The authors will present real-world based problems they have developed and used in their general education mathematics courses (College Algebra, College Trigonometry, Pre Calculus, Liberal Arts Mathematics, etc.). Problems will focus on using real-life data (changes in gasoline prices) as well as real-life scenarios (gambling games and tourism) which students can relate to while learning the mathematical concepts being taught in their courses.

The authors will discuss how they use these types of problems to assist in modifying their curriculum so it puts a greater emphasis on concepts and modeling of scenarios, rather than manipulation skills and recollection of facts. The authors will give suggestions for sources of inspiration where problems can be developed, and how they use these sources to add new questions into their curriculum.

The paper will conclude with a brief discussion of how the use of i-clickers in these classes has assisted the authors in refocusing these courses so their students place a greater value on conceptual understanding, communication, and representation. (Received September 15, 2008)