

Orientation 2019

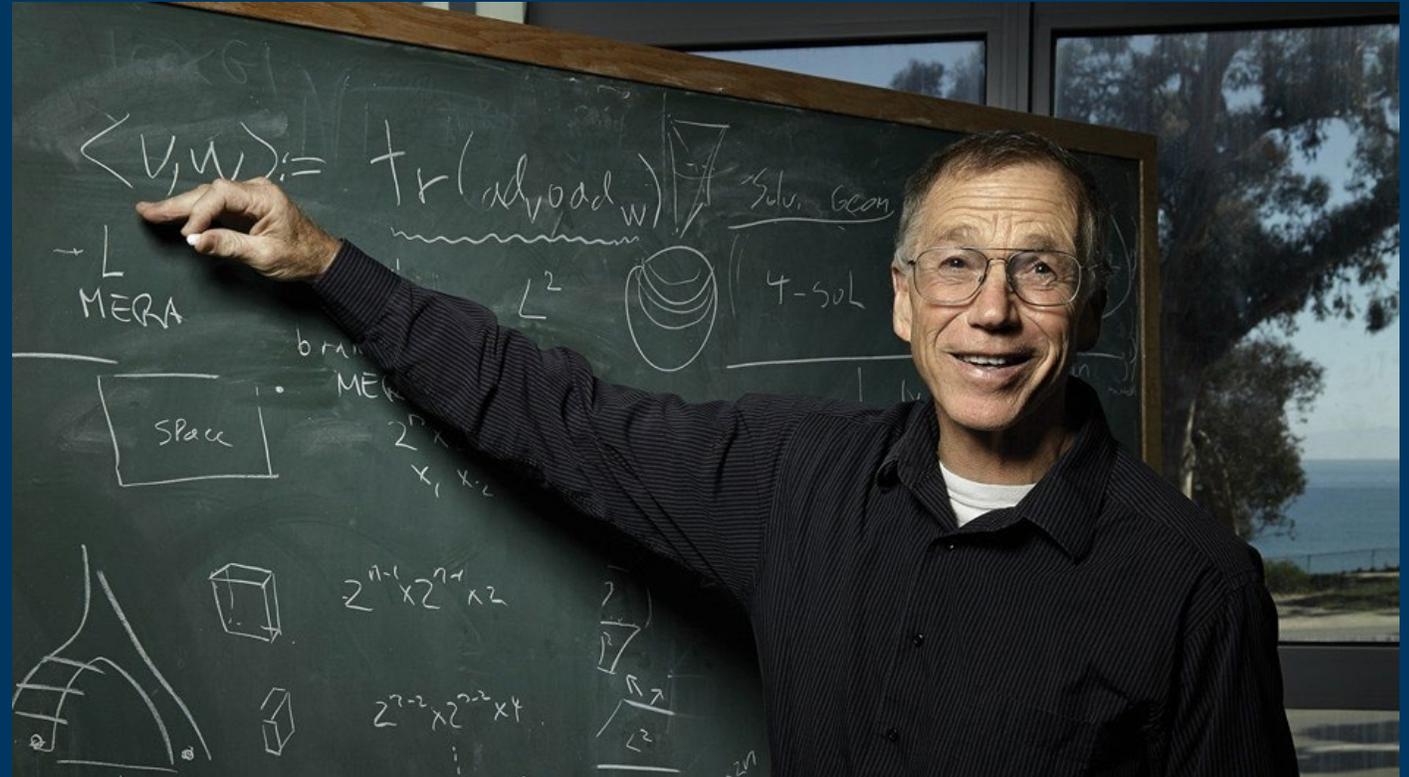
UC Santa Barbara

Jeffrey Stopple

Associate Vice Chancellor for
Undergraduate Education

UC Santa Barbara Research

Michael Freedman was awarded a Fields Medal for his work on the 4 dimensional Poincaré conjecture. He currently leads a UCSB team developing a topological quantum computer.



Part I

Find Your Passion

A Liberal Arts Education



A Liberal Arts Education

- Analytical, evaluative, critical and creative thinking
- Effective oral and written communication
- Problem-solving
- Ability to learn and synthesize new ideas
- Critical and reflective reading
- Research skills
- Organization and time-management
- Ability to work in a team
- Self-confidence and self-understanding
- Foreign language skills and cross-cultural knowledge

40% of UCSB students are first generation

“Growing up in an immigrant household, my job prospects were limited to dentist, doctor, or accountant. I viewed college as a path to a stable career, but not exactly an environment to explore my interests. I fielded questions like, “can you even get a job with a degree in reading books?”



Dyllan Brown-Bramble

The Unexpected Value of the Liberal Arts

First-generation students are finding personal and professional fulfillment in the humanities and social sciences.

GEORGE ANDERS | AUG 1, 2017 | EDUCATION

New York Times on Majors and Careers

Myth 1: For the big money, STEM always delivers.

“It’s true that computer science and engineering top all the pay rankings, but salaries within specific majors vary greatly.”

Six Myths About Choosing a College Major

By Jeffrey J. Selingo

Nov. 3, 2017



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Many colleges ask you to choose a major as early as your senior year of high school, on your admissions application. Yet there’s a good chance you’ll change your mind. The Education Department says that about 30 percent of students switch majors at least once.

Students get plenty of advice about picking a major. It turns out, though, that most of it is from family and friends, according to a [September Gallup survey](#). Only 11 percent had sought guidance from a high school counselor, and 28 percent from a college adviser. And most didn’t think that the advice was especially helpful. Maybe it’s because much of the conventional thinking about majors is wrong.



University of California Alumni at Work

LIVING AND WORKING IN CALIFORNIA

The majority (~66%) of UC Alumni live and work in California. Information in this dashboard shows typical annual earnings of UC undergraduate alumni who work in California, by campus, discipline, major and whether or not they went on to complete a graduate degree. While information on alumni working outside of California is not yet available, data from this dashboard is the most comprehensive resource available to understand earning potential of UC undergraduate alumni.

