

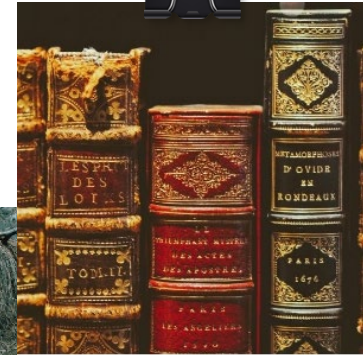


Choose Your Major

Tools and Strategies to explore
your major and career options!



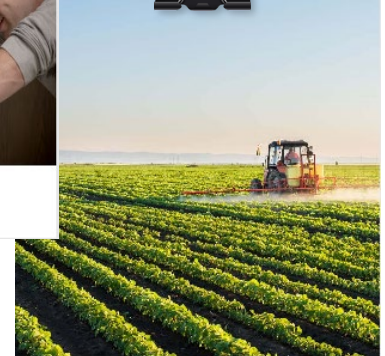
Anthropology



History



Chemistry and Biochemistry



Agricultural Business



Discussion Topics



AGENDA

- ☐ What is a major? Why is it important?
- ☐ Major misconceptions
- ☐ Exploration strategies
- ☐ Self-Assessment
- ☐ Tools for exploring majors
- ☐ Tools for exploring career options
- ☐ Decision making rubrics
- ☐ CECE Services/Resources



What is a Major?

A major is a specific area of study in which a student chooses to specialize

- An academic requirement
- Serves to expand your breadth and depth of knowledge within that particular subject matter
- Establishes the specific set of courses you need to complete in order to earn your degree
- Can provide a foundation of knowledge and skills for your future career

In addition to your major, you may also choose or be required to include the following:

Emphasis/concentration: A further specialization within your major

Minor: A secondary area of study

Major Misconceptions

The Myth

- Most students already know what they want to major in and never change their mind
-
- Your major determines your career path for the rest of your life.

The Reality

- Many students struggle to decide what “the right” major is for them
 - Many students change majors
 - However, timing is important! Start the process of thinking about and researching your choices early to make the best decision you can, being thoughtful and thorough in your decision making so that you’re less likely to want or need to change it later.
-
- Major & career are not the same thing
 - Major – academic requirement
 - Career – An occupation undertaken for a significant portion of a person’s life

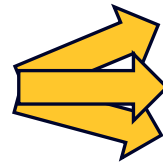
Major

Careers

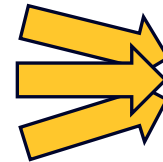
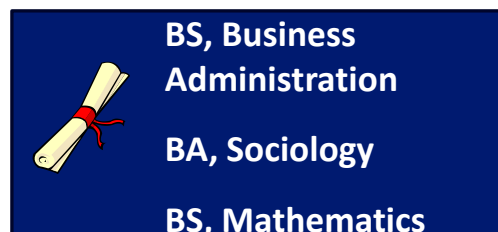
- There are certain majors and careers that are directly correlated (Example: Nursing)



