



Real Estate Career Introduction

OER Textbook

Welcome



Today's Topics

1. The Challenge (Alana Gates)
2. Our Solution (Joe Chavez)
3. Examples (Regina Pierce-Brown)
4. Faculty (Crystal Barry)



1. The Challenge

*Student
Success*



Challenge #1: Underprepared Students

- No textbook funds
- Reading/writing below college level
- Poor study habits



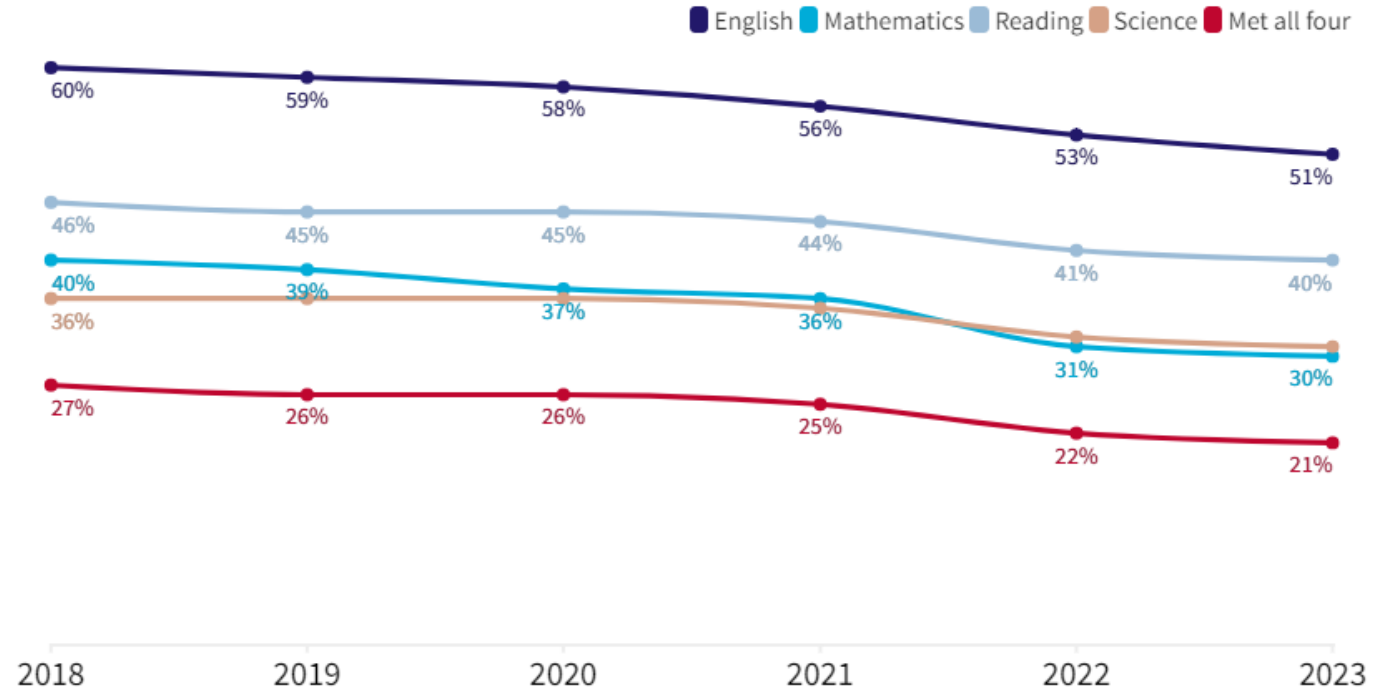
College Readiness

- College readiness has declined in last 10 years.
- In 2023, only 20% of high school grads were ready to succeed in college intro courses.
- 40% did not meet ACT's college-readiness benchmarks in any subject.
- Only 21% met the benchmarks in all four.

Source: ACT

Students' College Readiness Falls Across Subjects

Five-year trends showing the percent of students who met college readiness benchmarks



SOURCE: National ACT Profile, 2023



A Flourish chart

Challenge #2: Success & Retention Rates



- Students dropping Real Estate Principles and Practices?
- Failing Real Estate Principles and Practices?