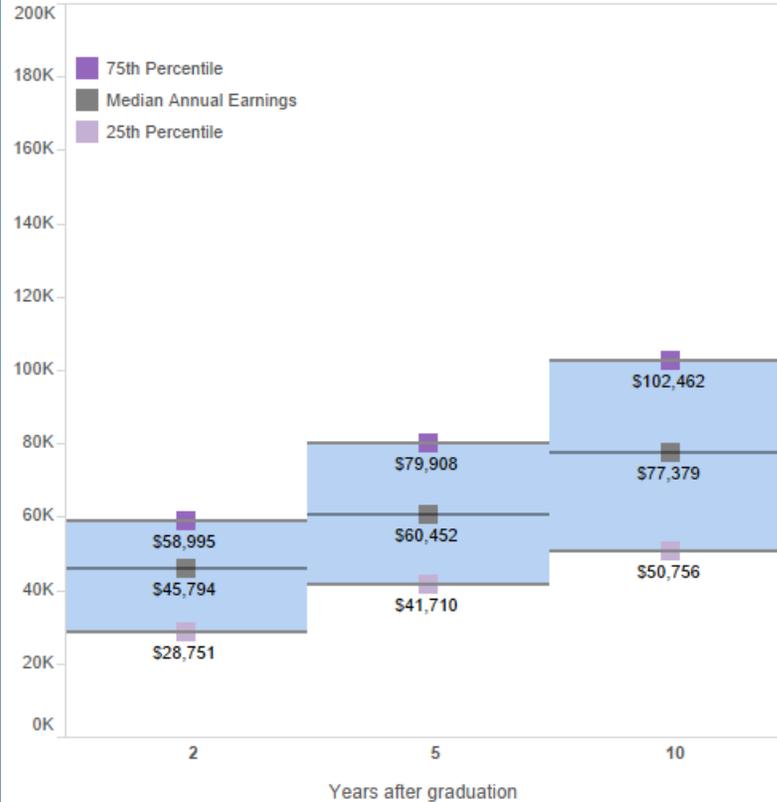
Campus: Santa Barbara Graduation Year: All Discipline: Physical Sciences Major: All Completed Graduate Degree: All

UCSB Alumni Earnings (Physical Sciences v. Social Sciences)

Typical Annual Earnings:All

Campus: Santa Barbara Discipline:Physical Sciences
Major:All

The chart below shows the middle range of UC alumni earnings salaries for the selected major or discipline using the 25th percentile, median and 75th percentile. The range in salary shows a likely range of salaries for alumni with this major at 2, 5 and 10 years after graduation.

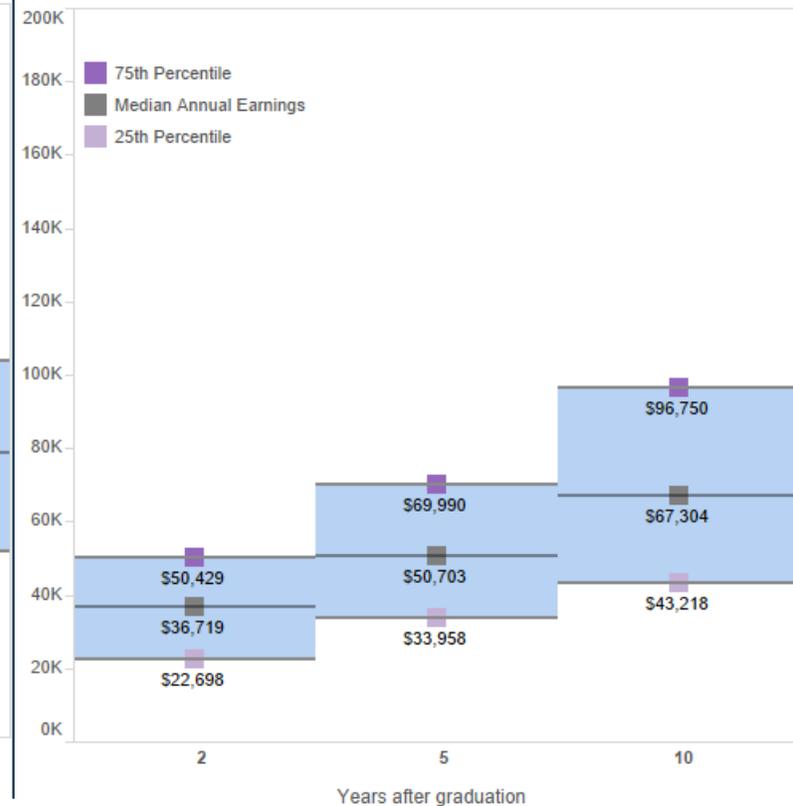


Note: 25% of graduates earn salaries greater than the top of the blue range and 25% earn salaries below the bottom of the blue range. Information is suppressed for data points with less than 30 alumni.

Typical Annual Earnings:All

Campus: Santa Barbara Discipline:Social Sciences
Major:All

The chart below shows the middle range of UC alumni earnings salaries for the selected major or discipline using the 25th percentile, median and 75th percentile. The range in salary shows a likely range of salaries for alumni with this major at 2, 5 and 10 years after graduation.



Note: Data from "Other four year colleges" is from the USDOE College Scorecard, which includes students enrolled 6-year and 10 years ago. Includes students who may or may not have graduated. This data is for recipients of Title IV financial aid only and is not differentiated by major.



