

Instructor Development Workshop...“The Magic of a Winning Presentation”

Completion of this course will provide six of the 12 hours needed to renew instructor approval in 2011. We look forward to seeing you on August 13, 2010.



LEN ELDER

Len Elder was granted a scholarship to Capital University and served as the captain of their debate team, which was chosen to represent the United States in the World Debating Competition. Out of the 100 teams from all over the world that competed in this Olympic size event, Len's team earned the 10th place position. After his college graduation, he remained with his university as an Assistant Professor of Debate and Argumentation. During that time, he studied for and obtained his law degree, and for the next seven

years, he practiced law as a trial lawyer. After retiring from law, he embarked on a career in the real estate industry. For the past 10 plus years, as a Mortgage

Broker, Real Estate Broker, and Educator, Len has been and still is creating and delivering training programs such as prelicense courses, continuing education courses, broker management courses, and National Association of REALTORS® (NAR) Designation courses.

Len, who currently resides in Tucson, Arizona, is a presenter at the Real Estate Educators Association (REEA) conference

every year. As a result of his background as an Assistant Professor of Debate and Argumentation and as a trial lawyer, Len is able to bring a different style of presentation to the classroom. He will share this unique skill in the Instructor Development Workshop on August 13.

Remember, these hours are not interchangeable with CE hours that are needed to renew your broker license. These CE hours are only applied toward the renewal of your instructor approval that will take place in September 2011. Take advantage of these great training opportunities and acquire not only hours needed for instructor renewal but also valuable information and knowledge that can be used in the classroom.

All participants must register through Auburn University's Outreach Program Office. See registration form or register online at www.auburn.edu/outreach/arec.

DATE

August 13, 2010

COURSE

Instructor Development Workshop
“The Magic of a Winning Presentation”

LOCATION

AREC Training Room

REGISTRATION

8:30 a.m.-9:00 a.m.

TIME

9:00 a.m.-4:00 p.m.

COST

\$95.00

[includes lunch and breaks]

Communicate Cancelled Classes *by Julie Norris, Education Auditor*

The number of CE, prelicense, and post license classes being cancelled and not taken out of CMap has increased in recent months. While cancelling a class is sometimes necessary, it is very important for instructors and school administrators to ensure that a cancelled course is removed from CMap as soon as possible after the course has been cancelled. There are two reasons for doing this:

- Individuals who need to take these classes rely on CMap and the Commission's Real Estate Course Search to plan their schedules. Someone may plan to attend a class based on information

appearing in CMap only to discover the class has been cancelled. This has taken time away from his or her opportunity to meet with customers and clients.

- Commission auditors rely on CMap information to schedule audit trips. CMap entries are checked and verified the day before leaving for an audit, sometimes the morning of an audit. If a class has been cancelled and not removed from CMap, auditors will travel to the advertised location only to discover no class is being held. Time and money are then wasted for that auditor and the Commission.

Taking a cancelled course out of

CMap promptly will benefit both licensees and Commission auditors. Calling or e-mailing someone in the Education Division if a course is cancelled within a few days of its posted date will help to eliminate unnecessary trips by education auditors. Rule 790-X-1-.12(5) requires instructors and schools to submit changes immediately via the electronic submission program provided by the Commission (i.e., CMap). Based on this rule, repeatedly failing to remove cancelled courses from CMap will result in a formal complaint against a school and/or instructor. We really want to avoid that and are sure you do as well. We appreciate your cooperation.

INSIDE THIS ISSUE

LET'S GET OUR CONTINUING EDUCATION BACK IN LINE WITH LICENSE LAW	2
SECURE INSTRUCTOR RESOURCES	3
AREEA MEETING PLANNED FOR OCTOBER	3
WHAT IS A PSYCHOMETRICIAN?	4
INSERT	

Let's Get Our Continuing Education Back in Line with License Law...

so that outlines are followed and there is no question about who receives the benefit. We want to continue to encourage variety in our content options and do not want to be forced to limit the learning possibilities.

Who Benefits?

