The Major Less Traveled
Alternatives to High-Demand Majors

2021 Ensuring Transfer Success Conference
Poll Time! What do these majors have in common?

- Animal Science, BS (UC Davis)
- Cell Biology, BS (UC Davis)
- Criminology, Law and Society, BA (UC Irvine)
- Italian Studies, BA (UC Los Angeles)
- Language, Culture & Society, BA (UC Santa Barbara)
- Literature, BA (UC Santa Cruz)
- Psychology, BA (UC Merced)
- Sociology, BA (UC Riverside)

...They are all preparation for the same career! (admissions counselor)
Applicant Major Trends

For the last 2 years, **68%** of applicants apply to a Pathways major!

Pathways majors include:
- Biology
- Business Administration
- Communication
- Economics
- English
- Political Science
- Psychology
- Sociology
UC Transfers by Major Tool

[Image of the UC Transfers by Major Tool webpage]

Transfers by major

<table>
<thead>
<tr>
<th>By major name</th>
<th>By federal CIP category</th>
<th>By community college</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall term transfer applications by major</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Search for major name</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Compare selection to campus overall

<table>
<thead>
<tr>
<th></th>
<th>Admit rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall campus admit rate</td>
<td>20%</td>
</tr>
<tr>
<td>Overall campus yield rate</td>
<td>59%</td>
</tr>
</tbody>
</table>

Mouse over “Broad discipline” or “College/School”, then click the minus or plus to collapse or expand. Click on a category to select it. The GPA range represents the middle half of admits and enrollees (the 25th to 75th percentile).

<table>
<thead>
<tr>
<th>Campus</th>
<th>Applicants</th>
<th>Admits</th>
<th>Enrolled</th>
<th>Admit GPA range</th>
<th>Enroll GPA range</th>
<th>Admit rate</th>
<th>Yield rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>UCB</td>
<td>20,412</td>
<td>4,188</td>
<td>2,477</td>
<td>3.64 - 3.90</td>
<td>3.59 - 3.95</td>
<td>20%</td>
<td>59%</td>
</tr>
<tr>
<td>UCD</td>
<td>17,907</td>
<td>9,028</td>
<td>3,031</td>
<td>3.55 - 3.63</td>
<td>3.27 - 3.71</td>
<td>55%</td>
<td>31%</td>
</tr>
<tr>
<td>UCI</td>
<td>24,225</td>
<td>9,509</td>
<td>2,728</td>
<td>3.52 - 3.65</td>
<td>3.45 - 3.66</td>
<td>40%</td>
<td>25%</td>
</tr>
<tr>
<td>UCLA</td>
<td>25,961</td>
<td>6,271</td>
<td>3,788</td>
<td>3.70 - 3.95</td>
<td>3.67 - 3.94</td>
<td>24%</td>
<td>80%</td>
</tr>
<tr>
<td>UCSC</td>
<td>26,354</td>
<td>2,063</td>
<td>233</td>
<td>2.62 - 3.60</td>
<td>2.71 - 3.37</td>
<td>55%</td>
<td>10%</td>
</tr>
<tr>
<td>UCER</td>
<td>14,021</td>
<td>9,033</td>
<td>2,088</td>
<td>2.68 - 3.65</td>
<td>2.70 - 3.40</td>
<td>64%</td>
<td>23%</td>
</tr>
<tr>
<td>UCSD</td>
<td>21,068</td>
<td>11,254</td>
<td>1,306</td>
<td>3.42 - 3.60</td>
<td>3.30 - 3.76</td>
<td>63%</td>
<td>30%</td>
</tr>
<tr>
<td>UCSB</td>
<td>18,981</td>
<td>11,150</td>
<td>2,453</td>
<td>3.35 - 3.85</td>
<td>3.17 - 3.66</td>
<td>59%</td>
<td>22%</td>
</tr>
<tr>
<td>UCSC</td>
<td>12,572</td>
<td>7,920</td>
<td>1,641</td>
<td>3.05 - 3.70</td>
<td>2.84 - 3.51</td>
<td>63%</td>
<td>21%</td>
</tr>
</tbody>
</table>

[Link: universityofcalifornia.edu/infocenter/transfers-major]
### Applicant Major Selection Trends

