**MISSION**
Assist each student on campus to understand their strengths and weaknesses and find the right major on campus to pursue. Create a focused plan, complete the right courses and graduate.

**MAJOR ASSESSMENT**
KNOWLEDGE-BASED ALGORITHM
The knowledge-based algorithm matches students to their best-fit major and degree program at your institution. Only specific programs at your institution are recommended, resources on campus, and career information to guide you to the most important decision you will make in college.

"MyMajors is not just a personality assessment. It takes into account a student’s academic abilities and personal interests to create a proactive plan to succeed in their degree program and on campus."

Dr. Fritz Grupe, Professor Emeritus
Founder of MyMajors

**OBJECTIVE**
The one simple act of assuring that a student is aligned with the right major can improve college retention and graduation rates.

**Why use MyMajors?**

Dr. Fritz Grupe, Professor Emeritus
Founder of MyMajors

**NATIONAL SCIENCE FOUNDATION**
SBIR RESEARCH GRANTEE

**TAKE THE ASSESSMENT**
TOWNSEND.MYMAJORS.COM
Private Label Admissions Best Practices

Admissions and marketing teams can utilize the data to enhance their communications plan, target prospects at various stages of the enrollment funnel, and pursue a recruiting-to-retain strategy.

- **Individual Conversations:** Whether it’s a recruiter’s first time meeting a student at their high school or on your campus, this 15-minute assessment, hosted at a private url that is designed to look and feel like your existing website, provides an advisement report that helps the recruiter dive into a more personal, substantive, inner-student discussion right away. Connections lead to enrollments.

- **Stealth Web Searchers:** By placing their private url link throughout their website, admissions teams are able to capture data from and engage hundreds to thousands of stealth web searchers, each providing up to 300 points of data about themselves.

- **Email Campaigns, Mailers, Social Media Advertising/Calls-to-Action:** Admissions teams are able to increase their ROI on lead purchases by engaging prospects with a differentiated resource of added value by helping them find their best fit major at your school.

- **Fairs, High School Visits, Seminars:** Admissions is utilizing their private url assessment to build more substantive relationships with prospects by providing students with private url business cards at college fairs and high school visits, as well as hosting best fit major classroom activities. Our partners are finding that they are getting more time with students from high school counselors, driving an increase in prospect engagement, and aiding with retention efforts by helping high school students build a relationship with your majors.

- **Campus Visit Days:** Admissions teams are offering their private url assessment to students who are requesting campus visits to provide a more highly personalized visit and prepare staff, helping create that WOW factor, connecting them to the most impactful places on campus, and enhancing individual interactions.

- **Transfer Students:** Help community college students discover their best fit major at your school through marketing outreach, college visits, providing community college counselors with your private url, and including it on transfer guides.

- **Analytics:** Admissions marketing and communications professionals are able to utilize the student data and level of engagement to more efficiently target their efforts. MyMajors provides your team with regular Google Analytics reports to understand which sources and mediums are proving to be most effective in driving students to your private url and thus, the enrollment funnel.
MyMajors

How institutions are leveraging their Private Label with students.
MyMajors helps students from prospective to graduation.

“MyMajors is the most effective online assessment available for undecided college students! The recommendations are based on valid and reliable data collected on a full range of academic options. MyMajors often introduces new options which encourages the student to explore new areas that they may never have considered or even knew existed. Students find MyMajors easy to use and highly accurate and their advisors rely on the results to guide their students through the most important decision they will make in college.”

Dr. Kathleen Shea Smith
The University of Oklahoma
“MyMajors has led to a higher conversion rate than other lead generation companies that we have worked with in the past. Students moved from inquiry to application to enrolling on campus at a higher rate.”

Fisher College Admissions

ADMISSIONS

Best Practices

• Capturing stealth web searchers through your private URL with link to the assessment on Admissions pages.

• Use in high school recruiting - incorporate with high school presentations, empower admissions counselors with valuable resources during high school visits, college fairs, and other marketing outreach.

• Provide URL to community college transfer counselors to help their students discover their pathway on campus.

