in the industry. In addition, we organized a Latinx event in 2020 where we invited a successful Latino Real

## Summary and Reflection

Estate broker to discuss his career. By doing these types of events, along with other promotional communications around campus, we attract more students into the program.

### **What other factors (internal or external) might also impact the above data trends and equity gaps?**

As mentioned before, the Real Estate industry is highly volatile and government actions, such as the most recent increase in interest rates, affordable housing initiatives etc. highly affect our enrollment. When Real Estate sales decline, due to the negative effects of some of these measures, students are less likely to pursue a career in Real Estate.

### **Related Documents for Charts and Graphs**

### **Practice Reflection Complete**

Yes

## Mid-Cycle Updates

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**Are there any edits or updates to the Executive Summary above?**

**Are there any edits or updates to the Data Reflection above?**

**Are there any edits or updates to the Practice Reflection above?**

## Summary and Reflection

### Goal 1: New Contract Faculty Lead

**Unit Goal:** Goal 1: Hire a contract faculty to lead the program by FY24-25.

**Goal Status:** Active

**Beginning Year:** 2022 - 2023

**Projected Completion Year:** 2024 - 2025

#### Mapping

Mesa College Strategic Plan: Roadmap to Mesa2030: (X - Highlight the X to Align)

- Scholarship - Objective 2: X
- Stewardship - Objective 6: X

Action Plans	Action Plan Update
<p><b>Action Plan Status:</b> Active</p> <p><b>Action Plan:</b></p> <ol style="list-style-type: none"> <li>1. Submit a Resource Request to the hiring committee and hire a new contract faculty.</li> <li>2. If approved, promote the position in the Real Estate community.</li> </ol> <p><b>Action Plan Cycle:</b> 2022 - 2023, 2023 - 2024</p>	<p><b>Submission Date:</b> 11/21/2023</p> <p><b>Action Plan Update:</b> Hiring a Business Professor to take over the Real Estate department was approved by the College and we are currently interviewing potential candidates.</p> <p><b>Update Year:</b> 2023 - 2024</p> <p><b>Action Plan Progress:</b> On Track</p>

### Goal 2: Increase promotional Efforts

**Unit Goal:** Goal 2: Increase promotional efforts starting in the Fall 2023..

**Goal Status:** Active

**Beginning Year:** 2023 - 2024

**Projected Completion Year:** 2025 - 2026

#### Mapping

Mesa College Strategic Plan: Roadmap to Mesa2030: (X - Highlight the X to Align)

- Completion - Objective 1: X
- Completion - Objective 3: X

Action Plans	Action Plan Update
<p><b>Action Plan Status:</b> Active</p>	<p><b>Submission Date:</b> 02/05/2024</p> <p><b>Action Plan Update:</b> Promotional efforts were put on hold as we are currently interviewing and evaluating potential faculty members to take over the Real Estate program. We plan to resume after we have made a selection.</p> <p><b>Update Year:</b> 2023 - 2024</p>

## Summary and Reflection

Action Plans	Action Plan Update
<p><b>Action Plan:</b></p> <p>1. Coordinate with Mesa College’s Communications department to design and implement a new promotional campaign to advertise the program around campus and the community.</p> <p><b>Action Plan Cycle:</b> 2023 - 2024, 2024 - 2025, 2025 - 2026</p>	<p><b>Action Plan Progress:</b> On Track</p>

### Goal 3: Increase Community Outreach

**Unit Goal:** Goal 3: Increase outreach in the Real Estate community and with K-12 institutions as soon as we hire a new contract faculty for Real Estate

**Goal Status:** Active

**Beginning Year:** 2022 - 2023

**Projected Completion Year:** 2025 - 2026

#### Mapping

Mesa College Strategic Plan: Roadmap to Mesa2030: (X - Highlight the X to Align)

- Pathways and Partnerships - Objective 2: X
- Pathways and Partnerships - Objective 4: X

Action Plans	Action Plan Update
<p><b>Action Plan Status:</b> Active</p> <p><b>Action Plan:</b></p> <p>1. Coordinate with Mesa College’s Outreach and Community Relations department to design a strategy and outreach to local High Schools and Real Estate firms and organizations.</p> <p><b>Action Plan Cycle:</b> 2022 - 2023, 2023 - 2024, 2024 - 2025, 2025 - 2026</p>	<p><b>Submission Date:</b> 02/05/2024</p> <p><b>Action Plan Update:</b> Promotional efforts were put on hold as we are currently interviewing and evaluating potential faculty members to take over the Real Estate program. We plan to resume after we have made a selection.</p> <p><b>Update Year:</b> 2023 - 2024</p> <p><b>Action Plan Progress:</b> On Track</p>