

**Human Services Career Cluster
Housing and Community Management
Course Number: 20.43200**

Course Description:

Housing is a basic necessity in life and ranges in type from sprawling communities to cozy neighborhoods comprised of single family residential, duplexes, townhomes, condominiums and apartments. The upsurge in demand for multi-family homes is requiring more people to work on these communities. Careers in the housing industry include corporate and on-site personnel to jobs related to the goods and services that are supplied to the industry.

Mastery of standards through project-based learning, technical-skills practice, job shadowing/internship opportunities and leadership-development activities of Family, Career and Community Leaders of America (FCCLA) will provide students with a competitive edge for either entry into the global marketplace and /or the post-secondary institution of their choice to continue their education and training.

Course Standard 1

HUM-HCM-1

The following standard is included in all CTAE courses adopted for the Career Cluster/Pathways. Teachers should incorporate the elements of this standard into lesson plans during the course. The topics listed for each element of the standard may be addressed in differentiated instruction matching the content of each course. These elements may also be addressed with specific lessons from a variety of resources. This content is not to be treated as a unit or separate body of knowledge but rather integrated into class activities as applications of the concept.

Standard: Demonstrate employability skills required by business and industry.

The following elements should be integrated throughout the content of this course.

1.1 Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities.

Person-to-Person Etiquette	Telephone and Email Etiquette	Cell Phone and Internet Etiquette	Communicating At Work	Listening
Interacting with Your Boss	Telephone Conversations	Using Blogs	Improving Communication Skills	Reasons, Benefits, and Barriers
Interacting with Subordinates	Barriers to Phone conversations	Using Social Media	Effective Oral Communication	Listening Strategies
Interacting with Co-workers	Making and Returning Calls		Effective Written Communication	Ways We Filter What We Hear
Interacting with Suppliers	Making Cold Calls		Effective Nonverbal Skills	Developing a Listening Attitude
	Handling Conference Calls		Effective Word Use	Show You Are Listening
	Handling Unsolicited Calls		Giving and Receiving Feedback	Asking Questions
				Obtaining Feedback
				Getting Others to Listen

Nonverbal Communication	Written Communication	Speaking	Applications and Effective Résumés
Communicating Nonverbally	Writing Documents	Using Language Carefully	Completing a Job Application

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Reading Body Language and mixed Messages	Constructive Criticism in Writing	One-on-One Conversations	Writing a Cover Letter
Matching Verbal and Nonverbal communication		Small Group Communication	Things to Include in a Résumé
Improving Nonverbal Indicators		Large Group Communication	Selling Yourself in a Résumé
Nonverbal Feedback		Making Speeches	Terms to Use in a Résumé
Showing Confidence Nonverbally		Involving the Audience	Describing Your Job Strengths
Showing Assertiveness		Answering Questions	Organizing Your Résumé
		Visual and Media Aids	Writing an Electronic Résumé
		Errors in Presentation	Dressing Up Your Résumé

1.2 Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.

Teamwork and Problem Solving	Meeting Etiquette
Thinking Creatively	Preparation and Participation in Meetings
Taking Risks	Conducting Two-Person or Large Group Meetings
Building Team Communication	Inviting and Introducing Speakers
	Facilitating Discussions and Closing
	Preparing Visual Aids
	Virtual Meetings

1.3 Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations.

Problem Solving	Customer Service	The Application Process	Interviewing Skills	Finding the Right Job
Transferable Job Skills	Gaining Trust and Interacting with Customers	Providing Information, Accuracy and Double Checking	Preparing for an Interview	Locating Jobs and Networking
Becoming a Problem Solver	Learning and Giving Customers What They Want	Online Application Process	Questions to Ask in an Interview	Job Shopping Online
Identifying a Problem	Keeping Customers Coming Back	Following Up After Submitting an Application	Things to Include in a Career Portfolio	Job Search Websites
Becoming a Critical Thinker	Seeing the Customer's Point	Effective Résumés:	Traits Employers are Seeking	Participation in Job Fairs
Managing	Selling Yourself and the Company	Matching Your Talents to a Job	Considerations Before Taking a Job	Searching the Classified Ads
	Handling Customer Complaints	When a Résumé Should be Used		Using Employment Agencies
	Strategies for Customer Service			Landing an Internship
				Staying Motivated to Search

1.4 Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.

