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
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.
Large Four Year Public University
62% Four Year Grad Rate

**Challenge:** Students entering college undecided or changing majors by self-selection. Needed direction for student decisions.

**Solution:** Leveraging MyMajors in advising as first step, student decision and on-time graduation improved for cohort. Students in this sample had a 15.6% higher 4-year grad rate than their peers.
Good morning Kenny,

My name is Eva and I am the Student Assistant to our departmental Adviser. You are receiving this message because you took the UCLA MyMajors Assessment Survey and the results were sent to our Student Adviser. According to the UCLA MyMajors Website, it was recommended to you to either major, double major or minor in an ethnic studies path or department based on your achievements, work skills, preferences, and personality traits. Therefore, based on your assessment recommendation, and on behalf of Ellie (Student Affairs Office) and I, we would like to interest you in our Chicana and Chicano studies program.

For more information, feel free to check out our Department Website at www.chavez.ucla.edu, or come visit our Student Advisor in person at 7351 Bunche Hall. You can also make an appointment at www.calendly.com/ccs-studentadvisor/appointments. Ellie would be more than happy to discuss future courses, address questions and/or concerns, and plan study abroad and in/out-of-state programs with you.

The faculty and staff at the César E. Chávez Department of Chicana and Chicano Studies is more than excited to meet you and would love for you to join our department!

All the best,

Eleuteria (Ellie)
UCLA Department of Chicana/o Studies
7351 Bunche Hall
UCLA dashboard allows advisors to login and see their students and their responses to the registration page and their major recommendations. Filtering students for custom messaging and follow-up with an advisor about their challenges and next steps.
“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

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

Email

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!
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
Engaging Prospective and Current Students From Homepage

1,400
Clicks Each Month

300
Completed Assessments Each Month
Unsure about your Major before enrolling at GSU? Take our quiz: GSU.MyMajors.com

“I received a text message asking if I was 100% certain about my major and if not then to find more majors related to my interest by clicking a link to the quiz. I enjoyed the quiz and am more confident in my field and also minor or possible double major choice.”

Jordan, Admitted Student at GSU
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

3,500 CSU Click Goal
8,750 MyMajors Clicks Delivered

475 CSU Registration Goal
1,467 Completed MyMajors Registrations

PROSPECTIVE STUDENT EMAIL CAMPAIGN
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.
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.”
Success Story

STEALTH VISITORS

1,308 STUDENT REGISTRATIONS 2016-2017

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 up 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...

Prospective & Current Usage

Multiple Department Usage for Current and Prospective Students

6,713
Clicks to Assessment

103
Applications

60
Enrollments

$1.5M
College ROI

admissions
academics
arts & sciences
engineering
education
business
careerdev
GENERATING LEADS FROM ADMISSIONS PAGE

1,400
Clicks Each Month

300
Completed Assessments Each Month
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. ua.edu/academics/majors ... #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 @pe2ou · Mar 15

Decisions are tough, but OU makes it easy. Take the quiz to find out what your best-fit majors are! tinyurl.com/qNLD3D9FY0Y

Decisions decisions...

OU Admissions @pe2ou · Mar 8

Emile, inewie, mtny, mo, take our majors quiz and you'll be good to go. tinyurl.com/KL6RF8Y2 + ou.mymajors.com/quiz/
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