The Brigham Young University undergraduate Applied and Computational Mathematics Emphasis (ACME) began in 2013 and has been very successful at attracting students into mathematics and preparing students for rewarding careers in data science, machine learning, scientific computing, and other industries using applied and computational mathematics. ACME has also placed many students in excellent graduate programs in both pure and applied mathematics and in many other disciplines, including biology, economics, physics, engineering, computer science, and statistics.

This talk is a report on some of the important lessons I have learned in setting up, teaching, and administering the BYU ACME program. (Received September 17, 2019)