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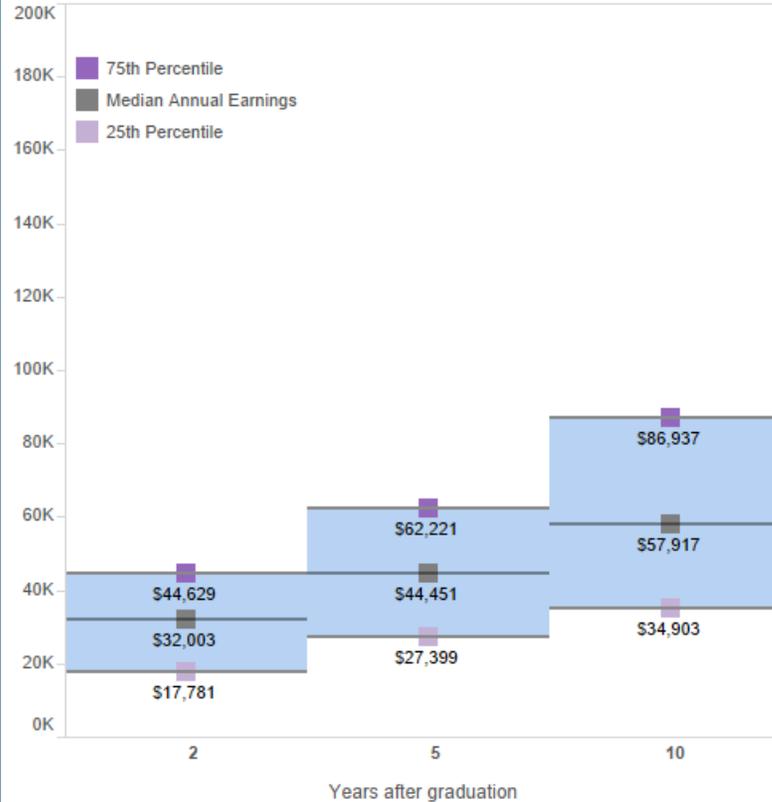
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Campus: Santa Barbara Graduation Year: All Discipline: Arts & Humanities Major: All Completed Graduate Degree: All

Typical Annual Earnings:All

Campus: Santa Barbara Discipline:Arts & Humanities
Major:All

The chart below shows the middle range of UC alumni earnings salaries for the selected major or discipline using the 25th percentile, median and 75th percentile. The range in salary shows a likely range of salaries for alumni with this major at 2, 5 and 10 years after graduation.

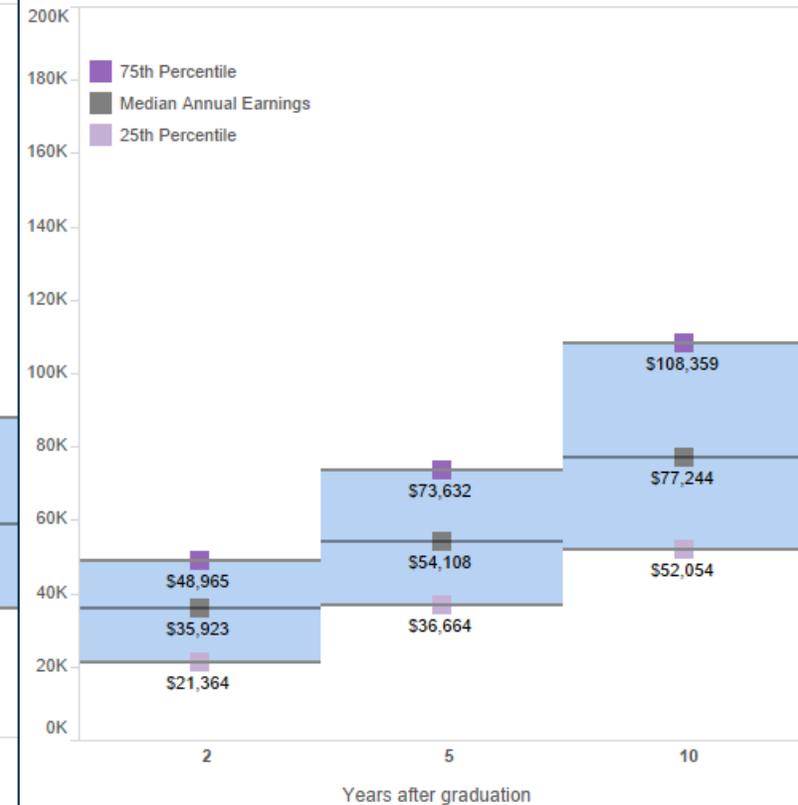


Note: 25% of graduates earn salaries greater than the top of the blue range and 25% earn salaries below the bottom of the blue range. Information is suppressed for data points with less than 30 alumni.

