11 HOT COLLEGE MAJORS
THOUGHT FOR THE DAY . . .

“Adaptation is not an option in enrollment management. Change and succeed, or resist and stagnate” . . . Peter Bryant, Noel Levitz, November, 2013
THE PRINCETON REVIEW'S TOP 10 MAJORS

1. Computer and Information Sciences
2. Communications
3. Political Science and Government
4. Business
5. Economics
6. English Language and Literature
7. Psychology
8. Nursing
9. Chemical Engineering
10. Biology
HAMPTON UNIVERSITY TOP TEN MAJORS FOR 2015 FRESHMAN CLASS

1. Biology
2. Psychology
3. Pre-Nursing
4. 5 year MBA
5. Pre-Pharmacy
6. Undecided
7. Journalism
8. Criminal Justice
9. Marketing
10. Sports Management
Princeton Review compiled their list of best college majors based on research covering job prospects, alumni salaries, and popularity.

They maintain each of these majors offers unique intellectual challenges and will help students develop skill sets that will be applicable in a variety of professional positions.
## Total Undergrad Enrollment & Number of Majors at Peer Institutions

<table>
<thead>
<tr>
<th>College/ University</th>
<th>Total Enrollment</th>
<th># Of Majors</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Richmond</td>
<td>2,983</td>
<td>60</td>
</tr>
<tr>
<td>Mercer University</td>
<td>2,538</td>
<td>33</td>
</tr>
<tr>
<td>Wake Forest University</td>
<td>4,823</td>
<td>40</td>
</tr>
<tr>
<td>Spelman College</td>
<td>2,129</td>
<td>31</td>
</tr>
<tr>
<td>Xavier University</td>
<td>4,652</td>
<td>48</td>
</tr>
<tr>
<td>Howard University</td>
<td>6,974</td>
<td>49</td>
</tr>
<tr>
<td>Morehouse College</td>
<td>2,189</td>
<td>26</td>
</tr>
<tr>
<td>Tuskegee University</td>
<td>2,584</td>
<td>50</td>
</tr>
<tr>
<td>College of William &amp; Mary</td>
<td>6,271</td>
<td>58</td>
</tr>
<tr>
<td>North Carolina A&amp;T</td>
<td>8,872</td>
<td>107</td>
</tr>
<tr>
<td>HAMPTON UNIVERSITY</td>
<td>4,622</td>
<td>52</td>
</tr>
</tbody>
</table>
## Top Majors at Peer Institutions

<table>
<thead>
<tr>
<th>Major</th>
<th># of Peer Institutions with competitive/popular majors</th>
</tr>
</thead>
<tbody>
<tr>
<td>English/ Liberal Arts</td>
<td>(8)</td>
</tr>
<tr>
<td>Biology</td>
<td>(7)</td>
</tr>
<tr>
<td>Psychology</td>
<td>(7)</td>
</tr>
<tr>
<td>Social/ Political Sciences</td>
<td>(7)</td>
</tr>
<tr>
<td>Business Management</td>
<td>(7)</td>
</tr>
<tr>
<td>Journalism/ Communications</td>
<td>(4)</td>
</tr>
<tr>
<td>Engineering</td>
<td>(3)</td>
</tr>
</tbody>
</table>
Employers are looking for students with a background in several traditional fields, and colleges are creating new majors in emerging areas. The following are 11 hot majors to explore:

1. **BIOMEDICAL ENGINEERING**
   The Bureau of Labor Statistics estimates the biomedical engineering field will see 62 percent growth in jobs between now and 2020.

2. **BIOMETRICS**
   This field teaches students how to build automated identification devices, such as facial recognition systems. The biometrics industry is expected to grow to $363 million by 2018.

3. **FORENSIC SCIENCE**
   Forensic scientists help solve crimes by collecting and analyzing physical evidence and other facts found at the scene. They specifically analyze fingerprints, blood, semen, firearms, saliva, and drugs, and may also reconstruct skeletal bones. In addition, forensic scientists write reports, preserve evidence, testify in court, and discuss evidence collection with attorneys and law enforcement personnel. Often times, the scientific breakdown of evidence is crucial in determining an accused person’s guilt or innocence in a crime. Therefore, the role of forensic scientists is vital to the criminal justice process.

4. **COMPUTER GAME DESIGN**
   The global market for video and online games is expected to reach $82 billion by 2017. To succeed, designers must learn animation, audio design, programming and production management skills.

5. **CYBERSECURITY**
   By the year 2016, the Pentagon alone, plans to add more than 4,000 experts at its Cyber Command. Students who specialize in cybersecurity can also expect to find openings in health care, energy and at security services firms.
6. DATA SCIENCE
Data science draws from various fields, including math, statistics and computer science. The International Data Corp., a technology market research firm, says the global volume of computerized data is doubling every two years. Technology research estimates there are an estimated 4.4 million jobs worldwide related to this field of study.

7. BUSINESS ANALYTICS
People employed in business analytics use data and statistical methods to examine business performance. Courses focus on computer software, math, statistics and communication skills.

8. PETROLEUM ENGINEERING
New technology has created access to shale formations thought unproductive 10 years ago. To tap these reserves, a new crop of petroleum engineers will be in demand.

9. PUBLIC HEALTH
Two factors give public health majors rosy prospects: the threat of global epidemics, and the part of health reform that focuses on prevention. Students can focus on the scientific aspects of the discipline, the statistical angle or policy, and find work in hospitals, nonprofits and community health centers.

10. ROBOTICS
By the year 2020, robotics is estimated to create 3.5 million new jobs, according to Metra Martech, a London-based market research firm. The field is multidisciplinary, drawing on aspects of computer science, mechanical engineering, electrical engineering, psychology and many other disciplines.

11. SUSTAINABILITY
New and retooled environmental degree programs are placing fresh emphasis on practical problem-solving, a skill enticing to employers. Sustainability managers in all sorts of companies and organizations look for ways to improve efficiency and decrease waste and pollution.
OUR NEXT STEPS.

Create new majors in emerging areas?

Revise, expand, or rename existing majors that are in line with the hot majors?

Compare and contrast curriculum offerings at peer institutions to ensure that we offer the very best?

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RECRUITMENT STRATEGIES FOR FACULTY

- Present departmental information during Admission staff orientation/training meetings
- Develop a communication calendar for faculty use
- Create an innovative and user-friendly departmental /program website.
- Feature faculty and successful alumni profiles on your departmental website.
- Include information on intern, employment and graduate options on your departmental website
RECRUITMENT STRATEGIES FOR FACULTY

- Include faculty input in departmental marketing design and communications.
- Inform faculty of major recruitment events for the year.
- Send engaging faculty to speak at recruitment events.
- Identify faculty experts for specific needs, i.e. magnet schools.
- Encourage off-campus visits to local and regional high school classrooms.
Participate in daily campus visit activities.

Assist with prospective student contact campaigns (phone, e-mail or letter).

Use “internal intelligence” (Ex. Travel requests, holidays, etc.)

Serve as instructors during pre-college programs.
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Peter Bryant, Noel Levitz, November 2013