

1096-AF-750

**Jodi Cotten\*** ([jodi.cotten@sunywcc.edu](mailto:jodi.cotten@sunywcc.edu)), Westchester Community College, Technology Building - 153, 75 Grasslands Road, Valhalla, NY 10595. *Hearts and Minds: Waging the Battle to Win Over Liberal Arts Students*. Preliminary report.

Convincing liberal arts students that mathematics and thinking mathematically is useful in practice in real-life situations can sometimes seem like combat! They come into the classroom with biases and pre-conceived notions that they are poor at math if they do well in humanities and social sciences and that even if they could master mathematical skills, these skills serve no purpose in their fields and in their day-to-day lives. They may become anxious (“Why do I have to take this class? I can’t do math.”), or they may project negative attitudes (“I don’t see why I have learn this when I’ll never use it.”). How do we, as teachers, challenge these notions and help our students learn to love the subject as we do? While we may not turn every student into a mathophile, I have had success teaching students of every stripe in online and face-to-face courses how to master, appreciate, and enjoy mathematics. Please join me to share successful strategies on how to win over native liberal arts students. Win their hearts and their minds will follow! (Received September 09, 2013)