<table>
<thead>
<tr>
<th></th>
<th>Biology</th>
<th>Philosophy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Berkeley</td>
<td>1004</td>
<td>308</td>
</tr>
<tr>
<td></td>
<td>24-29%</td>
<td>52%</td>
</tr>
<tr>
<td>Davis</td>
<td>843</td>
<td>155</td>
</tr>
<tr>
<td></td>
<td>48%</td>
<td>77%</td>
</tr>
<tr>
<td>Irvine</td>
<td>2056</td>
<td>250</td>
</tr>
<tr>
<td></td>
<td>37%</td>
<td>59%</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>956</td>
<td>354</td>
</tr>
<tr>
<td></td>
<td>21%</td>
<td>54%</td>
</tr>
<tr>
<td>Merced</td>
<td>422</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>25%</td>
<td>62%</td>
</tr>
<tr>
<td>Riverside</td>
<td>982</td>
<td>155</td>
</tr>
<tr>
<td></td>
<td>57%</td>
<td>78%</td>
</tr>
<tr>
<td>San Diego</td>
<td>747</td>
<td>240</td>
</tr>
<tr>
<td></td>
<td>46%</td>
<td>63%</td>
</tr>
<tr>
<td>Santa Barbara</td>
<td>1790</td>
<td>256</td>
</tr>
<tr>
<td></td>
<td>49%</td>
<td>73%</td>
</tr>
<tr>
<td>Santa Cruz</td>
<td>598</td>
<td>219</td>
</tr>
<tr>
<td></td>
<td>61%</td>
<td>84%</td>
</tr>
</tbody>
</table>

- This data is from **fall 2020**
- Compare the **number of applicants** and **percentage of admitted students** in a highly popular major (biology) with a less-applied-to major (philosophy)
Advice for Major Selection

➔ Realize that major preparation requirements often overlap

➔ Encourage students to research each major

➔ Strategically utilize alternate majors on the UC application
Which UCs Allow Alternate Majors?

<table>
<thead>
<tr>
<th>UC Campus</th>
<th>Which campuses will consider an alternate major on the UC application?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Berkeley</td>
<td>No</td>
</tr>
<tr>
<td>Davis</td>
<td>Yes</td>
</tr>
<tr>
<td>Irvine</td>
<td>Yes</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>No*</td>
</tr>
<tr>
<td>Merced</td>
<td>Yes</td>
</tr>
<tr>
<td>Riverside</td>
<td>Yes</td>
</tr>
<tr>
<td>San Diego</td>
<td>Yes</td>
</tr>
<tr>
<td>Santa Barbara</td>
<td>Yes</td>
</tr>
<tr>
<td>Santa Cruz</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Alternate majors are not a pipe dream!

Students should also plan to meet requirements for alternate majors.

Alternate majors do not have to be related (and sometimes should not be related) to the first choice major.
Everyone Loves Biology

Biochemistry
Cognitive Science
Neuroscience
Public Health
Everyone Also Loves Computer Science

Art and Design: Games and Playable Media

Data Science

Statistics and Data Science
...and Business Administration/ Economics

Communications
Global Studies
Legal Studies
Political Science
What is the Student’s Priority?

Have an honest conversation with your students about their top priority: the **campus** or the **major**?

For example, if **UC Berkeley** is their top goal and they have a **3.40 GPA**, encourage them to pivot away from an **engineering** major...
Friendly Reminder 1

Students should **not** apply to a major they have **no interest in**

Rather, try to help them understand which majors besides their first choice could lead to similar career goals.
Students will **not** be able to switch **into** a highly selective/competitive major **after** being admitted.

Switching majors after transfer varies by campus and is **never guaranteed**.
Friendly Reminder 3

Students **can** apply to different majors at different UC campuses

Different campuses often have different levels of selectivity, even for similar majors

Major preparation requirements may be similar or different across campuses/majors. Students should do their research!
A national survey conducted by Harris Interactive found that 47% of college-educated workers reported not working in the field of their major.

The U.S. Census Bureau also found that 74% of those who have a bachelor's degree in STEM are not employed in STEM occupations.

