There is a substantial body of research on student motivations and academic achievement at the elementary and high school level, but less is known at the college level. By understanding what motivates students to learn mathematics, instructors can adapt their teaching to help students achieve a level of engagement conducive to mathematics learning. This study examined college students’ perceptions of what motivates them to learn mathematics. Our findings were based on the analysis of the students’ journal writings about this topic. The analysis revealed six main motivation themes. We will present and discuss these findings, as well as offer recommendations for instructional practices that promote the different motivations described by the students. Areas for further research will also be presented. (Received September 22, 2009)