- Most undergraduate majors prepare students for a variety of potential careers



- Many careers can draw from a variety of undergraduate majors

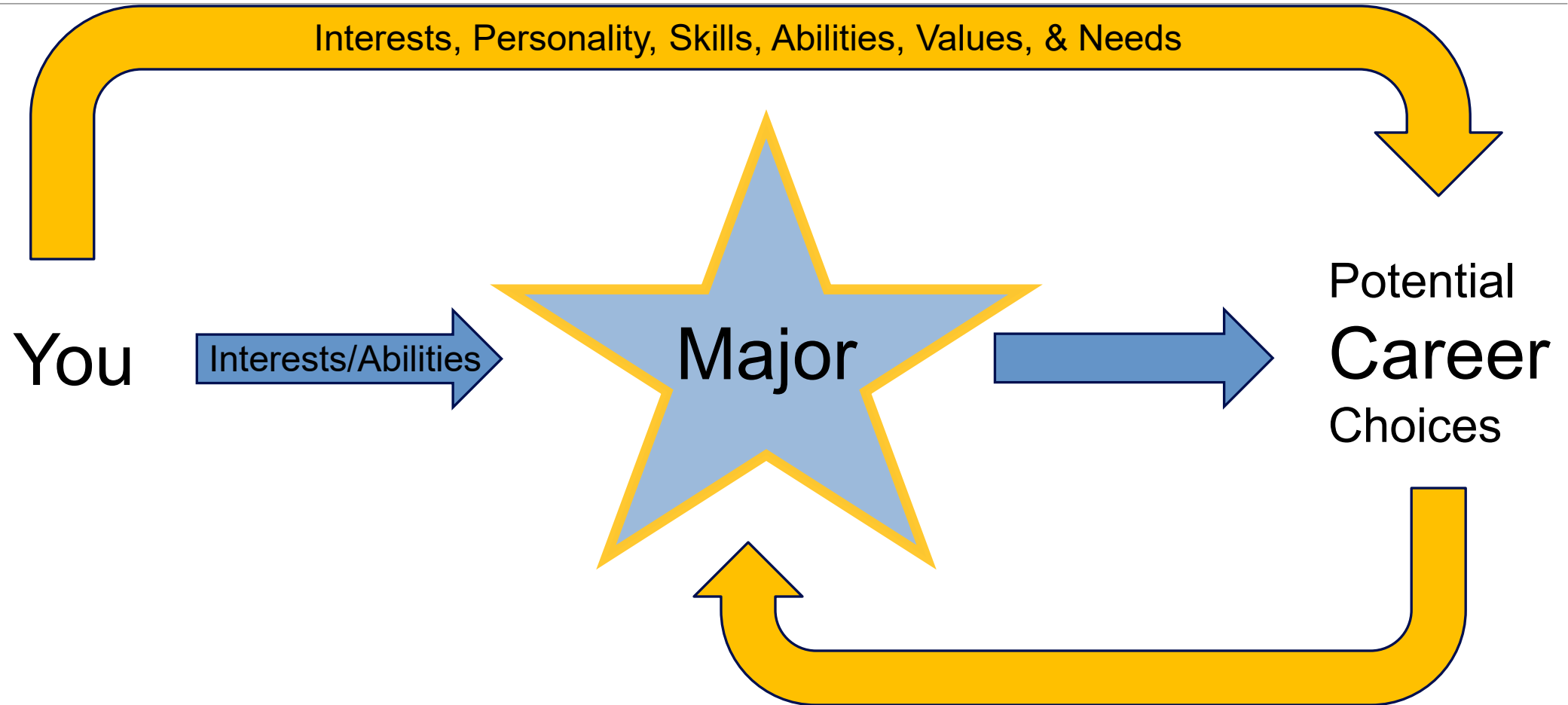


Top Attributes Employers Seek in their New Hires:

- Critical thinking (Problem solving)
- Teamwork
- Communication skills
- Strong work ethic
- Technical/computer skills
- Initiative
- Attention to detail
- Interpersonal

Source: Job Outlook 2024, NACE

Exploration Strategies



Self-Assessment

- Reflect on who you are, what you like and dislike, what you're good at, and what's important to you.
- The goal is to gather as much information as you can about your interests, skills, values, and desires.
- Be honest and realistic about your abilities and preferences
- Listen to what others have to say about you, but remember that this decision is ultimately about YOUR future and YOUR happiness

Consider the following:

What classes have you enjoyed the most so far?

What activities have you participated in that provided you with a sense of accomplishment?

What do you like to do in your spare time?

What types of things energize you?

What are your favorite subjects to read about?

What type of work environment do you prefer? Outdoor/indoor? Alone or as part of a team?

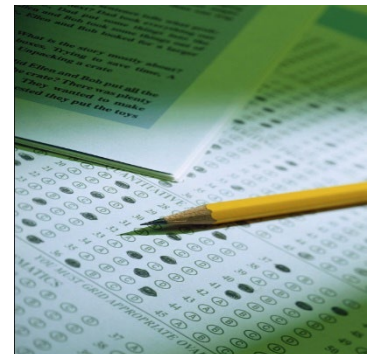
What are the skills that come to you without thought and effort? What are you good at?

What are a couple of areas where your friends and family seek your knowledge or opinion?

What is important to you? Helping others, money, job security, flexibility?

Where do you want to live?

Struggling? We have assessment tools that can help!



