We follow the development, implementation and assessment of a mathematics placement program at the University of Southern Colorado. Also described are the effects of the placement process on College Algebra and how the university has used the exam to identify and work with at-risk students in the course. These students are placed into a mandatory Group Learning Program. The success rates of the College Algebra class as a whole and the at-risk students are examined. We also examine several positive and unexpected impacts of computer enforced mandatory placement. (Received September 15, 2000)