• Open Houses and Campus Visits - Customized program for prospective students and families. Tailor a student and parent visit based upon student’s results, have them meet with Program Chair, leading faculty for specific majors. Connect students to activities on campus based on extra-curricular activities and interests on their Advisement Report.

• Improved conversion rates - a student who completes a 15-minute assessment to find their best-fit major will convert at a higher rate than other lead generation programs.

• Leverage MyMajors Private Label to increase student response to all marketing - email campaigns, display advertising, view books, and help increase ROI on other lead generating operations for suspects, inquires, and apps.
Choosing the right program

As you choose a college, one of the biggest questions most students have is what to study. At Colorado State, we offer over 250 programs, over 50 minors, and several advising tracks. That means you’ll have the ability to reach your goals — no matter what they are.

Use this page as a starting place to find the right program for you, and don’t hesitate to reach out to academic colleges or admissions counselors. We’re here to help you through this process.

Majors and Concentrations

A major is the degree you will earn at graduation, while a concentration focuses on a specific field of study related to a major. Not every major has a concentration.
Finding a major can be tough.

We get it. Choosing the right major isn’t the easiest decision to make.

That’s why we want to give you a place to start. Take this 15-minute assessment and see what kind of programs match with your unique interests and passions.

**350,000 emails sent to prospects**

**1% Click Goal**

**2.4% MyMajors Delivered Clicks**

**475 Registration Goal**

**1,467 Actual Registrations**
NOT SURE WHAT TO MAJOR IN? FOLLOW THESE STEPS

04 Jan, 2017

Stay on track

Take the time to look at your strengths, interests, and priorities and be sure to do your research on the variety of majors we have available. Use online tools like the mymajors assessment and don't be afraid to get additional help if you're still having a hard time deciding.
We were pleased with the engagement and were even more pleased when we saw the boost in registrations.

3,200 Students selected in targeted campaign audience

314 Students clicked through to complete the assessment

“We were pleased with the engagement and were even more pleased when we saw the boost in registrations.”
"We use this quiz for prospective students to help capture otherwise stealth applicants. I am very pleased with this yield."

Washington State University Tri-Cities | Office of Admissions
Convert Stealth Visitors From Your Website

Find Your Major

OU offers more than 170 academic programs for you to choose from! Find your major by selecting from the list below to discover additional information for the program.

Select an Academic Interest

My Majors Assessment

Not sure what you want to study? Don't worry! All freshman are advised in University College regardless if they have declared a major or not. If you're undecided, a Career Exploration Coach from University College will work one-on-one with you to help you choose a major.

You can also take OU's My Majors assessment. This assessment will get to know your interests, strengths and passions, and will provide you with a list of best-fit majors to choose from at OU.

TAKEN MAJORS

1,400 Clicks Each Month

300 Completed Assessments Each Month
Optional Major Focus and Exploratory Major Sessions

To make the most of your time on campus, we have designed optional Major Focus sessions as an opportunity for you to learn more about your intended major, or major(s) of interest and how to design a successful pathway from freshman year to graduation. There will also be Exploratory Major sessions for students who may be searching for the right major. Representatives from OU’s degree granting colleges will facilitate the session and answer your individual questions.

All sessions will include an introduction to the academic structure of OU, the value of general education coursework, the steps involved in making major selection decisions, and the requirements for admission to OU’s various degree granting colleges. The following academic programs with common or related content have been grouped together to give students an introduction into the multiple degree pathways here at OU: Creative Arts, Media and Design; Health and Human Services; Communication and Information; Social Sciences, Humanities, Law and Global Studies; Science, Technology, Engineering and Math; Education; and Business and Entrepreneurship. In addition, an Exploratory Major session is offered to guide students through the major discovery process at OU. Look for the Major Focus and Exploratory Major session options as you are scheduling your enrollment appointment.

Sessions are held at 9:30 a.m. and 1:30 p.m. to avoid any scheduling conflicts with the half-day enrollment program. Students who schedule a morning New Sooner Enrollment Program appointment should attend a 1:30 p.m. Major Focus or Exploratory Major session. Students who schedule an afternoon New Sooner Enrollment Program appointment should attend a 9:30 a.m. Major Focus or Exploratory Major session.

