Oxford College’s Mathematics Center supports and promotes the learning of mathematics. A large part of its mission is served by tutoring students in the 100-level mathematics courses. The center, comprised of a Director and student tutors, is housed in a purpose built and dedicated space in the mathematics department. Moreover, the Director is a mathematics faculty member whose primary responsibility at the college is to run it. As the Math Center Director, one of my goals has been to actively recruit women and underrepresented minorities to take more of a leading role in mathematics by becoming student tutors, and eventually head tutors. I have found that by doing so many of my tutors have become more confident in their mathematical abilities, and many have gone on to become Math majors. This talk will discuss the model for our Math Center, our outreach activities, as well as preliminary data on the retention of women and underrepresented minorities in mathematics and computer science. (Received September 17, 2019)