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Michael Dorff* (mdorff@math.byu.edu), Department of Mathematics, Brigham Young University, Provo, UT 84602. *What we are doing at BYU to increase the number of students taking mathematics courses and becoming math majors.*

There are many aspects of my teaching that I could share: exciting activities that I do in my classes; effective ways to mentor undergraduates in research; or even the successful results of CURM, the Center for Undergraduate Research in Mathematics. However, in a recent survey of MAA members, 73% of the respondents listed “attracting students to the major” as a big issue that the MAA needs to direct more attention to. And so I think that it will be beneficial to more people if I discuss some principles and specific activities that we have used in the Mathematics Department at Brigham Young University to increase the number of students taking mathematics courses and becoming math majors. Some principles include creating a culture of “Math is cool!”, exposing students to careers and opportunities available to those who study mathematics, and being proactive in your efforts. Along the way, I will talk about some specific activities such as our “Careers in Mathematics” seminar, a freshman/sophomore class titled “Intro to being a math major,” the creation of a student advisory council that suggests ways to improve the department, a big screen HDTV display with a PowerPoint presentation about mathematics, a set of 5 BYU math t-shirts, and the “When Will I Use Math” website. (Received September 14, 2009)