There are times when the answer to this question is not as easily recognized as one might think. Rule 790-X-1-.11 in License Law dictates what content areas can be approved for continuing education credit, and those topics should show a benefit to the general public. That benefit is easily found in classes like License Law, Fair Housing, or Code of Ethics, but what about those courses on Social Media, Strategic Planning, or Technology?

When a course is submitted for approval, the Commission only asks for learning objectives, a timed content outline, and teaching strategies. Therefore, credit is awarded or denied based on a snapshot of information. This

snapshot may or may not provide an accurate picture of how the course is actually being taught. There have been times when an auditor has sat through a course

only to find that the true focus of the content was directed more towards the benefit of the licensee instead of the general public.

We understand that instructors are faced with the difficult challenge of complying with



License Law while creating a class that the licensee will feel is valuable enough to attend. We also understand that most licensees see the value of courses tied to money so there is a great temptation for the instructor to direct the focus

of the content toward the licensees. There are some who believe that if the instructor can show how his/her class will make the licensee more money, the course will be heavily attended and gain the reputation of being a valuable

course. This type of course may be popular, but if it doesn't benefit the general public, it doesn't qualify for continuing education credit.

Over the years, the Commission has allowed more variety in the types of classes that are available because instructors were doing such a good job of keeping the benefit aimed at the customer and client. However, it appears that some instructors have moved in the opposite direction and blurred the line between benefiting the general public and benefiting the licensee. This article is intended to serve as a wake-up call so that the Commission will not feel the need to stiffen the approval standards for continuing education content.

Approved Outlines

Similar to the information shared in the "Who Benefits?" article is how closely instructors are following their approved outlines. Commission auditors take the approved outlines to the courses that are being audited to see how closely the outline is being followed.

Most instructors do a good job of teaching from the approved outline while others struggle to address half of the points they projected would be covered during the class. Sometimes this happens because instructors get sidetracked by questions from enthusiastic students or

because the course includes more information than can be adequately covered in the time allotted. Often, instructors guess on the time segments and then, once the course has been taught, find that those time segments cannot be followed.

We ask that all instructors review their outlines closely to determine their ability to follow the approved information and time segments. If instructors are unable to follow their approved outlines and need to have some information changed or removed, those changes

should be sent to the Education Division. We ask that these changes be sent immediately while they are fresh on instructors' minds instead of waiting until 2011 when it is time to renew courses. The Education Division can manually make changes to the outline that is currently on record. This will keep the auditors from citing instructors for classes that do not follow the submitted outline that the Commission has on file. While the changes may be sent to David Bowen, he along with any of the Education staff can assist with any questions regarding



Secure Instructor Resources

We know the Instructor Resources section of the Commission's website has been in huge demand since its creation. Not only are instructors frequenting that area to see all of the wonderful resources it provides, but the general public is also flocking to the site to participate in its benefits. Well, maybe there was a little exaggeration in that last sentence. Seriously, the Instructor Resources section is intended to provide beneficial information for instructors to use in complying with Commission requirements. Our goal is to provide more information that will assist instructors in preparing for instruction.

The Education Division will soon be adding documents that will be for the eyes of instructors only. This includes sample examinations and other information that licensees/students do not need to see. In order to limit access to this information, the Instructor Resources area will be converted to a secure area and will require a login in order to access the documents contained within that area. This will work in the same way as logging in to the Online Services area to view licensee and instructor CE credit, renew and print licenses, change contact information, etc. Instructors will log in to Online Services using their approved instructor code number (license number), the last four

digits of their social security number, and their date of birth, and find Instructor Resources listed with their Available Services.

This secure login will be available August 2. There will be a two week transition period allowing access to Instructor Resources from both its current location under the Education heading and its new location under Online Services. As of August 16, Instructor Resources will only be available by logging into the Online Services area of the website.

We intend to continue providing more resources for instructors in this area of the website. Anyone who has not visited the Instructor Resources

area is encouraged to do so to see the information that is currently provided with the understanding that more information will be added in the near future.

AREEA Meeting Planned for October

The Alabama Real Estate Educators Association (AREEA) has planned a meeting for October 12-13, 2010. This meeting will be held in the Winfrey Hotel at the Galleria in Hoover. It is scheduled to begin at 1:00 PM on Tuesday, October 12 and will conclude at 4:00 PM on Wednesday, October 13.