Want to start exploring your best-fit major at OU before coming to your New Sooner Enrollment Program appointment? Check out OU’s major quiz at ou.majors.com.

These optional sessions will be held in the Oklahoma Memorial Union at 9:30 a.m. and 1:30 p.m. on the following days:

<table>
<thead>
<tr>
<th>Monday, May 22</th>
<th>Creative Arts, Media and Design</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, May 23</td>
<td>Health and Human Services</td>
</tr>
<tr>
<td>Wednesday, May 24</td>
<td>Exploratory</td>
</tr>
<tr>
<td>Thursday, May 25</td>
<td>Business and Entrepreneurship</td>
</tr>
</tbody>
</table>
Engaging students with an in-classroom activity to build relationships with students and influencers.

“Find Your Major”
“Create a Major & Career Plan”
SOCIAL MEDIA

mymajors.com

Capstone Success
@SuccessUA

We also have a quiz to find your best-fit majors! ua.mymajors.com/quiz/

UA Admissions @UA_Admissions

#UA21! View our list of undergraduate degree programs to find the best major for you. ua.edu/academics/majors... #Gmail2Sound

WilliamJewellCollege
@williamjewell

CALLING ALL HIGH SCHOOL STUDENTS... Take 10 minutes and find out what college major best fits your interests! jewellmajors.com

OU Admissions @je2ou

Decisions are tough, but OU makes it easy. Take the quiz to find out what your best-fit majors are! ow.ly/qNLD309FYOV

Decisions decisions...

OU Admissions @je2ou

Emile, invent, nitney, no, take our majors quiz and you'll be good to go. ow.ly/KWE99FZVY2 + ou.mymajors.com/quiz/
CURRENT STUDENTS

Best Practices

• Starting point for all new advising sessions.
• Incorporate with freshmen orientation or FYE programs – capture and deliver recommendations for a consistent advising program across all students. Works well in curriculum programs and college planning courses.
• Administer to all undeclared and declared – 80% change their major at least once. Help guide students early on to find the right program on campus. Then prepare students to stay on track to graduate.
• Custom Audiences – Leverage in Summer Bridge programs, TRIO, Upward Bound, or student success initiatives.
• Athletics - student athletes need to ensure they are in a program they will maintain eligibility for scholarships/playing time throughout their college career and stay on track to graduate on time.
• Reduces amount of time it takes to get through traditional intrusive advising discussions with the use of the advisement report results. Focused conversations about students’ strengths and weaknesses for degrees.
• Increases teamwork and communication between departments – dashboard houses all student data which can be provided across departments.
• Ensures highly skilled student advising is happening across all majors.
“MyMajors allows us to work with our students in ways we’ve never been able to before. The program reacts to each student’s academic and personality characteristics to give students a realistic approach to their education.”

“The recommended programs open students’ eyes to other opportunities that are the right fit, and not programs their parents, family, or the media told them to major in. The report helps our advisors by easing them in to the difficult conversations about a student’s declared plan and future endeavors. Then we can help students sign up for the right courses on campus.”

Ahmad Sims
Director of the Center for Academic Advising
ORIENTATION ADVISING

Using MyMajors can increase engagement to reduce summer melt and prepare students for orientation by having the right major and customizing their visit on campus.
As part of the Academic Affairs student success initiative, a service called “MyMajors” was recently implemented. The MyMajors software is designed to use a combination of academic achievement, aptitude, interests, and personality characteristics to identify majors that are best matched to a student.

The MyMajors assessment takes approximately 12—15 minutes to complete and provides the student with the top five best academic major matches in rank order. A simple click will then take students to the “What you will learn” web page associated with that major to provide additional information. Further drilling down will allow students to obtain information from the Online Occupational Handbook to determine salary information, future growth potential for that major, and other helpful information.

The software can be used across the institution for advising, admissions, career services, etc. It can also serve as a recruitment tool for high school students, for major exploration, or as an advising tool for current college students. There is no cost to students, and the information from MyMajors will be available to B2E mentors, advisors, career services staff and admissions staff. Since so many of ATU students are first-generation college students, it is particularly important that they have an opportunity early on to learn about the variety of available majors. The MyMajors software can aid students in making earlier, and better, decisions about declaring a major.

