

1106-B5-2313

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The Department of Mathematics and Statistics at Texas Tech University (TTU), Midland College (MC), Odessa College (OC), and Mesalands Community College (MCC) have established the South Plains Mathematics Fellows program (SPMF) to attract new STEM students as mathematics majors. This program places an emphasis recruiting on academically talented students from underrepresented, low-income families for undergraduate study leading to a degree in mathematics. These students matriculate at one of the four institutions and participate in mentoring, discovery and research activities during their freshman and sophomores years. The students at the community colleges MC, OC and MCC transfer to TTU at the beginning of their junior year and join the TTU SPMF cohort for continued mentoring and for undergraduate research experiences during their junior and senior years. (Received September 16, 2014)