Modularity divides College Algebra into three distinct courses which run approximately 5 weeks in length. Students must master the content of a module before they are permitted to move forward. Thus, some students will finish college algebra within the regular semester while others will transcend the semester boundaries. In summary, modularity is very much like having mini-semesters within the academic year. This talk will discuss each of the major components of designing a new modular approach. (Received September 17, 2009)