Tools to Explore Majors

- [List of CSUB Majors & Programs](#)
- [CSUB Program Mapper](#)
- [CSUB College Catalog](#)
- General Education Classes
- Friends, family, professors
- CECE Website: [What Can I Do with my Major?](#)



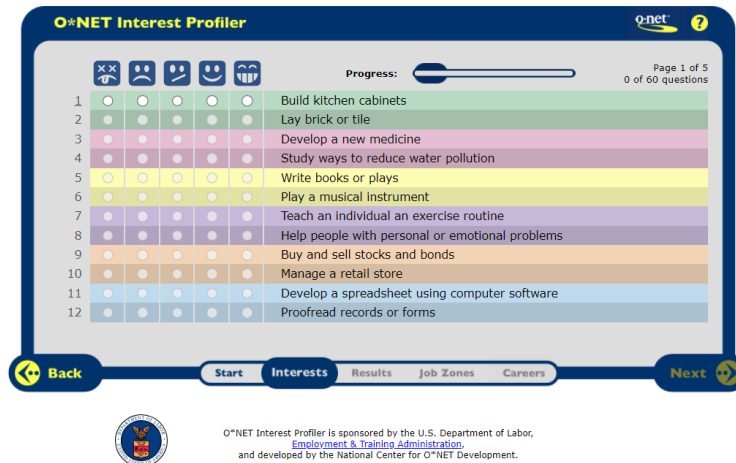
**? What Can I Do
With This Major?**

Tools to Explore Careers

There are a variety of tools and strategies for exploring career options, including:

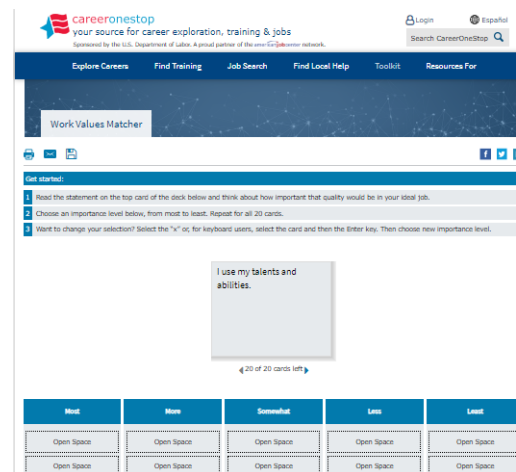
- Assessments
- Career Fairs/Employer Events
- Student Clubs
- Professional Associations
- Informational interviewing
- Gaining experience and exposure to the field

Online Assessments



O*Net Interest Profiler

- Helps identify your interests and relate them to the world of work
- Uses the results from your responses to provide suggestions of careers that might be a good fit for you based on your interests



CareerOneStop Work Values Matcher

- Helps to identifying the values that are important to you within the work field

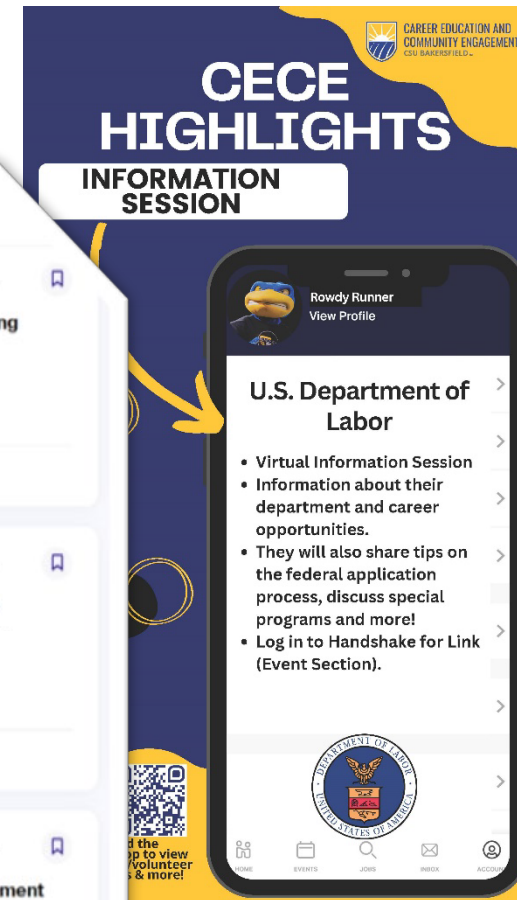
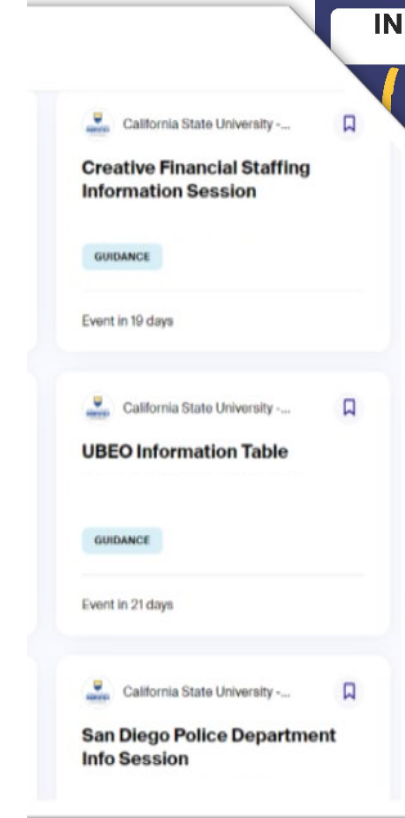
Career Fairs