Typical Annual Earnings:All

Campus: Santa Barbara Discipline:Life Sciences
Major:All

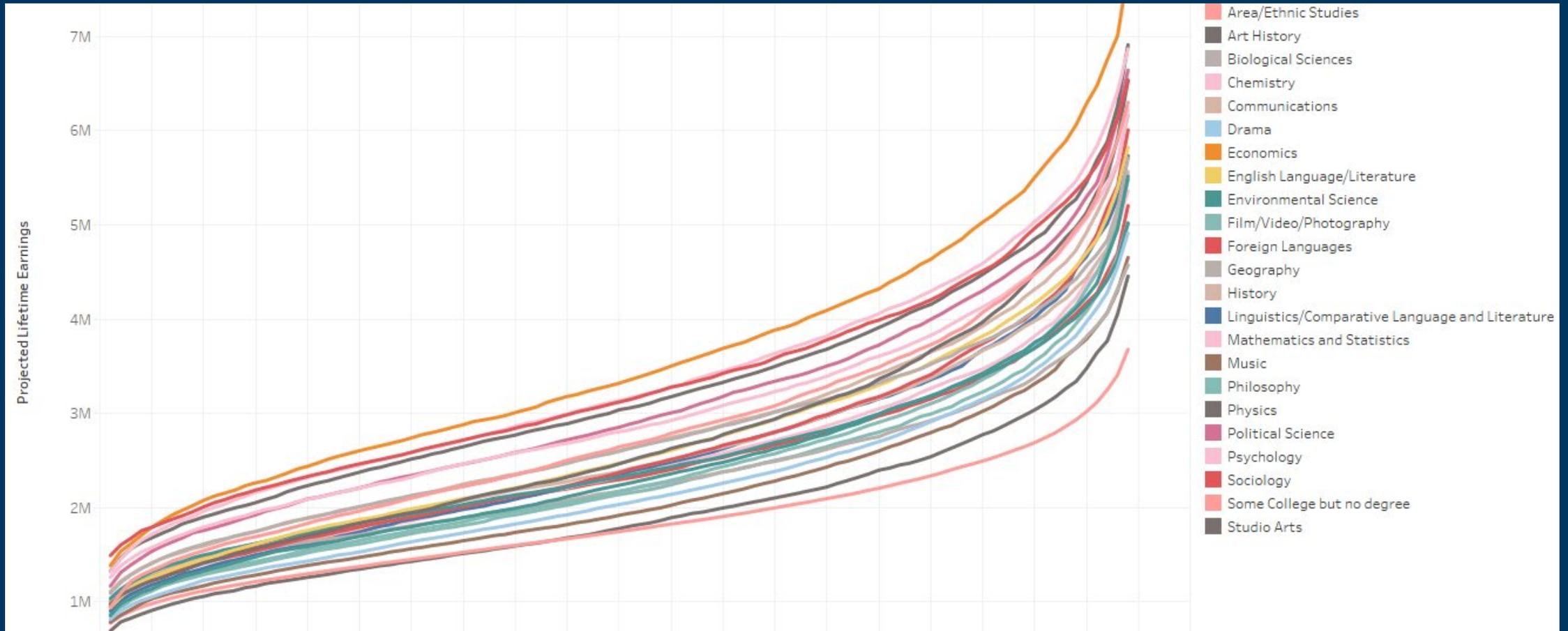
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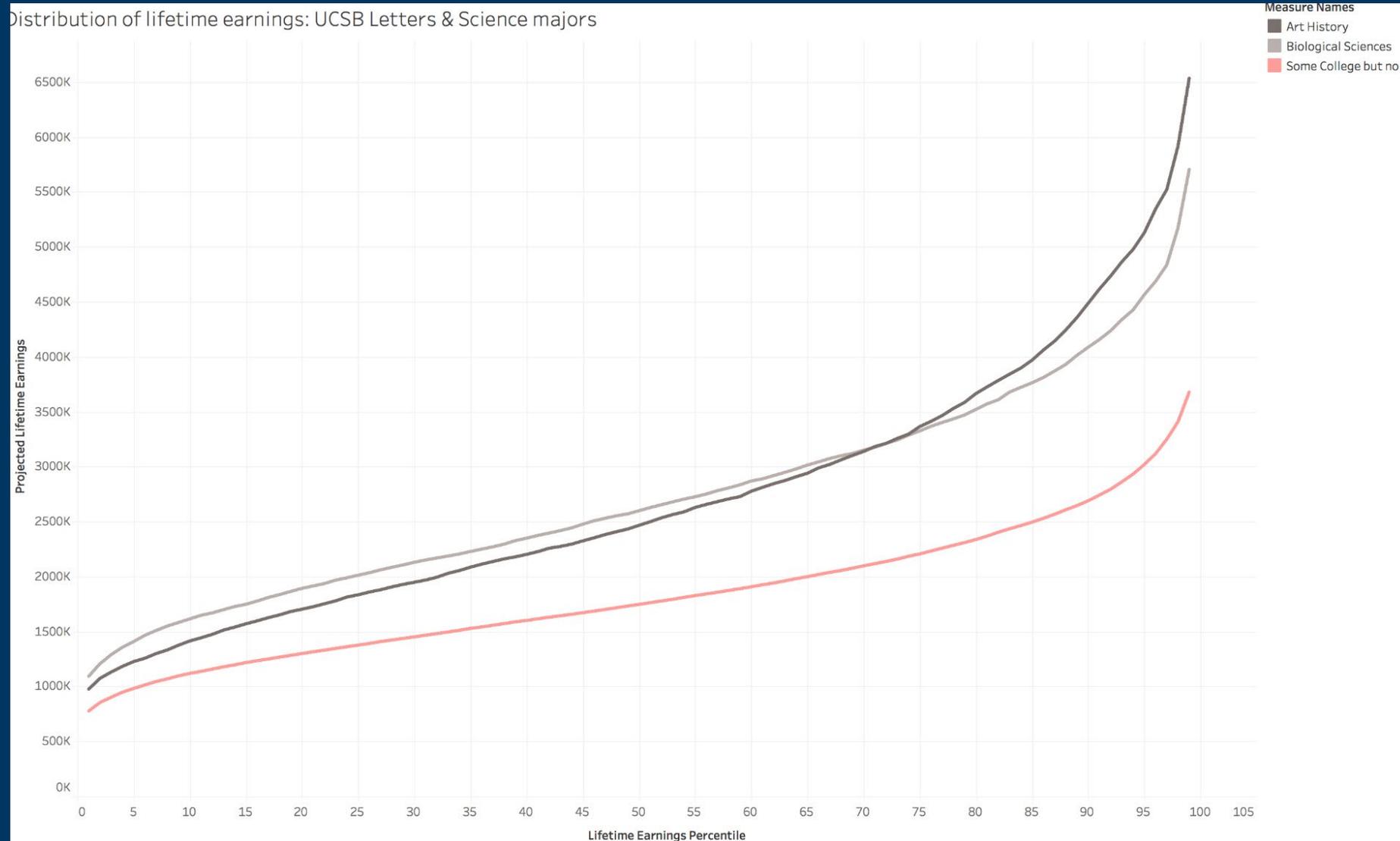
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UCSB Alumni Earnings (Life Sciences v. Arts & Humanities)

