University science enrolments have been dropping, and are continuing to drop, across the western world. Various approaches have been used to address this problem with varying degrees of success. Starting in 1998, Flinders University started down the path of offering a course in Nanotechnology (Bachelor of Science in Nanotechnology (Hons.)) with the first intake of students in 2000. This presentation will outline some of the decisions made before and during the offering of the course, challenges faced over the past ten years and the current situation. The talk will also highlight future educational challenges in science and ways that these challenges might be addressed.