Six hours of instructor training will be provided on Wednesday. The morning session will address presentation skills with Deborah Boswell who works with some of the nation's top companies. These clients understand how clear and

concise presentations make a positive impact on earning ability and the company's bottom line. She helps executives and emerging leaders project confidence and



credibility to any audience. Quality presentations have the same effect for real estate

licensees and instructors. The afternoon session will address course development.

The registration fee is \$99 for AREEA members and \$125 for non-members. Accommodations are at the Wynfrey Hotel. Make room reservations at a rate of \$109 per night by calling 1-800-WYN-FREY (800-996-3739) and mentioning AREEA. Come join Alabama instructors for a great time of sharing, learning, and entertaining (which includes bowling). If you have any questions, please contact Alicia White at 205-356-5711 or smurfaw@netzero.net.

**NOTE:
SAVE
MARCH 30-31, 2011
FOR
AREEA'S
ANNUAL SPRING
MEETING
TENTATIVELY
PLANNED FOR THE
WIND CREEK HOTEL
AND CASINO**



What is a Psychometrician?

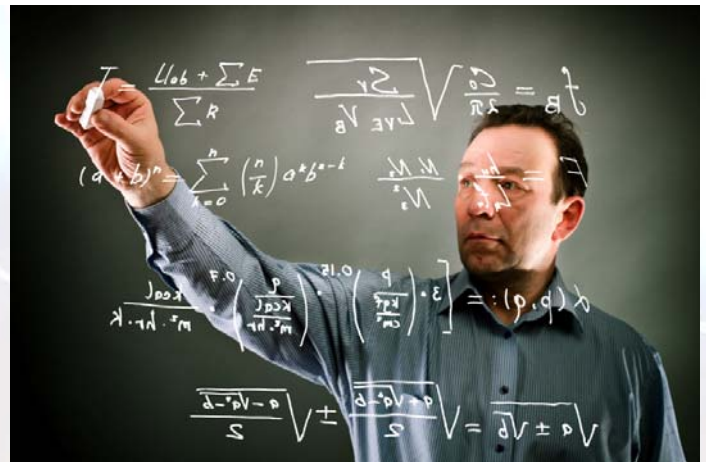
The following is an excerpt from an article written by Lawrence J. Fabrey, Senior Vice President, Psychometrics at AMP and published in the Third Quarter 2009 issue of AMP's Connection newsletter.

The basic question "What is a psychometrician?" is fairly easy to answer, primarily because others have already created and agreed upon definitions. The definition that seems to best describe the psychometricians at AMP has been provided by the National Organization for Competency Assurance in The NOCA Guide to Understanding Credentialing Concepts. That guide describes a psychometrician as "A practitioner of psychometrics; an individual who normally holds a doctoral degree in measurement or a discipline of psychology (such as educational or industrial/organizational psychology) who can understand, apply, and describe the science and technology of mental measurement." (Durley, 2005).

Of course, it's not fair to define one word by using a variation of the word (i.e., a psychometrician is a 'practitioner of psychometrics') without shedding a little light on the derivative word. Again, from the NOCA Guide, psychometrics is defined as "The science and technology of mental measurement, including psychology, behavioral science, education, statistics, and information technology." When asked at a party or by a fellow passenger on an airplane what I do for a living, I sometimes take a

chance and respond that I am a psychometrician. Most of the time that ends the conversation, but every once in a while someone pretends to be interested and asks what that means. That's when I might answer that the word is formed by two parts, and the parts convey the basic meaning: 'metric' refers to measurement and 'psycho' to the mind, so psychometrics could be said to refer to measurement of the mind. A much better definition, and one that I now use as often as possible, was included in a New York Times article: "Psychometrics, one of the most obscure, esoteric and cerebral professions in America, is also one of the hottest." (Herszenhorn, 2006).

Why is it necessary to have a psychometrician working on your certification program? How do AMP psychometricians work with our clients? The psychometrician working with your organization helps ensure the overall integrity of the certification program, and in many respects, this can best be described as looking at the "big picture" for a program. We sometimes talk about the role of the psychometrician as "ensuring the links in the chain of evidence used to support the validity of the examination results," which includes the following activities: job analysis, development of examination specifications, item writing, examination development, standard setting, examination administration, and scoring and reporting of results. The psychometrician is actively involved in most of those activities, and consults with other departments at AMP to ensure that all aspects of the



program are being performed in a manner consistent with standards related to the testing industry.