CSUB

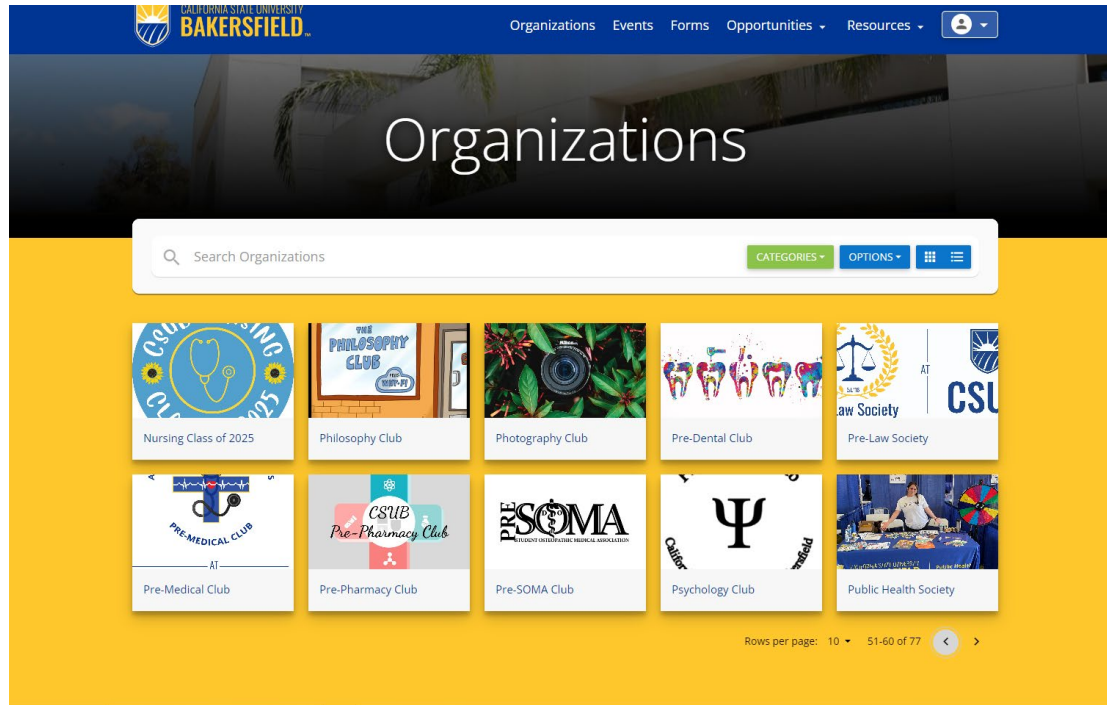
- ☐ Career Expo – Every semester
- ☐ Volunteer Fair – Every semester
- ☐ Graduate School Fair – Fall
- ☐ Industry events/Mixers

Employer Information Sessions



Career Events

Clubs & Professional Associations



Runner Involve

<https://csub.presence.io/organizations>



O*Net Online

(Enter an occupation and scroll to bottom of the page for a list of professional associations connected to that profession)

CareerOneStop

(Enter an occupation and click "Search")

Informational Interviewing

An informal conversation with someone working in a position or industry that interests you to obtain information and advice.

