Wheelock College, which recently merged with Boston University, had an inquiry-based philosophy for its entire math program. Virtually all introductory mathematics courses included a mandatory study group, led by an undergraduate “Math Leader,” who was expected to support inquiry-based learning. The Math Leaders were required to attend a bi-weekly seminar where they reflected on both math content and pedagogy. In addition, Math Leaders wrote online reflections about each study group session. Appointed Senior Math Leaders mentored new math leaders and responded to the online reflections. Over time, a student culture around mathematics developed, where math study groups were visible all over campus, and Math Leaders learned from each other and encouraged math phobic students to give “Wheelock Math” a try. In our talk, we’ll describe the design of the Study Group/Math Leader program at Wheelock and reflect on our twenty plus years of mentoring math leaders. (Received September 25, 2018)