Many readers of this article already know that AMP's test development staff members are very bright, well trained, and personable, and they have an excellent grasp of the process of developing a high quality certification examination. They are experts at helping to facilitate item review, selecting examination forms, and finalizing an examination. In addition, our test scoring staff members understand the statistical characteristics of items and examinations, and are experts at helping document the performance of examination forms. Your psychometrician works closely with the test development and scoring staff.

With most client programs, active involvement of the psychometrician occurs with every activity, and while direct involvement with examination administration is rare, the psychometrician would provide expertise on out of the ordinary situations, such as an unusual request for accommodations under ADA or a case of suspected cheating. The psychometrician on your program ensures that all AMP

staff members are working together to ensure integrity of the overall examination process.

With its Psychometrics Division, AMP employs six individuals with doctoral degrees, five of whom serve as the program director for various client programs. In addition, other key staff members in the psychometrics department provide psychometric services, either as a Program Manager or in consultation with another Program Director.

ALABAMA
Real Estate Commission

1201 Carmichael Way
Montgomery, Alabama 36106
Phone 334.242.5544
Fax 334.270.9118
education@arec.alabama.gov
arec.alabama.gov

COMMISSIONERS
Shelia Hodges, Chair, Gulf Shores
Jewel Buford, Vice Chair, Tuscaloosa
Steve Cawthon, Huntsville
Robert S. Hewes, Dothan
Clifton Miller, Huntsville
Janet R. Morris, Montgomery
Dorothy P. Riggins-Allen, Montgomery
Bill Watts, Birmingham
Nancy Wright, Cullman

STAFF
D. Philip Lasater, Executive Director
Patricia Anderson, Assistant Executive Director
Vernita Oliver-Lane, Editor
Lori Moneyham, Associate Editor
Ryan Adair, Education Director
David Bowen, Education Specialist
Pam Oates, Education Specialist
Julie Norris, Education Specialist
Connie F. Rembert, Education Assistant

REGISTRATION FORM

The Magic of a Winning Presentation

Sponsored by the Alabama Real Estate Commission

Presented by Len Elder

Friday, August 13, 2010 9:00 a.m. – 4:00 p.m.

1201 Carmichael Way

Alabama Real Estate Commission

REGISTRANT INFORMATION

Student ID Number _____

Name _____
LAST FIRST MI

Address _____
CITY STATE ZIP

Phone _____ Fax _____

Email Address _____

NAME AND AFFILIATION PREFERENCE FOR NAME TAG

COURSE INFORMATION

Lunch will be provided.

(\$ 95) The Magic of a Winning Presentation – Received by or on July 29, 2010

(\$130) The Magic of a Winning Presentation – Received after July 29, 2010

FOUR EASY WAYS TO REGISTER

FAX this form to 334/844-3101

CALL in your information to 334/844-5100

MAIL this form to Outreach Program Office, 301 O.D. Smith Hall, Auburn, AL 36849

WEB online at www.auburn.edu/outreach/arec

PAYMENT INFORMATION

Check Money Order Purchase Order
 MasterCard Visa American Express Discover

Expiration Date _____ Card or Purchase Order Number _____

Authorized Signature _____

Registrations received via FAX, email, or telephone MUST contain a credit card number or purchase order number. Otherwise, you will not be considered registered.

MAKE CHECKS PAYABLE TO AUBURN UNIVERSITY

TOTAL ENCLOSED _____

CANCELLATIONS and REFUNDS

Written refund requests received no later than seven days prior to the program will result in a refund of fees less a \$15 administration charge. Refund requests received after that cannot be honored. A substitute participant may be designated in place of a registrant who cannot attend. Auburn University and the Outreach Program Office reserve the right to cancel, postpone, or combine workshop sections, to limit registration, or to change instructors or speakers.

This program is designed to be accessible to all who wish to attend. Should you have a special need, please call 334.844.5100.