- **Primarily a meeting to get advice and gather information about a career or company you are considering**
- **Gain industry knowledge**
- **Information to help you make a career decision and how best to prepare for the specific career**
- **Expand your network and develop new professional contacts**
- **It can result in career/internship opportunities or mentorship**

It's NOT a job interview



YOU are the Interviewer



Informational Interviewing: The Process

Identify

- Identify career/s you are interested in
- Identify the individuals you want to interview
 - Easiest to start by identifying people you already know in those careers, or “friends of friends”



Preparation and Research

- Research the company and individual
- Develop a short introduction about yourself and the reason you are contacting this person
- Plan open-ended questions based on your research
 - How did you get into this field?
 - What do your daily responsibilities look like?
 - What do you like best about your career? Least?
 - Do you have any suggestions for additional classes/activities I should complete to better prepare?
 - What are the most important characteristics one needs to be successful in this job?
 - How do you see your profession/field/industry changing in the future?
 - What do you wish you had known about this career while you were a student?

Make contact

- Reach out via email, phone, over social media or in-person to request a meeting
- Be professional in your interactions
- Send a thank you after the meeting
- Look for ways to stay connected
- Repeat the process with other professionals

'RunnerBridge Community



 Home  My Network  Jobs  Messaging  Notifications



CAREER EDUCATION AND COMMUNITY ENGAGEMENT
CSU BAKERSFIELD

Elizabeth Vega

Recent

-  New Year, New Career: How to...
-  Get-Hired Playbook: Strategie...
-  Getting Started on LinkedIn: Ti...

Groups

Events

Discover more



ALUMNI ASSOCIATION
CSU BAKERSFIELD

'RunnerBridge Community on LinkedIn

'RunnerBridge Community

Public group

76 members

Join

All Recommended

['RunnerBridge](#)

LinkedIn





California State University, Bakersfield

`Runners on the Rise!

Higher Education · Bakersfield, CA · 41K followers · 32K alumni

[+ Follow](#) [Message](#) [...](#)

[Home](#) [My Employer](#) [About](#) [Posts](#) [Jobs](#) [Alumni](#)

31,624 alumni

Search alumni by title, keyword or company

Start year End year

Where they work

+ Add

735 | California State University, Bakersfield

440 | Kern High School District

341 | Kern County

281 | Bakersfield City School District

Show more

Where they live

+ Add

30,662 | United States

25,391 | California, United States

17,349 | Greater Bakersfield Area

14,756 | Bakersfield, CA

What they do

4,467 | Education

3,189 | Operations

2,517 | Business Development

2,205 | Healthcare Services

Show more

What they are skilled at

+ Add

9,139 | Customer Service

8,111 | Microsoft Office

7,756 | Leadership

6,583 | Communication

Show more

What they studied

+ Add

4,320 | Business Administration and Managem...

2,646 | Psychology

2,013 | Liberal Arts and Sciences/Liberal Studies

1,158 | Sociology

Show more

How you are connected

22,675 | 3rd+

8,577 | 2nd

103 | 1st

Show more

Gain Experience & Exposure



Job shadow

Spend time with a professional in your desired field

Part-time job or Volunteer

Volunteer or work in a position within the industry

Internships

- Work in a position directly related to your desired career goal
- Many Internships are converted to full-time offers upon graduation

Decision Making Strategies

Pros/Cons list

	Pro's	Con's
Choice 1		
Choice 2		
Choice 3		

Matrix

FACTORS: What is important to you?						TOTALS
WEIGHT: How important is it? 1=NOT Important; 5 = VERY important						
Option 1						
Option 2						
Option 3						

FACTORS: What is important to you?	Geographic (location) restrictions	Availability of opportunities	Meaningful work	Salary	Work life balance	TOTALS
WEIGHT: How important is it? 1=NOT Important; 5 = VERY important	1	3	5	2	4	
Option 1 <i>Job X</i>	5 $5 \times 1 = 5$	4 $4 \times 3 = 12$	3 $3 \times 5 = 15$	2 $2 \times 2 = 4$	1 $1 \times 4 = 4$	40
Option 2 <i>Job Y</i>	3 $3 \times 1 = 3$	5 $5 \times 3 = 15$	3 $3 \times 5 = 15$	4 $4 \times 2 = 8$	4 $4 \times 4 = 16$	58
Option 3 <i>Job Z</i>	1 $1 \times 1 = 1$	1 $1 \times 3 = 3$	4 $4 \times 5 = 20$	5 $5 \times 2 = 10$	2 $2 \times 4 = 8$	42

