Yevgeniy V Galperin*, East Stroudsburg University, Department of Mathematics, 200 Prospect St., East Stroudsburg, PA 18301. *College Algebra or Economics of Being Green.
We discuss some of the challenges faced by instructors who teach general education courses in college algebra and ways of addressing these challenges by means of incorporating materials and projects related to environmental awareness, while at the same time helping students to prepare for future careers. (Received September 03, 2013)