Workplace Ethics	Personal Characteristics	Employer Expectations	Business Etiquette	Communicating at Work
Demonstrating Good Work Ethic	Demonstrating a Good Attitude	Behaviors Employers Expect	Language and Behavior	Handling Anger
Behaving Appropriately	Gaining and Showing Respect	Objectionable Behaviors	Keeping Information Confidential	Dealing with Difficult Coworkers

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Maintaining Honesty	Demonstrating Responsibility	Establishing Credibility	Avoiding Gossip	Dealing with a Difficult Boss
Playing Fair	Showing Dependability	Demonstrating Your Skills	Appropriate Work Email	Dealing with Difficult Customers
Using Ethical Language	Being Courteous	Building Work Relationships	Cell Phone Etiquette	Dealing with Conflict
Showing Responsibility	Gaining Coworkers' Trust		Appropriate Work Texting	
Reducing Harassment	Persevering		Understanding Copyright	
Respecting Diversity	Handling Criticism		Social Networking	
Making Truthfulness a Habit	Showing Professionalism			
Leaving a Job Ethically				

1.5 Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills.

Expected Work Traits	Teamwork	Time Management
Demonstrating Responsibility	Teamwork Skills	Managing Time
Dealing with Information Overload	Reasons Companies Use Teams	Putting First Things First
Transferable Job Skills	Decisions Teams Make	Juggling Many Priorities
Managing Change	Team Responsibilities	Overcoming Procrastination
Adopting a New Technology	Problems That Affect Teams	Organizing Workspace and Tasks
	Expressing Yourself on a Team	Staying Organized
	Giving and Receiving Constructive Criticism	Finding More Time
		Managing Projects
		Prioritizing Personal and Work Life

1.6 Present a professional image through appearance, behavior and language.

On-the-Job Etiquette	Person-to-Person Etiquette	Communication Etiquette	Presenting Yourself
Using Professional Manners	Meeting Business Acquaintances	Creating a Good Impression	Looking Professional
Introducing People	Meeting People for the First Time	Keeping Phone Calls Professional	Dressing for Success
Appropriate Dress	Showing Politeness	Proper Use of Work Email	Showing a Professional Attitude
Business Meal Functions		Proper Use of Cell Phone	Using Good Posture
Behavior at Work Parties		Proper Use in Texting	Presenting Yourself to Associates
Behavior at Conventions			Accepting Criticism
International Etiquette			Demonstrating Leadership
Cross-Cultural Etiquette			
Working in a Cubicle			

Support of CTAE Foundation Course Standards and Georgia Standards of Excellence L9-10RST 1-10 and L9-10WHST 1-10:

Georgia Standards of Excellence ELA/Literacy standards have been written specifically for technical subjects and have been adopted as part of the official standards for all CTAE courses.

Course Standard 2

HUM-HCM-2

Examine how related student organizations are integral parts of career and technology education courses through leadership development, school and community service projects, and competitive events.

- 2.1 Research the history of FCCLA.
- 2.2 Discuss the mission, purpose, motto, colors, official dress and other distinguishing characteristics of FCCLA.
- 2.3 Explain how participation in FCCLA can promote lifelong responsibility for community service and professional growth and development.
- 2.4 Create a personal leadership plan to participate in programs, conferences, community service and competitive events on the local, state, and national level that align with the competencies, skills and knowledge of this course.

Course Standard 3

HUM-HCM-3

Investigate career paths within the housing industry.

- 3.1 Identify key terms in the housing industry.
- 3.2 Explain the roles and functions of individuals engaged in housing careers (*includes specific careers*).
- 3.3 Summarize education, training, and credentialing requirements and opportunities for employment and entrepreneurial endeavors in housing.

Course Standard 4

HUM-HCM-4

Examine residential issues that impact the housing industry.

- 4.1 Review customer service skills.
- 4.2 Analyze occupancy management principles and procedures that meet clients' needs and expectations.
- 4.3 Investigate safety and security in the housing industry.
- 4.4 Develop emergency management plans and resources for a variety of housing types.
- 4.5 Research strategies to address resident issues and satisfaction levels.
- 4.6 Compile strategies to develop and enhance positive resident relations.

