



A MAJOR DECISION

You want your student to thrive in college and finish ready to compete for the job of their dreams.

The first step on this path is among the most important: **choosing the right major.**

One that suits their long-term career goals, pairs with their personal interests, and makes them want to head to class *every day!*



**CAREER DEVELOPMENT
CENTER**

KUTZTOWN
UNIVERSITY

www.kutztown.edu/careercenter

RESEARCH

Kutztown offers more than 100 options including well-known and time-tested programs like education and math. But we also offer dozens of lesser-known options like sociology that can position your student for jobs across a whole host of industries.

So how do you help them find the right fit? Dig in, take time, and explore all the options using the guide below to help your future Golden Bear pare it down!

FOUR-STEPS

Four-Step Exploration and Decision-Making Process

1. Who Am I and What Do I Like?

The answer may be obvious. "I'm a people person and I love sports." Or, "I want to be on my device researching 24 hours a day." But how does that translate into the right career goal?

Your student's high school guidance counselor may have offered career/personality assessments to help direct their path. But if they need more clarity, our comprehensive Career Development Center offers by appointment career coaching to further evaluate their strengths and interests, as well as career counselors to help make sense of the data.

2. Next Step: Gather Information

It's all there: descriptions of the programs, the types of jobs and titles you can acquire with each degree, even examples of where your student could potentially intern. Simply visit either website to learn more:

www.kutztown.edu/exploremajors
www.kutztown.edu/MDS

3. Evaluate Options

Now it's time to organize, clarify, and evaluate options.

- First, ask your student to list their interests (I like science, the arts, sports, etc.), what they value in life (I want to explore, work for a nonprofit, live near my family), and what naturally motivates them (helping people, money, creativity, etc.). Now use the research on the majors to prioritize options – weighing the advantages and disadvantages.
- Have them connect with people in their field(s) of interest to get a true picture of what their days will be like (expectations and tasks involved, the type of hours they'll keep, etc.).
- Suggest job shadowing a professional who holds the type of job they think they want to pursue. Beyond getting a real-feel for the position, including the culture of an organization (which can be very different from industry-to-industry), they'll develop professional contacts.

4. Commit to a Major/Career Path

Once your student is officially enrolled as a Golden Bear, they'll be able to access a whole host of additional resources:

- Faculty within their academic department are available to discuss a plan for their major.
- Their personal faculty advisor will review a checklist for their major each semester and discuss options for electives, internships, and undergraduate research.
- Experts at the Career Development Center are on hand to help them explore and engage in internships, volunteer work, and related employment to gain experiences and build a strong resume.



FOR INFORMATION:

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