OER Improves Student Success Rates

“OER improve end-of-course grades and decrease DFW (D, F, and Withdrawal letter grades) rates for all students. They also improve course grades at greater rates and decrease DFW rates at greater rates for Pell recipient students, part-time students, and populations historically underserved by higher education.” ~ Methodist College

Source:

<https://methodistcol.libguides.com/c.php?g=1005553&p=7285111#:~:text=OER%20improve%20end%2Dof%2Dcourse,historically%20underserved%20by%20higher%20education>

Challenge #3: Career Path Unclear

**Students
interested
in real
estate...**

**But sales
may not
be the
right fit...**

**Unaware
of other
suitable
careers?**

Residential, Commercial, Corporate, Public, and Non-Profit Real Estate Career Paths



2. Our Solution

OER Textbook



Our Collaborative Team



Regina Pierce-Brown
Victor Valley College



Alana Gates
Santiago Canyon College



Barbara Cox
Santiago Canyon College



Crystal Barry
Victor Valley College



Joe Chavez
Victor Valley College



Stacy Rollstin-Weiland
Victor Valley College



Julia Wendt
Victor Valley College



Kevin Hall
Palomar College

OER Textbook

“Real Estate Career Introduction”

- Meet students where they are
- Prepare students with college skills
- Expand career horizons
- Instill real-world business skills
- Increase success rates
- Increase persistency rates



CALIFORNIA COMMUNITY
COLLEGE REAL ESTATE
EDUCATION CENTER
(CCCREEC)

\$1,215



Student Textbook & Supplies Costs per year¹

\$400



Student Textbook Costs per semester²

Textbook Costs

¹National Center for Education Statistics. Nov. 2022.

²National Association of College Stores. June 2023.

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Approach

- Target audience:
 - First-time college students
 - Returning college students
 - ESL and DSPS students
 - Dual enrollment / CCAP (high school)
- Designed as a segue into Real Estate Principles and Practice

Student Feedback

Last semester I spent 400\$ on books. and we ended up not needing the books. and the buy back program was trying to give me 10\$ for all of them. That there is a joke and highway robbery.

I feel they should offer more help buying books bc financial aid doesn't come in time and not all students can get vouchers.

OER makes attending college doable because it doesn't force me to choose between buying a textbook and buying groceries.

I cannot believe how expensive books are. I bought a used, paperback book for \$130! At the end of the semester I looked in to selling it back to the bookstore and ya'll offered me \$5! FIVE FREAKIN DOLLARS!! .

I am grateful when a class is able to provide an OER textbook for use during the duration of a class. Thank you.

If it wasn't for the free books I don't think I could go to school. I can't afford them.

Ebooks in all subjects would be a wonderful resource for professors to use.

Source: Student Textbook Use Survey AEMC SPRING 2023 (Victor Valley College)

OER Benefits



- No cost to students
- Online textbook available to students 24/7 w/ Internet
- Easily accessible
- Easy to read and understand
- Embedded practice activities
- Resources included

3. Examples

OER Elements

16-Apr-24



LibreTexts

Live demo



Practice Zone



Hands-on
activities
embedded in
the OER

Case Study



Stories, situations,
and scenarios
relevant to real
estate practice.

Discussion Starters



Class discussions begin with thought-provoking prompts that students can apply to themselves.

Concept Check!



Students can quiz
themselves with 5
self-check
questions.

Vocabulary Terms



Vocabulary terms listed at the end of each module and a comprehensive glossary at the end of the OER.

4. Faculty

Get Started!

16-Apr-24

Real Estate Career Introduction

Slide 25

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Faculty Resources

- Instructor Handbook
 - Class Activities
 - Quizzes w/ Answers
- Slide Decks (PowerPoint)
- Canvas Template available in Creative Commons
 - Modules
 - Discussion Forums
 - Quiz Banks



Offer this Course at Your College

- **For-Credit**
- **Non-Credit (Mirrored courses)**
- **Dual Enrollment / CCAP course**
- **Beginner real estate course pathway**

Support Provided



- COR & Curriculum
- Author Team to Guide You
- Faculty Resources
- Collaborative Community
- CCCREEC Support

Timeline

Ready for Fall 2024 Courses



Summary

1. The Challenge
2. Our Solution
3. Examples
4. Faculty



Questions?



Contact Our Team

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References

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2. [Student Watch™: Attitudes & Behaviors Toward Course Materials 2023 Report.](#) National Association of College Stores. June 2023.
3. Seaman, JE and Seaman, J., [Turning Point for Digital Curricula: Educational Resources in U.S. Higher Education, 2022.](#) Bay View Analytics. June 2022.
4. [The Economics Daily: College Tuition and Fees Up 4.7 Percent Since February 2020.](#) Bureau of Labor Statistics. March 2023.
5. Nagle, C. and Vitez, K. [Fixing the Broken Textbook Market: Second Edition \(PDF\).](#) U.S. PIRG Education Fund. June 2020.

Thank You!





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