In an increasingly assessment-driven climate, a small liberal arts college was struggling with the question of quantitative literacy of its students. How quantitatively literate are our students? (Not very, we think, but we don’t know for sure.) Which subgroups have weaker quantitative literacy skills? (We have no idea.) How do we increase our students’ literacy levels? (Hopefully with our general education statistics course, but we don’t know if that’s helping.) This presentation will describe an experimental first year liberal arts seminar course that transformed a group of freshmen into a team of institutional researchers trying to answer these questions with real data. We will describe the course design, the assessment instrument, the data collection and analysis, and how the results of this course are impacting this class of students, our entire student body, and the way we think about our curriculum. (Received September 25, 2012)