Course Standard 5

HUM-HCM-5

Investigate the elements needed to define a marketing plan for an identified property.

- 5.1 Recognize the surrounding market: neighborhood trends, demographics, economic statistics, and comparable properties.
- 5.2 Formulate a Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis of the property.
- 5.3 Design a marketing program to showcase the strengths and opportunities of subject property, including onsite and off-site strategies.
- 5.4 Critique a marketing program to ensure recommendations are consistent with available resources and budget.

Course Standard 6

HUM-HCM-6

Differentiate the maintenance requirements and sustainable initiatives affecting the subject property.

- 6.1 Compare the four categories of maintenance: curative, deferred, routine, and preventative.
- 6.2 Identify and explain the terms, functions, and routine maintenance for interior and exterior systems.
- 6.3 Formulate a preventative maintenance plan for interior and exterior systems.
- 6.4 Develop a service request policy for managing maintenance requests to include time frames and follow-up procedures.
- 6.5 Synthesize energy saving methods available for the housing industry.
- 6.6 Analyze maintenance reports to identify trends in potential component failures or employee performance issues.

Course Standard 7

HUM-HCM-7

Compare the cause and effect of common risks in the housing industry for both on-site management and residents.

- 7.1 Define risk management.
- 7.2 Predict risks to residents as well as management, identifying how to minimize those risks, and explore loss prevention options.
- 7.3 Critique an emergency response plan for on-site management to follow when communicating to residents.

Course Standard 8

HUM-HCM-8

Investigate the role of human resources in the housing industry.

- 8.1 Research employment laws and regulations.
- 8.2 Investigate industry standards regarding employment practices in the housing industry.
- 8.3 Construct a recruiting plan for identifying skilled talent in the areas of management, maintenance, and leasing/sales.
- 8.4 Formulate processes for onboarding of new associates.
- 8.5 Draw conclusions regarding the impact of human resources functions on business performance.
- 8.6 Examine training and supervision policies, procedures, and practices.
- 8.7 Identify basic payroll procedures and human resources administration.
- 8.8 Explore methods of performance review, employee counseling, and termination procedures.

Course Standard 9

HUM-HCM-9

Explore the legal issues at the local, state, and national levels and the effect on the housing industry.

- 9.1 Explore the history of landlord tenant laws.
- 9.2 Research current Fair Housing Laws regulations, American with Disabilities Act (ADA) and other pertinent laws and regulations.

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- 9.3 Identify the local, state, and federal agencies that create and monitor housing laws and regulations and create a summary report that contains all relevant information for consumers.
- 9.4 Analyze legal documents as they relate to ramifications of the Americans with Disabilities Act (ADA) and understand the proper response to someone making reasonable accommodation/modification requests.
- 9.5 Examine the process for filing a fair housing complaint or other violation of labor relations, occupancy standards or workplace issues.
- 9.6 Synthesize a knowledge base and strategies for working with contractors, vendors, and other service providers.

Course Standard 10

HUM-HCM-10

Identify and construct systems and processes for prudent financial management related to a housing community.

- 10.1 Critique basic types of investment tools, the relationship between risk and return, and ways to enhance the value of the asset.
- 10.2 Analyze the property's financial performance and make recommendations for improvement.
- 10.3 Design spreadsheets and other management reports that communicate variances in revenues and expenses and project a cash flow analysis.
- 10.4 Investigate sources of ancillary income and make recommendations for implementation.
- 10.5 Apply concepts that demonstrate decision making strategies resulting in positive growth in net operating income using financial statements and other management reports.

Course Standard 11

HUM-HCM-11

Analyze the overall management process.

- 11.1 Connect, interpret, and illustrate all aspects of the rental process including application, interview, lease, move in, and vacating premises.
- 11.2 Demonstrate using the four basic elements of a contract and the elements of a lease agreement to create a sound lease.
- 11.3 Demonstrate how to conduct a leasing interview and analyze the results of the interview to determine qualifying residents.
- 11.4 Synthesize reports and understand data used to identify key industry metrics regarding economic occupancy, closing ratios, resident turnover, and overall resident satisfaction.