J Michael Pearson\* (pearson@maa.org), 1529 18th St NW, Washington, DC 20036. CUPM: The History of an Idea.

Since the founding of the MAA in 1915, undergraduate mathematics has since the beginning been both our focus and our strength. The Committee on the Undergraduate Program in Mathematics leads MAA was established by a December 1952 vote of the Board of Governors; the title of this talk is borrowed from an article by W. L. Duren, Jr., in the 1967 special issue of the American Mathematical Monthly celebrating the 50th anniversary of the MAA.

While MAA has always recognized the diverse goals for undergraduate mathematics, and the work of CUPM challenges us to respond to a dynamic educational landscape in which mathematics continues to play a central role. CUPM plans to release a revised Curriculum Guide in time for our centennial year; here we'll look back to see how current efforts grow naturally from our history. (Received September 22, 2012)