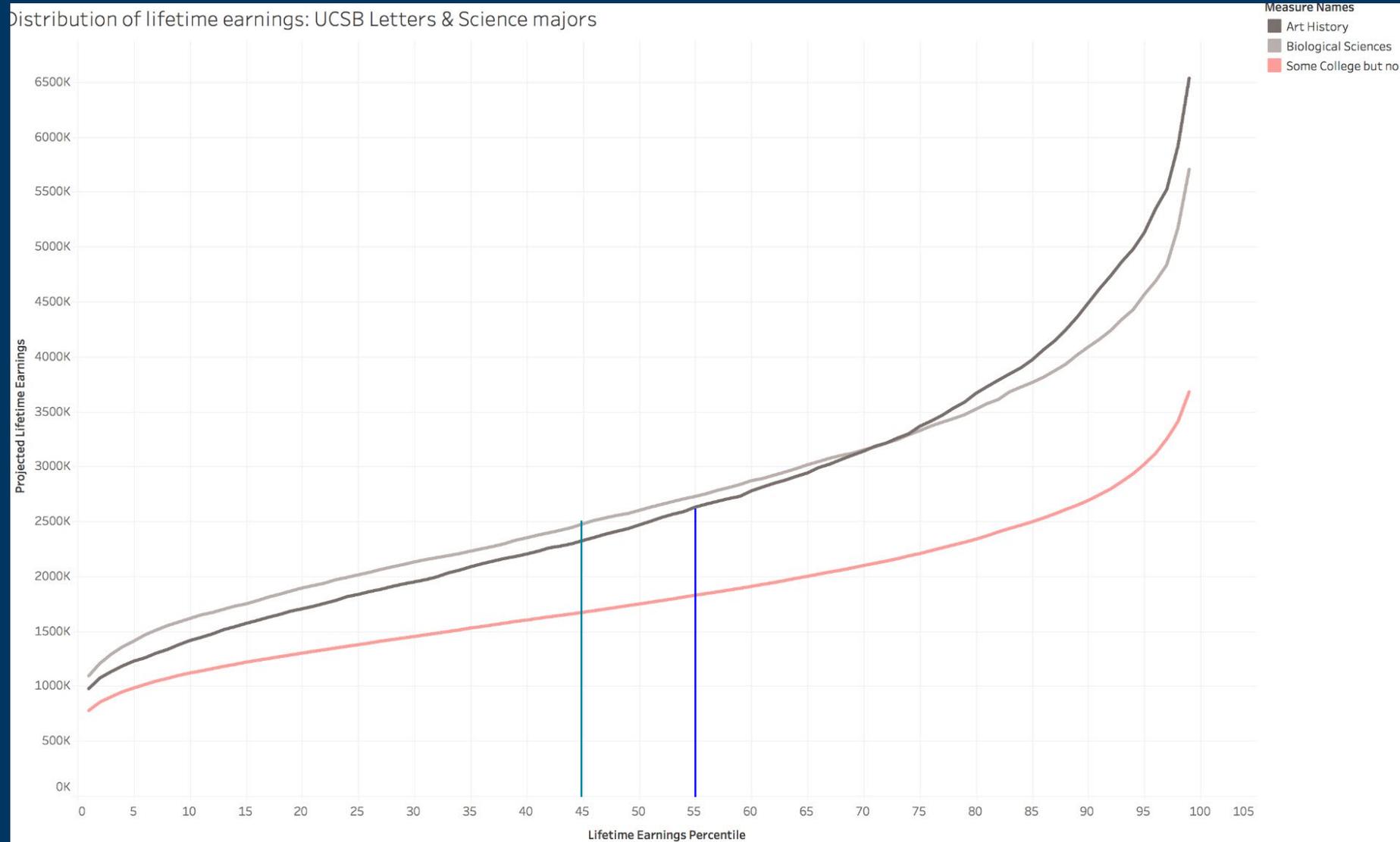
Lifetime Earnings by Major: UCSB Letters & Science



