

ALTA Education Committee Report

Chair: Nancy K. Landmark NTP

Vice Chair: Cheryl Cowherd NTP

Staff Liaison: Deirdre Green

Recent Meetings: October 22, 2019, Austin, TX

Future Meetings: Various subcommittee conference calls
March 9, 2020, Denver, CO

Recent/Current Projects:

The Education Committee is made up of three subcommittees. Current projects for each subcommittee include:

- **New Course Development Subcommittee:**
 - **Ethics in the Title Industry:** The subcommittee has reviewed the existing Ethics course content to determine what is current, needs to be updated, or can be removed. Members of the subcommittee are rewriting sections of the course and are expecting to present a final draft to the full committee in March.
 - **At the October meeting,** this subcommittee brainstormed its next projects and created working groups to explore feasibility and draft next steps for several ideas. These working groups will report to the full committee at the March meeting. The work groups include:
 - **Abstract/Exam:** This group is working to put together a content outline for a course addressing the search and examination process. Part of the challenge is to recognize that this is a national course that cannot provide detail for all fifty states but, rather, must address the common aspects of these processes.
 - **Business Basics:** This group is working to put together a content outline for a course addressing business basics for people entering management, starting a title agency, or purchasing a title agency and becoming responsible for running the business.
 - **Leadership:** This group is working to put together a content outline for a course designed for leadership development.
 - **Video Learning:** This group is reviewing whether there are small educational pieces that could be presented in video format as an integral part of the courses. As we identify good resources for information to be presented in this format, we can look at the best implementation of these video components within each course.
- **Curriculum Work Group (formerly known as Workforce Development Subcommittee):** This group has been facing a transition. The group set a great foundation for what became the Talent Committee but are now turning their focus toward education of

prospective industry professionals. At present, at the request of SELTA, the group is exploring setting up a model curriculum that could be used to create a local program in conjunction with a Community College or secondary or post-secondary educational institution. In addition, they are looking at whether Title 101 and Title 201 might be an appropriate resource for use in such a course. We hope that they will be able to identify what the local LTA would need to prepare as a supplement to the national materials represented in these two courses to provide a foundation for people looking for a career in the title industry in a specific state.

- Marketing Subcommittee: The focus of this group is how to market/sell ALTA/LTI's educational products. In the past this included partnering with state land title associations and, more recently, to work on an update for the education page on ALTA's website along with a marketing plan for the new course roll-outs. The sales goal for 2020 is \$140,000 in education product sales. This effort does not fall entirely on this subcommittee, but they are looking at how to best market these materials to ALTA members and non-members.