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At Harvey Mudd College, a significant fraction of students participate in the "mathematical life" of the college. Many of these are non-math majors. For instance $1/3$ to $1/2$ of the student body turn out for evening math talks, $1/10$ of the student body choose to take the Putnam examination, and several students are now majoring in new joint degree programs that combine mathematics with computer science or biology. We describe what efforts underlie our success in promoting a math-friendly culture among our students and other departments, and suggest ideas that may be adaptable at other schools. (Received September 28, 2005)