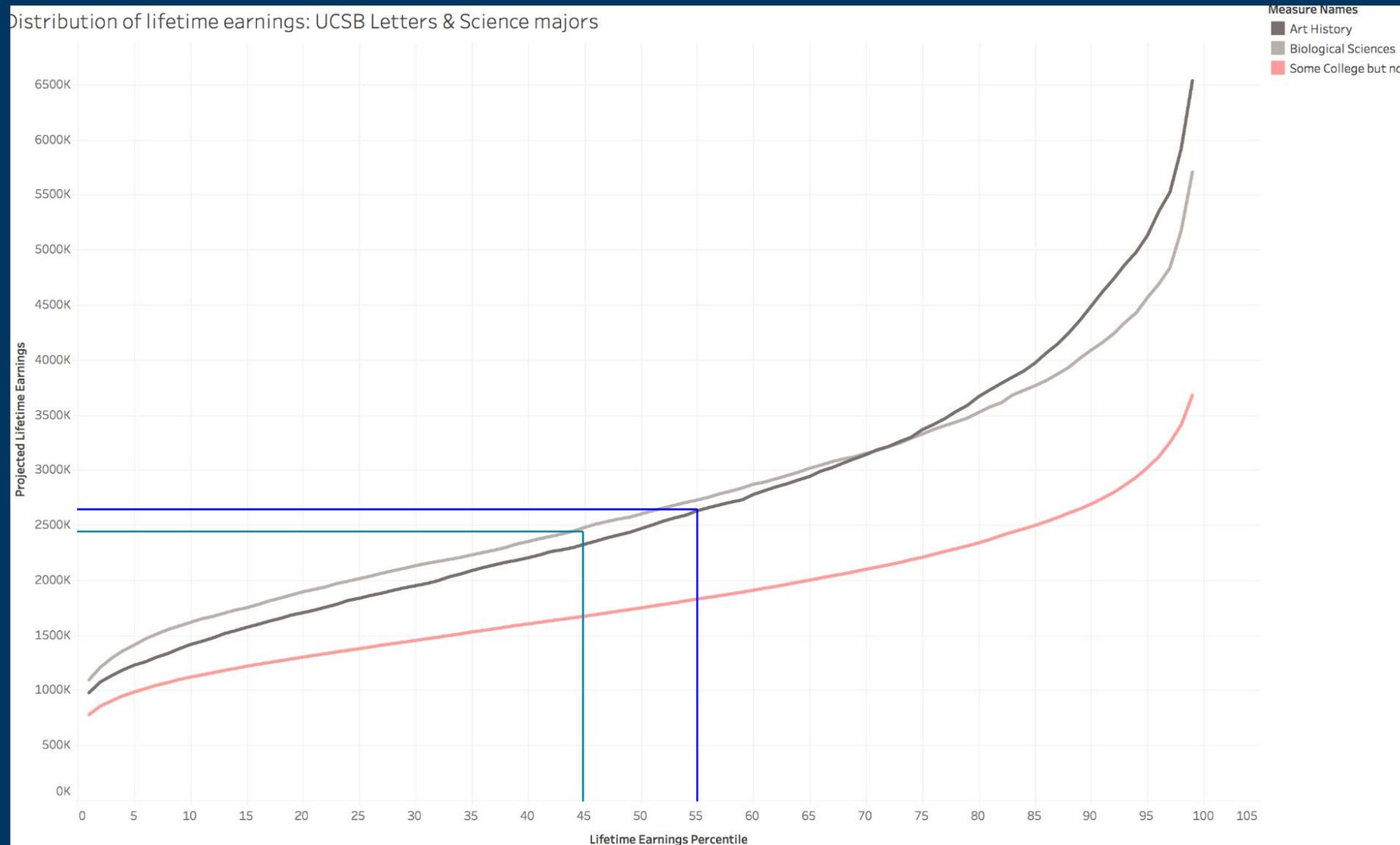
Example: Art History v. Biology



Example: Art History v. Biology



Example: Art History v. Biology



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It's Time to Change the Conversations on Majors and Income

Prospective students (and their parents) need better information, which may surprise them, writes David H. Feldman.

By [David H. Feldman](#) // June 26, 2017

I teach in an economics department. This is a hot field for undergraduates. Many students and their families believe that “practical” majors like economics or business pay off with better job prospects. Humanities majors are seen as financial losers.

As a faculty advisor to incoming students, I have seen this mercenary attitude about what to study rising over time. Although there are earnings differences between majors, choosing an academic major just because of those differences is a profound mistake for most students.

Here's how a conversation with a freshman advisee might go:

New York Times on Majors and Careers

Myth 4: Liberal arts majors are unemployable.

“the competencies that liberal arts majors emphasize - writing, synthesis, problem solving - are sought after by employers.”

Six Myths About Choosing a College Major

By Jeffrey J. Selingo

Nov. 3, 2017



[查看简体中文版](#) · [查看繁体中文版](#)

Many colleges ask you to choose a major as early as your senior year of high school, on your admissions application. Yet there's a good chance you'll change your mind. The Education Department says that about 30 percent of students switch majors at least once.

Students get plenty of advice about picking a major. It turns out, though, that most of it is from family and friends, according to a [September Gallup survey](#). Only 11 percent had sought guidance from a high school counselor, and 28 percent from a college adviser. And most didn't think that the advice was especially helpful. Maybe it's because much of the conventional thinking about majors is wrong.

Google's Project Oxygen

“Among the most important qualities of Google’s top employees, STEM expertise comes in dead last. The top characteristics of success at Google ... being a good critical thinker and problem solver; being able to make connections across complex ideas; communicating ...”

Answer Sheet • Analysis

The surprising thing Google learned about its employees — and what it means for today’s students

By **Valerie Strauss** December 20, 2017 [✉ Email the author](#)



(Marcio Jose Sanchez/AP)

The conventional wisdom about 21st century skills holds that students need to master the STEM subjects — science, technology, engineering and math — and learn to code as well because that’s where the jobs are. It turns out that is a gross simplification of what students need to know and

Forbes

“Software companies are discovering that liberal arts thinking makes them stronger ... at Facebook and Uber, the war for talent has moved to nontechnical jobs. The more that audacious coders dream of changing the world, the more they need to fill their companies with social alchemists who can connect with customer”

That 'Useless' Liberal Arts Degree Has Become Tech's Hottest Ticket



Slack CEO Stewart Butterfield (Photo credit: Carlo Ricci for Forbes)



| Eric McCandless/ABC via Getty Images

Because of AI, the value of a computer science degree will “diminish over time,” says investor Mark Cuban

In the short term, learning to code is good for your job prospects. But on the latest *Recode Decode*, Cuban explained the important role liberal arts majors will play in the future.

By Eric Johnson | @HeyHeyESJ | May 29, 2019, 4:50pm EDT

Someone graduating from college this year with a computer science degree has pretty good job prospects. But “not everybody should be a coder,” and those who *don't* code may find themselves more in demand

UC SANTA BARBARA

Letters & Science Honors



Discovery Seminars

- Film Noir
- Playwriting Bootcamp
- What is Life?
- Why Do We Believe in the Supernatural?
- Russian Animated Films
- Is There Life Elsewhere in the Universe?
- Hamilton - The Musical as History
- Greek Archaeology in Action
- Are We Alone? Solutions to the Fermi Paradox
- The Trojan War: an Historical Event or Fiction?

Discovery Seminars

- Death, Revenge and Madness in Icelandic Literature
- Computing, Knowledge, and Artificial Intelligence
- Beaches, Rocks, and the History of Southern California
- Earthquakes in Santa Barbara, California and the World
- Owens Valley, Mono Lake, and the LA Aqueduct
- HBO's Rome and the Fall of the Roman Republic
- Physics of the Large Hadron Collider: A Guide for the Perplexed
- Psychology of Dudes: Boys, Men, and Masculinity
- Loki, Thor & Hela: Retracing Superheroes to Their Origins
- The Fantastic Short-Story: Theory and Practice

Find Your Passion

“History of Art and Architecture courses have been the most life-changing, mind-altering experiences I have had in an educational setting. I experienced feelings from a range of great enlightenment to actual tears rolling down my cheeks in class. “



Part II

Dive In

Faculty Research Assistance Program (FRAP)



URCA RESEARCH COLLOQUIUM & SLAM

"I completed a thesis on multilingual families, heritage languages, and identity - which is the backbone of all the work I do."

