Politics, art, science, commerce, and numerous other domains increasingly rely on the large quantities of data enabled by a revolution in computing over the past 30 years. The field required to support work in these domains is data science. While data availability has grown rapidly, there is a severe shortage of data skills in the national job pool. Students graduating with a skill set that combines data literacy with a liberal arts background will be prepared to not only gather and manage big data, but also to think critically, ask questions, communicate findings, and raise ethical concerns. In this talk, we present some the opportunities and challenges associated with designing data science pathways for undergraduate non-majors. (Received September 09, 2019)