One of the exciting mathematics events at ULM is our biannual high school day. We invite students from area high schools to the ULM campus. We hold the event in conjunction with computer science and physics faculty, since historically at our university the best students double major in mathematics and another science field. At the High School Day the students get acquainted with secret codes, mathematics in games and mathematics problems in movies. To retain the lowerclassmen in mathematics, we use the Emerging Scholars Program. This program is supported from the university recruitment funds by a $400 stipend per semester. A student in the program studies mathematics problem enhanced by weekly meetings with a faculty mentor. To encourage the upperclassmen to get involved in research, we have established a scholarship of $500 to reward the work. We used royalties from the liberal arts textbook “The Nature of Mathematics” to create these funds. (Received September 29, 2005)