Corinne Seals
Language Policy
Consultant '08





“I got to go to [French Polynesia] as an undergraduate assistant, which really set me on my current path. ...being able to go out in the field as an undergrad showed me that field research was what I loved.”

Samantha Davis, Aquatic Biology
BS Class '08
PhD Class '16

*Kelsey Gorter, Biochemistry,
Enologist, Class '07*



My experience in labs at UCSB put real problems in front of me that needed solving. Being able to problem solve on my feet has been an asset in all of my jobs."



“I was volunteering at a lab in the Marine Science Building when the faculty member in charge, Dr. Gaines, told me he had collaborators in Chile at a research station and that there was an opportunity for me to help out on a project there.”

*Jessica Chappell
Aquatic Biology and Spanish
Class of '08*

Education Abroad Program



“... the skills that employers seek in candidates are often cultivated by a liberal arts education, such as problem solving, teamwork, and oral and written communication ... [EAB] shares the following best practices for institutions:

[What We Do](#) ▾ [Blogs](#) ▾ [Events](#) ▾ [Why EAB](#) ▾

EAB / September 22, 2016 / Busting myths about the liberal arts

[EAB Daily Briefing](#) | [View the Archives](#) | [Print Today's Stories](#)

Busting myths about the liberal arts

A student's major does not need to correlate to a career path

8:45 AM - September 22, 2016

Despite persisting concerns about outcomes for liberal arts majors, students in the liberal arts can thrive in the workforce with the right institutional support, **EAB** Managing Director David Attis writes for *eCampus News*.

“... the skills that employers seek in candidates are often cultivated by a liberal arts education, such as problem solving, teamwork, and oral and written communication ... [EAB] shares the following best practices for institutions:

- Offer co-curricular opportunities to integrate work experience with academic coursework

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- Offer co-curricular opportunities to integrate work experience with academic coursework
- Create career-aligned tracks or specializations within liberal arts majors

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- Offer co-curricular opportunities to integrate work experience with academic coursework
- Create career-aligned tracks or specializations within liberal arts majors
- Establish programs that encourage liberal arts majors to obtain supplementary certificates from on-campus professional schools

UCSB Professional and Continuing Education

- Applied Behavior Analysis
- Business Accounting
- Business Communication & Law
- Global Business
- Leadership and Advocacy
- Marketing
- Project Management
- Technology Management
- Web Development

www.extension.ucsb.edu/bml for more info.

BUSINESS COMMUNICATION AND LAW

Develop business management skills and knowledge of the ethical, social, and legal issues confronted by businesses in an increasingly complex global marketplace.

BUSINESS LEADERSHIP

Define and strengthen your leadership acumen, build skills in business negotiation, learn and apply ways to work within an organization's culture.

JOURNALISM

Study current trends in the field of journalism, while compiling a portfolio of work to complement your extra-curricular journalistic experience.

LEADERSHIP & ADVOCACY

Develop leadership skills while bringing together the theory and practice of persuasion, justice, advocacy, and civic responsibility for local and global awareness.

MARKETING

Learn skills in digital and global marketing, strategic branding, public relations, web analytics, project management for marketing yourself or your business.

HUMAN RESOURCES MANAGEMENT

Develop skills in employee relations and diversity, strategic planning, cost/benefit analysis, employment mediation, and more!

PARALEGAL STUDIES

Learn skills for case planning, legal research, interviewing clients, fact gathering and retrieving information, drafting and analyzing legal documents. Note: Paralegals may not provide legal services directly to the public, except as permitted by law.

PROJECT MANAGEMENT

Learn the essentials for initiating and completing successful projects, while developing interpersonal and leadership skills for working in team environments.

STRATEGIC BUSINESS

Gain knowledge and skills in the areas of accounting, business formation and law, ethics, finance, and business strategy, while networking with local business professionals.

TECHNOLOGY MANAGEMENT

Develop entrepreneurial business skills necessary for leading teams, marketing new

Part III

Alumni Spotlights



“It's interesting that liberal arts degrees still have a sort of stigma of not leading to careers. It's a complete fallacy ... Really, your undergrad is to teach you to communicate and read and write and at a strong level, which is the backbone for the vast majority of roles.”

*Craig Beveridge, Communication
Google Recruiting Manager
Class '07*



“In Classics when we read ancient texts, we weren’t taught to read them at face value - we had to interpret ... This skill set is critical in drafting and analyzing laws, deconstructing opposing arguments, and in negotiation.”

*Kristen Care, Classics
Attorney
Class of ‘07*

“I also did the TMP certificate program and that made for a nice hybrid with my Global major - understanding both developing markets and technology start-ups. That combination has been the link throughout my path since UCSB.”

