MISSION
The secret to student success is helping them find the right major.

CUSTOMIZED PROGRAM FOR ALL DEPARTMENTS
This flexible, unique, and adaptive program leverages a knowledge-based algorithm to match students to their best-fit major and degree program on your campus. Only specific programs you offer, resources on campus, career information, all customized for your institution.

"Students find MyMajors easy to use and highly accurate and their academic 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 Associate Provost for Academic Advising

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

Admissions
Advising
Graduation
Retention
Where we can help

NATIONAL SCIENCE FOUNDATION
SBIR RESEARCH GRANTEE

20 e gregory blvd, kansas city, missouri 64114
(816)361-0616 mymajors.com/privatelabel
MyMajors Private Label Best Practices and Implementation Initiatives

The one simple act of assuring that a student is aligned with the right major can improve college retention rates and help them stay on track to graduate.

Advising:

- 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.

Career Services:

- Assessment results provide a list of recommended majors specific to your institution and connects students to careers related to degrees provided by MyMajors, BLS, and ONET – data can be customized by your Career Services.
- Advisement report can be customized to recommend potential career outcomes based upon major, job growth, salary statistics, career stats, and related careers to help students connect their degree to their life after college.
- Target/create specific major job fairs, networking events, and notable alumni events.
- Advisement Report includes job preferences, personality, and career interest inventory questions.

Recent Success Outcomes:

- According to a recent study, students at Florida State University, who were undecided or changing majors and utilized the MyMajors program as an advising first step, graduated at a 15.6% higher rate within four years than their peers who did not utilize the program.
- A study completed in conjunction with the National Student Clearinghouse Research Center showed that students who utilized the MyMajors program persisted at a 13.8% greater rate than the national average and graduated within four years at an 11.3% greater rate.
- An undeclared advisor at the University of Alabama recently told us that she started the 2017 spring semester with 65 undeclared students assigned to her and that by the end of the semester, 62 of them had declared a major with the help of the MyMajors program she was using in her advising process.

What our partners are saying....
.... about the MyMajors Private Label:

“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 before or even knew existed.”

-Dr. Kathleen Smith, Associate Provost for Academic Advising, The University of Oklahoma

“The addition of the MyMajors assessment tool provided a form of exploration to 1,147 students. 47% of the students reached were virtual college students that previously had no access to career or advising resources.”

-Division of Student Affairs, Fort Hays State University

“In Career Services, we will be using MyMajors to help students who are trying to decide what to major in, as well as students who are considering changing their major. We will also use their report in one-on-one career counseling appointments. Additionally, our Advising Department will be using student reports to aid in course selection. Immediate advantages are the incorporation of students’ academic performance and the overall customization of the product. It is nice to have something that uses our course catalog and other materials we’re already using on campus.”

-Autumn Stafford, Director of Career Services, Northeastern State University

“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.”

-Ahmad Sims, Director of Academic Advising, Lincoln University

“MyMajors is currently being required for all students in our freshman experience class. I have the opportunity to go into these classrooms and encourage the students to take the MyMajors assessment. After the student has taken the assessment, the information is shared with the student’s advisor. I really like that the students receive 10 majors (in ranked order) instead of one or two. This provides an opportunity to jumpstart conversations on exploration and discussions about future plans for the student.”

-Melody Head, Director of Career Services, Newman University

*Do not hesitate to inquire for a list of academic advising or career services references*
MyMajors

How institutions are leveraging their Private Label with students.
“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
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.

“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
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.
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.

- **Click Goal**: 1%
- **MyMajors Delivered Clicks**: 2.4%
- **Registration Goal**: 475
- **Actual Registrations**: 1,467

350,000 emails sent to prospects
WEBSITE LEAD CONVERSION ACTIVITY

1,600 STUDENT REGISTRATIONS

Still deciding on a major? Don't worry!

One of the benefits of attending WSU Tri-Cities is that you will have the opportunity to choose from a wide variety of courses that will introduce you to new ideas about the world and yourself. WSU Tri-Cities’ 19 majors cover a wide range of subjects, from Engineering to Education, and Pre-Health Sciences to the Social Sciences. With every single one of these majors, students are career ready and taught through hands-on learning and project-based instruction. You will work closely with a world-class group of faculty who will know you personally and are committed to your success from the day you enter the classroom to when your name is called at graduation.

Take our quiz and learn which WSU Tri-Cities program fits you best...
Convert Stealth Visitors From Your Website

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:

- Monday, May 22: Creative Arts, Media and Design
- Tuesday, May 23: Health and Human Services
- Wednesday, May 24: Exploratory
- Thursday, May 25: Business and Entrepreneurship
Find Your Major Activity

Create your college and career pathway today and improve your odds of graduating college in 4 years. This exercise will help you create your college and career pathway and find your best-fit major. Follow the directions below and fill out section #1. Then go online to Park.MyMajors.com to complete the interactive process.

1. Write down three majors you find interesting and why:
   a. 
   b. 
   c. 

2. Go to Park.MyMajors.com and complete the

5. Which two recommended majors make the least sense to you? Why?
   a. 
   b. 

6. Are there any majors from question one on this page that were not recommended? Why do you think that MyMajors did not recommend that/those major(s)?

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. uas.edu/academicmajors... #GameOn!

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

OU Admissions @ou2ou
Decisions are tough, but OU makes it easy. Take the quiz to find out what your best-fit majors are! ow.ly/QR/LD3/69FIV

Decisions decisions...

Decisions decisions...

OU Admissions @ou2ou
Exit, winnie, mitney, no, take our majors quiz and you'll be good to go. ow.ly/3dE/kYv3/2 + ua.mymajors.com/quiz/
CURRENT STUDENTS

Best Practices

• Starting point for all new advising sessions.

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“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
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 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 interest on the What Can I Do With a Major webpage (http://www.themajors.com/what-can-i-do-with-a-major.html).

MAJOR COLLEGE & CAREER FAIRS

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

FYE ORIENTATIONS

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

Email: Current & Prospective

William Jewell College
Discover which major best fits your academic and career interests
Jewellmajors.com
Complete this assessment and receive your top recommended majors.

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