For many years I have worked to increase the number of minority mathematics majors. Two years ago I took over the position of Associate Head for Undergraduate Affairs. In this position I am charged with running the undergraduate mathematics major program and I am using the ideas and techniques that I developed for minority students to work with all students. It is my responsibility to increase the number of all students who choose to major in mathematics. In the last two years we have seen a 50% increase in the number of mathematics majors. Even though it is my responsibility, encouraging more students to pursue mathematical studies should be the responsibility of the mathematics department and its faculty.

This talk will present some of these ideas and also indicate what mathematics departments, and their faculty, could do to achieve this increase. (Received September 27, 2005)