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

WHAT IS ENTERPRISE AMERICA?

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

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

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

BUILD ENTERPRISE AMERICA INTO YOUR PROGRAM

Full, flexible curriculum, lesson plans and pre- post-activities
Alignment to:
- STEM
- Common Core
- 21st 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.

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.

– NY ELA Teacher & STEM Outreach Facilitator