The term Educational Mathematics (EM) was coined by Prof. Jing-Zhong Zhang in 1980s. This talk will address three topics: What is educational mathematics? Why is it important and imperative to promote research in educational mathematics? How to do research in educational mathematics? The idea of educational mathematics stems from the realization that our mathematics has fallen behind many countries in the world. Our math education needs reform. The major problem is that our math education is a mechanical mix up of general mathematics knowledge and general education theory. Our idea is that the math education should emphasize at educational mathematics, and should enhance our teachers’ quality through promoting research in educational mathematics. (Received September 11, 2014)