6.RP Converting Square Units

Task

Jada has a rectangular board that is 60 inches long and 48 inches wide.

a. How long is the board measured in feet? How wide is the board measured in feet?
b. Find the area of the board in square feet.
c. Jada said,

   *To convert inches to feet, I should divide by 12.*

   *The board has an area of 48 in \( \times \) 60 in = 2,880 in\(^2\).*

   *If I divide the area by 12, I can find out the area in square feet.*

   *So the area of the board is 2,880 \( \div \) 12 = 240 ft\(^2\).*

What went wrong with Jada's reasoning? Explain.