Links to the MyMajors assessment are sprinkled around the university website. On the http://www.atu.edu homepage, a link can be found under the “I Want To” section as “Find My Major,” as well as in many other locations on the site. We would like to make the software as widely known and used as possible as another tool for student success.
MyMajors program helps students find a major and career to best suit their passion.

“A freshmen new assessment tool (MyMajors) was introduced to Newman University in the fall 2016 semester. A class for freshman that helps transition them from high school into college life while introducing them to the traditions at Newman.”

“The assessment is not only for freshman. Any student who hasn’t decided upon a major, or who is considering switching majors, can use the program. The Admissions office is also using the program to help bring prospective students to Newman.”
Entering college Newman University student Anthony believed he wanted to study Pre-Med but after shadowing and doing volunteer work in the field he knew it wasn't what he wanted. Newman faculty members helped Anthony understand his passion and helped him move to a course of study with a better personal fit. Newman Career Services’ free tool newmanu.mymajors.com helped him match his interests with a path for the future.
“Career Services has joined forces with MyMajors to bring you a new online, self-guided, interactive program designed to help you select the right college major and plan your career based on your personal interests, values, skills, personality, and aspirations.”

"The addition of the career assessment tool MyMajors provided a form of exploration to 1,147 students. 47% of the students reached were virtual students that previously had NO access to career resources."
From Degree to Career Placement

Customized text on MyMajors student report showcasing degree program job placement, career facts, salary of graduates, companies accepting interns, and companies hiring alumni.
EXPLORATORY - UNDECIDED

How to explore
Self Assessments
Create Your Story
Resources
- Key Advisers
- Career Center
- Academic & Career
- Hot Topics
- Story profile
- Regina Martel
- Andrea Cox
- Nancy Mejia Arias
- Class Planning
- Semester Planning
- Schedule Preferences

Exploring Majors - Student Activities

MAJOR ASSESSMENT ACTIVITIES

- CSU MyMajors.com - this assessment surveys grades and personal preferences and then generates a list of college majors a student may want to consider.

SELF ASSESSMENT ACTIVITIES

- Why Are You Undecided?
- Let's Talk About Interests
- What Subjects Do You Know?
- What Do You Value As Important?
- What Skills Do You Have?

MAJOR ASSESSMENT ACTIVITIES

How to get the most out of the Majors and Graduate Programs Fair

Complete the MyMajors.com assessment in TigerTracks and choose 2-3 majors to learn more about at the fair.

Check out the careers that match your areas of interests on the What Can I Do With a Major? webpage (http://www.thecounselor.whats-can-i-do-with-a-major.us/)

FYE ORIENTATIONS

Cougar Discovery
Summer Academic Camp

WASHINGTON STATE UNIVERSITY
TRI-CITIES

Save the Date!

Come see why Fisher College is the right place for you! Our next open house will be Sunday, November 6, 2016. And take this short survey to see which major might be right for you!
CAREER SERVICES

First Year Students

Self Discovery

Every student follows a different path during their college years. We suggest this general action plan by year, completely customizable to your individual interests. Our suggested activities will help you gain a better understanding of your career options and prepare you for making decisions about employment or graduate school. The Career Development Center is here to provide assistance to all students every step of the way.

Key Programs

- Self-Assessment through sandiego.mymajors.com
- The Majors Fair (1/13/15)

EMAIL: CURRENT & PROSPECTIVE

Discover which major best fits your academic and career interests

JEWELLMajors.com

Complete this assessment and receive your top recommended majors.

LINK ON HOMEPAGE

MyMajors

Discover the degree that works for you! Take this simple 15-minute quiz:

START
ANALYTICS AND REPORTING

• How are students engaging with you?
• What pages and campaigns are converting?
• Where are we converting students?

Ask your account manager to sign up for google analytics automated reports
OUR CLIENTS

Public
Private
Religious Affiliates
Public Flagship
Liberal Arts
Title III
Federal Grant
HBCU
HACU
Large & Small
YOUR TEAM

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CLIENT SUCCESS

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