Human Services Career Cluster
Managing Diverse Property Types
Course Number: 20.43300

Course Description:

Economic factors, location, demographic shifts, changing consumer preferences, and population growth have increased the demand for specific property types. Housing that is specifically designed for college students, military personnel, low income families, and retirees are just a few of the types of communities that offer unique opportunities. Each property type requires creative problem solving, targeted marketing and intensive management and can be built as garden style apartments, high rise buildings, condominiums or townhomes. This course takes a more focused look into special property types and related careers. This is a perfect opportunity for students throughout the State that live in both rural and urban areas to find opportunities in property management. The US Department of Labor indicates that the demand for property managers will increase 15 percent by the year 2016 and in many cases, the industry is already experiencing talent shortages in leasing and maintenance positions.

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-MDPT-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

Georgia Department of Education

Nonverbal Communication	Written Communication	Speaking	Applications and Effective Résumés
Communicating Nonverbally	Writing Documents	Using Language Carefully	Completing a Job Application
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
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-MDPT-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-MDPT-3
Evaluate supply/demand of a market to determine feasibility of individual property types.
  3.1 Identify characteristics to each market segment.
  3.2 Compare data from various markets to predict absorption levels.
  3.3 Draw conclusions from economic and social factors that support demand.
  3.4 Analyze the market to identify market opportunities.

Course Standard 4
HUM-MDPT-4
Summarize unique policies and procedures that relate to individual property types.
  4.1 Distinguish between Fair Housing and Americans with Disabilities Act (ADA) as it relates to design and construction issues associated with each property type.
  4.2 Investigate the various protections offered by federal and state laws.
  4.3 Demonstrate understanding of protected classes under the Civil Rights Act of 1968.
  4.4 Cite evidence of understanding unique ownership requirements and the role of a property manager.

Course Standard 5
HUM-MDPT-5
Develop business plans and operating standards that lead to overall value enhancement to a property.
  5.1 Explore the relationship between pricing structure and market demand and the impact on revenue enhancement.

5.2   Connect the relationship between housing assistance programs, tenant screening, and income verification.
5.3   Draw conclusions regarding housing needs for people with disabilities, income restrictions, and lifestyle preferences.
5.4   Differentiate the levels of senior housing such as independent living developments, congregate care, assisted living, and nursing homes.
5.5   Compare and contrast the characteristics of subsidized housing such as Hope IV, Housing Choice Voucher, and Supportive Housing.

Course Standard 6

HUM-MDPT-6
Design marketing campaigns aimed at attracting and retaining target audience.
6.1   Define the fundamental marketing principles and activities that increase demand for specific property type.
6.2   Create metrics for evaluating the effects of the advertising campaign and overall marketing plan.
6.3   Analyze the importance of promotional efforts by management and the value of the personal selling efforts as part of the sales/leasing strategy.
6.4   Compare and contrast unique property features and amenities that increase or decrease marketability of the asset.

Course Standard 7

HUM-MDPT-7
Synthesize sources of lead generation and create a strategy for converting leads to leases.
7.1   Analyze the productivity (lease activity) of the leasing agents.
7.2   Critique the level of customer service and leasing expertise through mystery shops and property evaluations.
7.3   Cite evidence for compensation plan including bonuses and other incentives.
7.4   Analyze pricing structure and revenue management systems that increase value enhancement.
7.5   Design a comprehensive plan for increasing conversion ratio of leads to leases.

Course Standard 8

HUM-MDPT-8
Evaluate comparable properties through market analysis.
8.1   Summarize the influence of curb appeal, pricing strategy, and management procedures relating to property type.
8.2   Analyze the effects of management procedures on resident turnover.
8.3   Draw conclusions between employee tenure and experience of staff on resident satisfaction and renewals.
8.4   Investigate the exposure related to vacancy loss and concessions on net operating income.

Course Standard 9

HUM-MDPT-9
Review legal and regulatory aspects related to unique property type.
9.1   Identify the reporting requirements related to special property types.
9.2   Critique the conditions necessary for obtaining financial assistance, eligibility, and recertification requirements.

9.3   Research processes for effectively collecting delinquent rents and preparing account reconciliation reports.

9.4   Formulate procedures for uniform treatment based on seven Federally Protected Classes under the Fair Housing Act.

9.5   Apply appropriate recommendations for key control, monitoring common areas, employee screening and protection of funds, equipment, and other assets.

9.6   Construct communication plan for responding to landlord/tenant issues.

9.7   Synthesize general requirements and become familiar with HUD's Housing Quality Standards and processes for strengthening resident section criteria.

Course Standard 10

HUM-MDPT-10
Formulate management strategy that achieves the owner's goals and objectives through the life cycle of the asset.

10.1   Define systems and processes that support value enhancement.

10.2   Analyze the administrative role of personnel and the expertise required to effectively manage specific property type.

10.3   Research protocols for interfacing with various government agencies and other service providers related to the property.

10.4   Formulate a plan that ensures consistency in both product quality and satisfaction for the resident.

10.5   Design an effective response for lease violations, including eviction and other violations of community policies.

10.6   Create a system for property inspections, audits, and management reporting relating to various ownership entities.

10.7   Design a talent management platform that increases employee satisfaction, professional development, and retention.