Use AI to Explore Majors and Careers

ChatGPT, Microsoft Copilot, Gemini, Claude, and Perplexity can help you:

- Explore majors and career options
- Learn about occupations and industries
- Compare career paths
- Discover internships and entry-level jobs

AI should never make career decisions for you or replace your own reflection, research, and conversations with career counselors, faculty, or advisors.

AI Prompt Examples

Explore Yourself

- Based on my interest in [insert interests], what majors should I explore and why?
- What careers combine my major in [insert major] and with my minor in [insert minor].

Explore Majors & Careers

- What careers can I pursue with a degree in [insert your academic discipline of interest]?
- Describe a typical day in the life of a [occupation].
- What are the pros and cons of becoming a [occupation]?
- Compare being a [occupation] vs. a [occupation].
- Based on my interests in [field or subject], suggest career paths, required skills, and ways to gain experience.
- I'm deciding between [major] and [major]. Compare the majors, typical careers, salary ranges, and graduate school options.

AI Prompt Examples

Informational Interviewing

- Help me develop 10 thoughtful informational interview questions for a [career/profession].

Plan Your Next Steps

- What are common entry-level jobs for _____majors or in the _____industry?
- Based on my interests in [fields], suggest tailored career paths that align with my strengths and aspirations. Outline actionable steps to achieve these goals, including targeted recommendations for internships, relevant courses, and essential skills to develop. Provide insights on emerging trends in these fields to guide long-term career planning.
- Who are CSUB alumni who have a degree in [major] and are working in [industry]?

Tips For Effective Prompting

- Be specific with your interests, strengths, goals, and major.
- Ask AI to help you explore options, not to choose for you.
- Ask for examples, comparisons, explanations, and feedback, not just lists.
- Use follow-up prompts to refine your answers.
- Verify information using reliable sources.

AI Cautions & Ethical Use

- AI should supplement – not replace – reflection or advising.
- Always verify AI-generated information.
- Never input confidential or personal data.
- Use your own experiences to develop authentic answers.
- Talk with faculty, advisors, alumni, employers, and CECE staff when exploring major and career options.

CECE SERVICES



Handshake

- Schedule a 45-minute (one-on-one) [APPOINTMENT](#)
- Access to [BIG INTERVIEW](#) to practice interviewing
- Submit your [RESUME](#) for a review
- RSVP to [CAREER FAIRS](#)
- Connect with employers through [INFO SESSIONS/TABLES](#)
- Access [WORKSHOP POWERPOINTS](#) (Under Resources)

<https://csub.joinhandshake.com/>

CECE Website

- [RESUME](#) Samples
- Watch [CECE ON-DEMAND WORKSHOP VIDEOS](#)
- [WALK-IN](#) Schedule; 20-minute session
- [INTERVIEW SKILL BUILDING](#) Resources
- Explore [MAJORS & CAREER](#) Tools
- And more!

Social Media, LinkedIn & YouTube

- Follow us on [social media](#)
- Connect with us on [LinkedIn](#)
- Watch CECE On-Demand Workshop Videos on [YouTube](#)



www.csub.edu/cece



www.youtube.com/@csubcece

Workshop Survey

We want your feedback!

- How helpful was this workshop?
- Let us know what other career-related topics you would like CECE to offer.

Please take a few minutes to complete our Post-Workshop Survey.

<https://bit.ly/cece-workshopsurvey>

“Choose a Major” Workshop:



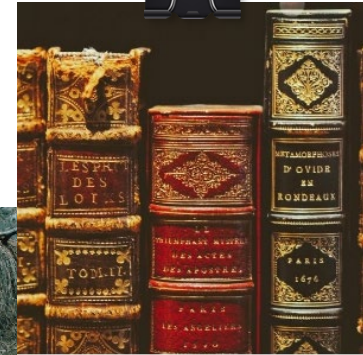


Choose Your Major

Tools and Strategies to explore
your major and career options!



Anthropology



History



Chemistry and Biochemistry



Agricultural Business

