

Students are thrilled as they fit the puzzle together, seeing first-hand how lessons they've learned in school apply in the outside world. They experience the value of teamwork and entrepreneurialism, seeing how businesses, government, and non-profit agencies all depend on each other. And, often for the first time, students understand what it means for their parents to go to work every day.

“Next time, I want to be the mayor.”
— 6th grade student

“I want to do this job when I get older.”
— 7th grade student

“Wow! This was something that I can actually use in the world.”
— 6th grade student

“It was one of the best days of my life!”
— 6th grade student

Teachers are gratified to see their students applying classroom concepts to their individual roles, becoming business leaders and responsible citizens.

“I'm loving this — I wish I could make it last longer to be honest.”
— Social Studies teacher



Opportunities to participate are available year round.

To learn more or sign up, contact the Enterprise America manager at:
315-453-2424
enterpriseamerica@wcny.org



Connect with us on Facebook:
facebook.com/enterpriseamericasyr



The real game of life.



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WHAT IS ENTERPRISE AMERICA?



Enterprise America is an experiential learning program that combines classroom instruction with student operation of a 21st century model city. Students become entrepreneurs and employees, consumers and citizens participating in **the real game of life**.

Designed for middle-school students, Enterprise America provides educators with an exciting way to teach required curriculum and introduce their students to the business world. Students apply

STEM and financial and civil literacy skills as they become masters of 15 different enterprises in the Enterprise America city, housed in WCNY's 10,000-square-foot education center.

“Enterprise America unlocks the minds of our children, unleashes their passions, and provides the platform for students to get a glimpse of their future through hands-on learning, motivating their thirst to learn more as they dream about what they can be tomorrow.

– Robert Daino, WCNY President and CEO



BENEFITS TO...

Schools

- Proven track record of student learning
- Enhances existing programs
- Aligned with educational standards
- Reimbursable through BOCES Co-Ser funds
- Career and college readiness
- High return on investment

Teachers

- Flexible, fully-vetted lesson plans
- Professional development credit
- Support from Enterprise America staff
- Pre and post student evaluations

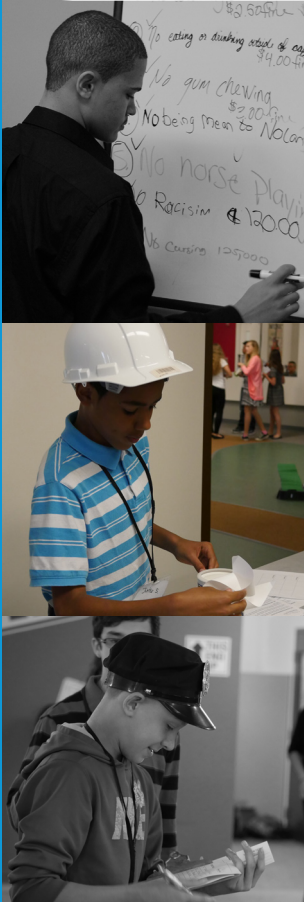
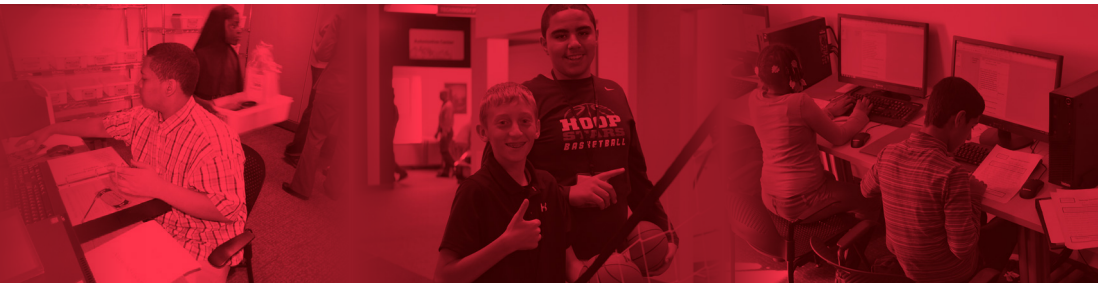
“Project-based learning comes alive as students negotiate paying their bills, create and advertise products, and collaborate on how best to improve their city.

– NY ELA Teacher & STEM Outreach Facilitator

EDUCATIONAL INNOVATION AT WCNY

WCNY, like public broadcasters across the U.S., was founded with an educational mission. PBS offers a host of children’s programming, apps, games and educator resources. And now, WCNY has taken its educational mission to a whole new level.

School administrators, teachers, and educators are encouraged to see how the investment in the program pays off: transforming students’ understanding of how a community works; introducing them to a wide variety of career paths; and perhaps most important, seeing students grasp the true relevance of education.



Parents

- The program supports and embraces a variety of student learning styles
- Students gain confidence and civic awareness
- Students begin to focus on the future

Enterprise America at WCNY develops the workforce of the future and **fuels creativity and entrepreneurialism**.

Build Enterprise America into your program

	Enterprise America
Full, flexible curriculum, lesson plans and pre- post-activities	✓
Aligned to: ✎ STEM ✎ Common Core ✎ 21 st Century Skills	✓
Connects classroom to real world learning	✓
Fun! Uniquely memorable experience not available to the public	✓
Educator professional development credit-earning opportunity	✓
Advances student career and college readiness	✓
Cost reimbursement through BOCES Co-Ser	✓

For less than \$20 (on average) a child, Enterprise America is available New York State-wide via the Cooperative Services (Co-Ser) agreement.