Jonathan Kalan, Global
Studies
Founding Editor-in-Chief,
Timeline
Class of '09



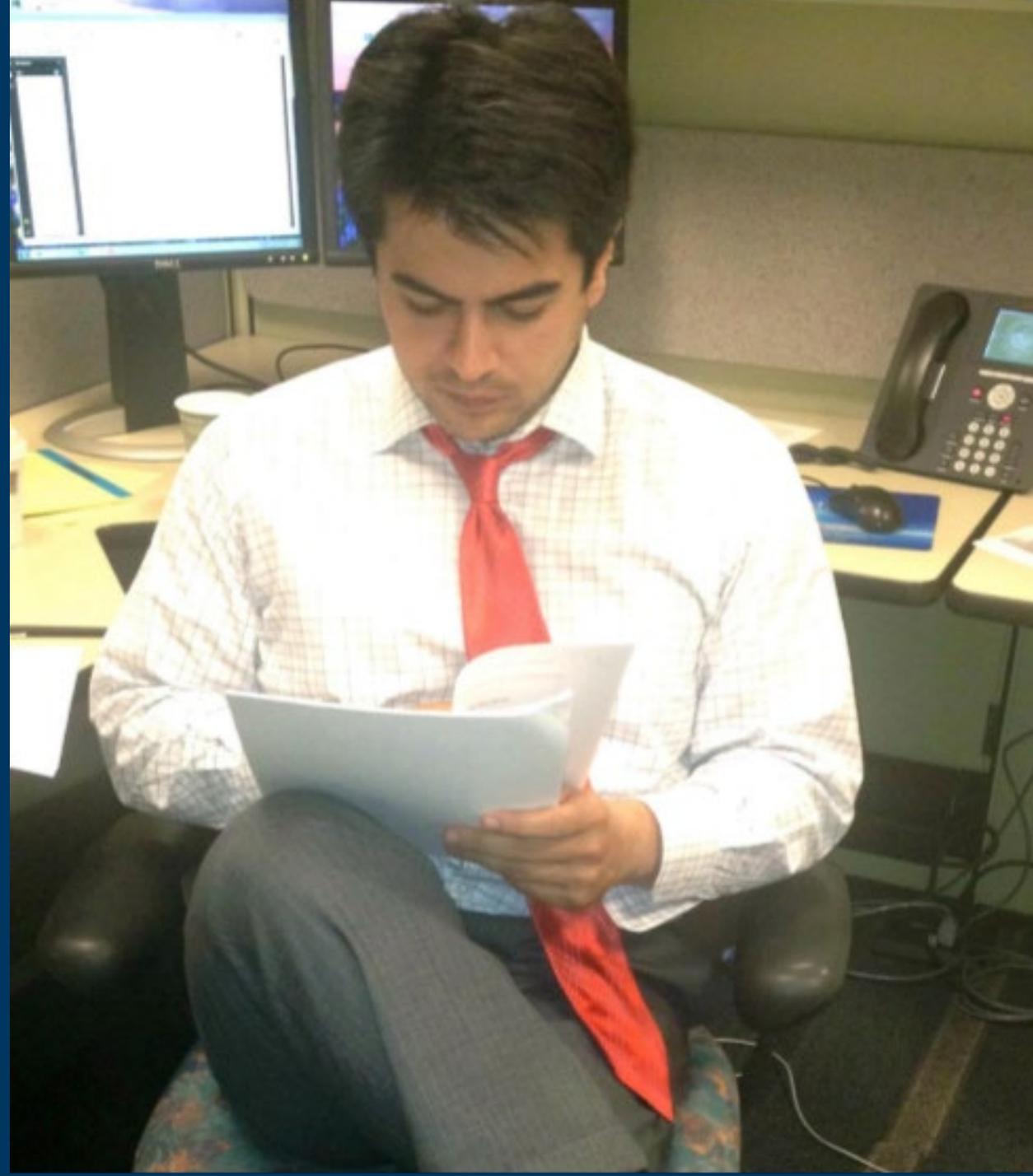


“The biggest takeaway from my humanities degrees was the skill of synthesis: taking in all these elements and forming them into your own idea. ...in any sort of strategic or high level job, that skill is critical.”

*Jacob Tell, Film and Media
CEO of Oniracom
Class of '01*

“I wish I had known that I could do whatever I wanted in a very literal sense. And I guess that’s the wonder of a liberal arts education - being able to experiment and change majors six times.”

Hamed Faquiryan, Philosophy
Quantitative Researcher at
MSCI
Class ‘10



“Changing my major was a real eye-opener. I had kind of structured my mind to memorize and regurgitate information. But now, I was being asked to take in information and form opinions. It gave me a voice.”

Alex Garcia
Business Officer
Class '07





All links available at: www.duels.ucsb.edu/orientation

- <https://www.nytimes.com/2017/11/01/education/edlife/stem-jobs-industry-careers.html>
- <https://www.nytimes.com/2017/11/03/education/edlife/choosing-a-college-major.html>
- <https://public.tableau.com/profile/jeffrey.stopple#!/vizhome/LifetimeEarningsbyMajorUCSBLettersScience/Sheet1>
- <https://www.universityofcalifornia.edu/infocenter/uc-alumni-work>
- <https://www.insidehighered.com/admissions/views/2017/06/26/essay-calls-changing-conversation-prospective-students-about-majors-and>
- <https://www.insidehighered.com/news/2014/01/22/see-how-liberal-arts-grads-really-fare-report-examines-long-term-data>
- <https://www.insidehighered.com/news/2018/02/07/study-finds-humanities-majors-land-jobs-and-are-happy-them>
- <https://www.theatlantic.com/education/archive/2017/08/the-unexpected-value-of-the-liberal-arts/535482/>
- https://www.washingtonpost.com/news/answer-sheet/wp/2017/12/20/the-surprising-thing-google-learned-about-its-employees-and-what-it-means-for-todays-students/?utm_term=.d5f8917f110f
- <https://www.eab.com/daily-briefing/2016/09/22/busting-myths-about-the-liberal-arts>

All links available at: www.duels.ucsb.edu/orientation

L&S Honors Program

<http://www.duels.ucsb.edu/honors>

Discovery @ UCSB

<http://www.duels.ucsb.edu/academics/seminars>

Faculty Research Assistance Program (FRAP)

<http://www.duels.ucsb.edu/research/frap>

Undergraduate Research Slam

<http://www.duels.ucsb.edu/research/slam>

Undergraduate Research Colloquium

<http://www.duels.ucsb.edu/research/colloquium>

Education Abroad Program

<https://eap.ucsb.edu>

UCDC

<http://www.duels.ucsb.edu/academics/ucdcc>

UCSB Professional and Continuing Education

<https://info.extension.ucsb.edu/professional-certificates>

“Welcome to Letters & Science Academic Advising” Video:

<https://www.duels.ucsb.edu/news/announcement/1007>