MAJOR Points for Employers:

NACE Job Outlook 2017: Top 10 qualities/skills

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<table>
<thead>
<tr>
<th>Rank</th>
<th>Quality</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Problem solving skills</td>
<td>82.9%</td>
</tr>
<tr>
<td>2</td>
<td>Ability to work in a team</td>
<td>82.9%</td>
</tr>
<tr>
<td>3</td>
<td>Communication skills (written)</td>
<td>80.3%</td>
</tr>
<tr>
<td>4</td>
<td>Leadership</td>
<td>72.6%</td>
</tr>
<tr>
<td>5</td>
<td>Strong work ethic</td>
<td>68.4%</td>
</tr>
<tr>
<td>6</td>
<td>Analytical/quantitative skills</td>
<td>67.5%</td>
</tr>
<tr>
<td>7</td>
<td>Communication skills (verbal)</td>
<td>67.5%</td>
</tr>
<tr>
<td>8</td>
<td>Initiative</td>
<td>67.5%</td>
</tr>
<tr>
<td>9</td>
<td>Detailed-oriented</td>
<td>64.1%</td>
</tr>
<tr>
<td>10</td>
<td>Flexibility/adaptability</td>
<td>60.7%</td>
</tr>
</tbody>
</table>
Case Studies
Case Study: UC San Diego

Alicia Garza
Anthropology and Sociology, 2002

Civil Rights Activist

#BlackLivesMatter
co-creator

Time Magazine’s 100 Most Influential People of 2020
Case Study: UC Santa Cruz

**Tiffany Dena Loftin**
Politics and American Studies, 2011

NAACP Youth and College Division Director

**Wisdom Cole**
Chemistry, 2015

NAACP Youth and College Division National Organizing Manager
Case Study: UC Santa Barbara

Katy Tur
Philosophy, 2005

MSNBC Live Anchor
NBC News Correspondent
Best-Selling Author
Weather Channel Storm Chaser

“A philosophy degree can get you somewhere, parents, I promise.”
Case Study: UC Riverside

Jamie Chung
Economics, 2005

Lovecraft Country (Ji-Ah)
The Gifted (Blink)
Big Hero 6 (Go Go Tomago)
Once Upon a Time (Mulan)
Real World: San Diego
Case Study: UC Merced

Shavone Charles
Liteteratures and Cultures, 2012

VSCO Director of Communications
Forbes Magazine “30 under 30”
Instagram Head of Global Music and
Youth Cultural Communications
Freestyle Rapper
Case Study: UCLA

Mayim Bialik
Neuroscience, 2000
Neuroscience PhD, 2007

The Big Bang Theory
(Dr. Amy Farrah Fowler)
Blossom (Title Role)

Holistic Parenting and
Vegan Cookbook Author
Case Study: UC Irvine

McG
(Joseph McGinty Nichol)
Psychology, 1990

Film director (Charlie's Angels, Terminator Salvation, The Babysitter)
Co-creator of TV series The O.C., Supernatural and Chuck
Owner of Wonderland Sound and Vision Production Company
Case Study: UC Davis

Hasan Minhaj
Political Science, 2007

Patriot Act with Hasan Minhaj
The Daily Show Senior Correspondent
The Morning Show (Apple TV+)
Case Study: UC Berkeley

Samin Nosrat
English, 2001

Author, Salt Fat Acid Heat
Netflix Documentary Host
New York Times Magazine Columnist
James Beard Award Winner
Beyond the Major
Poll time! On a scale of 1-5, with 1 being "extremely related" and 5 being "not at all related", how related is your undergraduate major to your current role?

- Degrees are more than majors
- It is increasingly common to change jobs and careers
Consider a Minor

Minors can help students:

- Achieve their educational and career goals by supplementing their majors
- Broaden their education in another field that connects with their major
- Stand out when applying for jobs or graduate/professional school

Examples:

- **Education minor** for teaching career
- **Statistics minor** for data analyst career
- **Hydrology minor** for water/geology career
Research Opportunities

Gain hands-on experience that applies classroom knowledge with real-world situations.

Research opportunities available for all majors.

Build competitive resumes for graduate/professional school, awards, and career.
UCEAP offers programs based on major, interests, timeline, and budget.

Experience foreign cultures, taste new food, and grow.

Study Abroad specific Scholarships.
UCDC/UC Sacramento

Open to students from all UC campuses

Gain first-hand knowledge of the nation’s and California's public policy challenges and processes

Includes coursework (15 quarter units/14 semester units) as well as professional experience while living, interning, and attending classes in DC/Sacramento

Open to all majors

Internship opportunities

Courses

Blocks away from the White House
Gaining Experience Outside of the Classroom

- Being involved in college can add to a student’s **resume**
- Campus involvement can show employers skills like **time management and leadership**
- Each UC campus has hundreds of **clubs and organizations** students can join!
Maximizing Opportunities

- Volunteering
- Internships
- Work experience
Thank you!