Lisa A Lister\* (llister@bloomu.edu), 224 Ben Franklin Hall, Dept. of Math, CS, and Stat, Bloomsburg University, Bloomsburg, PA 17815. Recruitment and Retention: Flip Sides of the Same Coin. Preliminary report.

In a time when many universities are losing majors, our numbers have steadily grown. Currently, Bloomsburg University has over 250 mathematics majors. In this talk we will discuss the programs our department has implemented, such as high school visits and major specific classes for our incoming freshmen, which are designed to not only recruit majors, but retain them as well. (Received September 21, 2009)