

REAL ESTATE ADVISORY COMMITTEE MINUTES

11:30 a.m. July 30, 2009

CUB Private Dining Room

Advisory Members Present: Deana Houlette, Becky Swanson, Dennis Beene, Linda Littlejohn, Jill Thurston and Missy Villarreal.

Ex-Officio Members Present: Renee Vincent, Kim Davis, Ann Britt and Daniel Esquivel.

Members Absent: David Hernandez, Shan Clapp, Lisa Harris, Denise Price, Ken Thompson, Dr. Paul Matney, Jason Norman, Lou Ann Seabourn.

The Real Estate Advisory Committee met for an 11:30 a.m. luncheon in the Private Dining Room at Amarillo College. Beverly Vinson presided. She announced Larry Brown's resignation from the Advisory Committee.

MINUTES

Upon a motion by Linda Littlejohn, seconded by Missy Villarreal, the July 17, 2008 minutes were approved as printed.

OLD BUSINESS

Mrs. Vinson will follow up on suggestions to help gather meaningful statistics related to license pass rates.

- Bob Austin, Dean of Enrollment Management, suggested in an earlier meeting to use the call center to call students who have taken Principles, Contracts and Law of Agency.
- Deana Houlette suggested that instructors hand out surveys to students in their class who have passed the licensing exam, collect them and turn them in to Ms. Vinson for tabulation.
- Kim Davis suggested that AC's Institutional Research Department has a software package and could develop a survey.
- Linda Littlejohn suggested using a free survey program, SurveyMonkey.com.

ENROLLMENT REPORT

Beverly Vinson reviewed statistics for students taking Real Estate Principles in class and online, students taking Real Estate courses for Continuing Education and Academic credit and graduation rates for the two year (RELE.AAS) degree and Salesperson Certificate Program as well as MCE enrollments on campus and online.

Ms. Vinson reported that a total of five weekend classes and two MCE classes were cancelled this spring and summer due to low enrollment. Factors affecting enrollment are: 1) misperception from national news that real estate is not good; 2) competing courses offered by the Amarillo Association of Realtors and online providers. Comments from members present are that Realtors receive multiple direct mail offers from other online real estate education providers about ninety days before their license expires.

Per Ms. Vinson's conversation with Bob Austin, he reported that fall enrollment at AC as a whole is up about 1,000 (not including dual enrollment) compared to this time last year. A minimum of 2,000 dual-credit students are expected; thus, he anticipates a total enrollment of over 10,000 this fall. The new Alternative Energy Wind program had 250 new students registered last spring and anticipates a good number this term.

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Daniel Esquivel reported approximately the same rate of growth on the Hereford campus as Amarillo. Many classes are full. After five years, they are in the planning stage of looking for a new building. The economy took a hit when one of Hereford's two ethanol plants did not open. Hereford hopes to establish a wind energy program beginning spring 2010 due to a ten billion dollar wind farm being developed near Hereford.

Renee Vincent announced that this is the 10th anniversary of the Moore County Campus in Dumas. Plans are to increase space for industrial labs and a new student activity center. She also discussed potential programs for wind energy, process technology and technical training for high school juniors and seniors. MCC has a two-year Quest program, similar to the ACE program in Amarillo high schools, with 143 Quest students enrolled this fall. This program changes the demographics to a younger student population.

NEW BUSINESS

Beverly Vinson requested and was granted approval to change the listing under "Major or Related Requirements" in the Salesperson Certificate from Interpersonal Communications to any speech course.

Renee Vincent commented that hybrid courses have been successful at Moore County Campus and asked if real estate hybrid courses are a possibility. Ms. Vinson and Kim Davis agreed that finding instructors for hybrid courses is difficult. Most instructors work full-time and do not want to devote their time to developing and teaching a hybrid course.

Ms. Vinson announced Paul Matney's appointment as President of AC and that Jerry Moller continues to serve as Acting Vice President.

Kim Davis reported on the success and growth of AC's Continuing Education program. It is ranked first in enrollment in Texas and fourth or fifth in contact hours generated.

Ms. Vinson introduced the Common Reader book for fall, "Miracle in the Andes". The author will visit AC in October. If committee members are interested in obtaining the book, they can request a copy through Ms. Vinson's office (371-5262).

Meeting adjourned.

Respectfully submitted,

Sandy McBride
Senior Staff Assistant

David O. Hernandez
Chair – Business Department