

Palm Beach State College
**Financial Services Business Partnership Meeting
Minutes**

Date: November 16, 2012
Room: ETA 101
Time: 9-10 a.m.

Attendance:

- | | | | |
|--------------------------------------------------|---------------------------------------------------|----------------------------------------------------|--------------------------------------------------------|
| <input checked="" type="checkbox"/> David Knopp | <input checked="" type="checkbox"/> Donald Keller | <input checked="" type="checkbox"/> Gwen Nicholson | <input type="checkbox"/> Janine Spiegelman |
| <input type="checkbox"/> Barbara Masi | <input checked="" type="checkbox"/> Lou Ludwig | <input type="checkbox"/> Kenn Norberg | <input checked="" type="checkbox"/> Christine Thompson |
| <input checked="" type="checkbox"/> Hustad, Leon | | | |

ITEM 1. Welcome and Introduction of Associate Dean David Knopp and Members

Discussion:

- Gwen introduced Associate Dean David Knopp who began his employment with the College on July 1. She briefly discussed recent department changes he has implemented. Mr. Knopp discussed his employment and educational background information and stated that his main interest here at Palm Beach State is in meeting industry standards and doing what is necessary to enhance student success.

Data Source:

Action:

N/A

ITEM 2. Election of a Chair and Vice Chair for Financial Services BPC

Discussion:

Gwen announced that Leon Hustad has agreed to act as Council Chair and will get someone from the insurance industry to act as the Council Vice Chair. This would encompass a representative from both the Real Estate and Insurance areas.

Data Source:

Action:

Gwen will contact the BPC members from the insurance area to get a Vice Chair.

N/A

**ITEM 3. New Entrepreneurship AS Degree and College Credit Certificate
Revised Business Administration and Management AS Degree**

Discussion:

Gwen distributed draft copies of a draft flyer for the Business Entrepreneurship and Business Administration & Management programs which were created by CRM. She mentioned that the A.S. degree program will now transfer in to the bachelor's business program at Florida Atlantic University. She also distributed copies of marketing pamphlets created by CRM for the Business/Office Management and Computer Science programs for review. The four insurance PSAV programs have been added to the Business/Office Management pamphlets. Gwen felt that the picture on the Real Estate program was too large making the picture the focus of the page and not the programs.

Data Source: Computer Science & Information Technology Programs pamphlet; Business and Office Management Programs pamphlet

Action:

David is meeting with CRM and would bring any changes wanted to their attention.

ITEM 4. Real Estate

Discussion:

1. **Learning Outcome Assessment Results** – Gwen presented a chart depicting the numbers and percentages of real estate course completers who went on to earn their State license. She explained the process for tracking license applicants by the Department of Professional Regulation. Also discussed was a comparison of licensing exam passing rates for our students. Palm Beach State College real estate students performed close to the State standard passing rate of 50%. Two students had withdrawn their applications. Lou mentioned that one possible reason for application withdrawals is a change in the applicant background check process resulting in a more extensive check. This may be stopping some students from obtaining their license if there is any negative report in their background check. This law is being strictly enforced by the State. In addition, some students only take the real estate course for informational purposes only and never intend to obtain a state license to practice. Discussion followed.

Data Source: Florida Real Estate Sales Associate course completers handout

Action:

N/A

ITEM 5. Insurance

Discussion:

1. **Learning Outcome Assessment Results** – Gwen distributed a chart showing data on insurance program completers and state exam passing rates. She stated that the State website does not provide information on exam application status but only information once a license has been issued and this makes for more difficult applicant tracking.

Data Source: Insurance course completers handout

Action:

N/A

ITEM 6. Follow up on the Action Plan Discussion:

Gwen has been in contact with CRM and they are willing to assist in making videos for posting on You Tube and other social media sites. She also plans on increasing her participation in community events to promote the PSAV programs. Leon suggested marketing at local Job Fairs and he volunteers to work a Real Estate information booth at such events. Lou asked about the status of the partnership between PBSC and the Realtor's Association. Gwen stated that this relationship had made money for the College in the past but this relationship does not exist at present. Lou thought it might be possible to secure a marketing table at their monthly meeting events. Members discussed the possibility of holding courses off-campus but Gwen stated that this would require State approval to be a state-approved site.

Course offerings:

Members discussed the possibility of offering the 45-hour real estate post licensure course again since enrollment has increased in the 63-hour real estate agent courses. Duke thought it would be a good idea to offer the Real Estate Appraiser course as well as the 14-hour continuing education course once the housing market improves. Right now, there are limited opportunities for real estate appraisers. The issue of course pricing was discussed with a concern for pricing to remain competitive with other area real estate education providers. Right now, more students are turning to private companies for their education. Lou suggested that perhaps course 'sponsors' could be secured and he already knows of companies that would be willing to do this for the College. Gwen stated that would require College Administration approval to implement. She went on to explain the College process for determining when and where courses are offered and that there is no financial aid available to students enrolled in these programs. She had considered the idea of 'stacking' a credit business course with a PSAV course in an effort to increase enrollment.

Data Source: Business Partnership Council Action Plan

Action:

David will follow up with CRM. Lou will research the possibility of drawing potential students from the Jupiter area.

ITEM 7. Evaluation

Discussion:

Annual evaluation forms for the Business Partnership Council were distributed and completed.

Data Source: BPC Annual Evaluation form

Action:

N/A

ITEM 8. Other Issues

Discussion:

1. Certificates of Completion - Gwen stated that the State is now requiring instructor signatures and final exam scores on all Certificates of Completion issues to insurance PSAV program completers. For consistency purposes, this now will include the Real Estate PSAV program completers as well. This will take effect at the start of the Spring 2013 term.
2. Courses for Spanish-speaking students – Lou suggested that the College consider offering the Real Estate course in Spanish language since there seems to be a demand for this in South Florida. The state-approved textbook is available in both English and Spanish languages. Membership was in agreement.

Data Source: Certificate of Completion

Action:

Lou will research names of potential Spanish-speaking real estate instructors that can be assigned these courses.

Respectfully submitted,

Christine Thompson / Scribe