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Changes in curriculum and pedagogy of traditional courses can be difficult tasks, even for educators at large universities with abundant resources. At small universities, it can be a daunting task to make drastic changes without the necessary budget for training. Administrative and faculty support are essential. Luckily, integrating applications into a college algebra course provides an excellent way to help students make connections between mathematics and other disciplines. It is also an ideal platform for supporting university initiatives such as an administrative call for quantitative literacy or writing across the curriculum. Application problems can also be easily introduced using a variety of teaching techniques, both traditional and non-traditional. All of these aspects make it easier to obtain support. Due to limited class sizes, small universities can often provide more opportunities to use applications to promote a student-centered learning environment. Our department has been successful at finding the needed training and resources. We have also drastically improved our student success rates in college algebra without harming subsequent courses. Ideas regarding implementation and assessment will be discussed. (Received June 13, 2008)