

## ***Math Is Everywhere! Explore and Discover It!* – Target Audiences and Programs**

### **General Education core courses for entry-level college students**

*Math Is Everywhere! Explore and Discover It!* is a unique, project-based mathematics textbook and course of study for college students, particularly those who are Liberal Arts majors, and for anyone interested in mathematics and its relevance and application in today's world.

While written for entry-level college students in general, this text is especially suited for those who might be math-avoiders or math-phobic. It is also suited for those who may become elementary, middle or high school mathematics teachers; the content has much to offer in the way of mathematical ideas and resources for future educators.

It is an excellent text for General Education math requirements and may be used in courses such as Mathematics for Liberal Arts, Topics in Mathematics, Contemporary Mathematics, etc.

### **Community colleges students and adult learners**

While *Math Is Everywhere!* can be profitably used by a variety of audiences, the text was written with the community college audience in mind, an audience in which the average student age is approaching 30 years. Often these students are returning to college for further education and training in order to obtain better employment opportunities; in many cases these students are capable learners but they have high levels of math anxiety due to their being away from the classroom environment for a length of time.

The teaching/learning approach and the style of presentation in *Math Is Everywhere!* effectively meet their needs while at the same time successfully engage the more traditional student who enrolls in college immediately after completing high school.

### **Teacher certification and recertification courses and programs**

The content and project-based teaching/learning approach in *Math Is Everywhere! Explore and Discover It!* is ideally suited for teacher certification and recertification courses, especially for elementary and middle school teachers who may be somewhat math-phobic or feel that their mathematical skills are lacking.

This text enables and empowers them to enter into a new and dynamic relationship with mathematics and to build confidence in the analytical reasoning abilities. It is also suitable for secondary school teachers and provides a number of project ideas and resources that are applicable at the high school level. *Math Is Everywhere!* embodies the AMATYC Crossroads Principles and Standards for Mathematics; quantitative literacy is promoted throughout the text.

### **Distance Education programs**

The project-based nature of *Math Is Everywhere!* makes it an ideal text for online course delivery since there is no need for online testing or proctored exams. In addition, student interactivity may be easily incorporated in the online environment.

*More information available at:*

<http://www.pearsoncustom.com/best/0536216797.html#>

<http://www.spcollege.edu/spg/math/rutledge>