Aris B Winger* (aris.winger@gmail.com), 1012 Jonathan Lane, Tucker, GA 30084. The Possibility, Necessity and Urgency for Bayes’ Rule in Elementary Statistics classes. Through a series of examples, some standard, some radical, some general, some deeply personal, and yet all uniformly accessible to freshman statistics students, we will present the power of Conditional probability and Bayes’ theorem to be transformational. It is the goal of the presentation, through demonstrating the impact of the theorem on the nature of how we see ourselves as citizens, and the ease of alternative demonstrations of its application, to compel listeners to make the theorem and conditional probability more than just a section in an advanced probability class for math and science majors. The goal of the talk is to make the bold claim that if the purpose of college is to enlighten, and if statistics is so important that thousands of freshman and sophomores take the course every year around the country, then this theorem and topic are both accessible enough and mind altering enough for their inclusion in the elementary statistics curriculum to be demanded. (Received September 12, 2019)