



WCNY's Enterprise America and the Framework for 21st Century Learning

Background on Enterprise America

WCNY, Central New York's public broadcaster, constructed a 10,000 square foot Education Center, which offers a number of programs for learners of all ages. It features the groundbreaking program, Enterprise America, a hands-on experiential learning program that provides middle school and high school students with a real-life immersive learning experience focused on STEM (science, technology, education and math) skills, entrepreneurship and financial and civic literacy.

Prior to coming to the center, teachers prepare their students with several weeks of curriculum. At the center, students then take on the roles of employers and employees, government officials, consumers and citizens, in the Enterprise America city in the Education Center. The city's businesses mirror STEM career opportunities in the region's existing high-tech, engineering, green and medical industries, retail, financial, media and hospitality-oriented businesses.

Helping students see the need for continuing their education to realize future career opportunities reinforces the college and career-ready goal of New York's Common Core Learning Standards. Through the Enterprise America program, students have the opportunity to apply what they are learning in the classroom to our city with 14 businesses and a City Hall.

The result? Students are given a unique glimpse of the adult world they will enter, and can see how the knowledge they are acquiring in school is relevant to lifelong professional and personal success.

Enterprise America, modeled on a proven program that began in Kansas City and is available in only a few cities in the United States, will serve thousands of students each year from schools within a two-hour drive of WCNY.

The Enterprise America curriculum aligns to the Common Core as well as to the Framework for 21st Century Learning and its educational themes, skills, content knowledge, expertise and literacies.

The colors of the text in each section below correspond to the color of each of the 21st century student outcome bands on the 21st Century Frameworks Rainbow, as articulated by the Partnership for 21st Century Skills. They are as follows:

- **Green – Core Subjects and 21st Century Themes**
- **Yellow – Learning and Innovation Skills**
- **Purple – Information, Media and Technology Skills**
- **Red – Life and Career Skills**

Core Subjects and 21st Century Themes

The Enterprise America experience covers skills learned in the core content areas of ELA, math, economics, science and government and civics with 21st interdisciplinary themes woven into the curriculum and the Enterprise America visit. Students are writing to clarify and synthesize information and ideas, creating written action plans, discussing, debating and collaborating on topics related to government and civics as well as business. They are also using critical thinking and comprehension skills to find information about the type of government we have in the United States and how it works, what it means to be a good citizen and the skills and knowledge needed to run a successful business. Students need to make calculations to balance a checkbook or determine energy usage, engineer manufacturing workflows, determine the price of goods and services being offered and conduct wellness surveys.

The 21st Century Themes addressed by Enterprise America are:

Financial, Economic, Business and Entrepreneurial Literacy

- Knowing how to make appropriate personal economic choices
- Understanding the role of the economy in society
- Using entrepreneurial skills to enhance workplace productivity and career options

Civic Literacy

- Participating in civic life, learning how to stay informed and understanding governmental processes
- Exercising the rights and obligations of citizenship at local, state, national and global levels
- Understanding the local and global implications of civic decisions

Learning and Innovation Skills

Students need to be creative with the information and materials they have available to them at Enterprise America. They'll need to use critical thinking to solve "real-world" problems, including how to pay off a business loan. Creativity and innovation are important to deal with "real-world" resource and budgetary constraints placed on Enterprise America participants. Communication and collaboration are essential skills as each member of the "community" is responsible for completing tasks that directly impacts the other members of the community. Each business is also responsible for their "final product". Participants reflect in the post-visit phase of the Enterprise America program, on their decisions and experiences individually and in groups to further understanding of the importance of collaboration.

The creativity and innovation skills addressed by Enterprise America are:

Creativity and innovation

Think Creatively

- Use a wide range of idea creation techniques (such as brainstorming)
- Create new and worthwhile ideas (both incremental and radical concepts)
- Elaborate, refine, analyze and evaluate their own ideas in order to improve and maximize creative efforts

Work creatively with others

- Develop, implement and communicate new ideas to others effectively
- Be open and responsive to new and diverse perspectives; incorporate group input and feedback into the work
- Demonstrate originality and inventiveness in work and understand the real world limits to adopting new ideas
- View failure as an opportunity to learn; understand that creativity and innovation is a long-term, cyclical process of small successes and frequent mistakes

Implement innovations

- Act on creative ideas to make a tangible and useful contribution to the field in which the innovation will occur

Critical thinking and problem solving

Reason Effectively

- Use various types of reasoning (inductive, deductive, etc.) as appropriate to the situation

Use systems thinking

- Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems

Make judgments and decisions

- Effectively analyze and evaluate evidence, arguments, claims and beliefs
- Analyze and evaluate major alternative points of view
- Synthesize and make connections between information and arguments
- Interpret information and draw conclusions based on the best analysis
- Reflect critically on learning experiences and processes

Solve Problems

- Solve different kinds of non-familiar problems in both conventional and innovative ways
- Identify and ask significant questions that clarify various points of view and lead to better solutions

Communication and collaboration

Communicate clearly

- Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts
- Listen effectively to decipher meaning, including knowledge, values, attitudes and intentions
- Use communication for a range of purposes (e.g. to inform, instruct, motivate and persuade)
- Utilize multiple media and technologies, and know how to judge their effectiveness a priori as well as assess their impact
- Communicate effectively in diverse environments (including multi-lingual)

Collaborate with others

- Demonstrate ability to work effectively and respectfully with diverse teams
- Exercise flexibility and willingness to be helpful in making necessary compromises to accomplish a common goal
- Assume shared responsibility for collaborative work, and value the individual contributions made by each team member

Information, Media and Technology Skills

Participants research different styles and types of business plans, as well as various types of employment opportunities in the various Enterprise America business settings. They also look at aspects of government, citizenship, entrepreneurship and financial literacy. Research begins in a teacher-facilitated class setting and then participants divide into smaller groups with similar job titles to dig deeper to learn more information specific to the Enterprise America businesses. Throughout their Enterprise America city experience, students are utilizing different technologies including computers, television and radio broadcast equipment, simulators and even a contemporary voting machine as they create online newspapers, websites, advertising and products and services for their businesses.

The Information, Media and Technology Skills addressed by Enterprise America are:

Information literacy

Access and evaluate information

- Access information efficiently (time) and effectively (sources)
- Evaluate information critically and competently
Use and manage information
- Use information accurately and creatively for the issue or problem at hand
- Manage the flow of information from a wide variety of sources
- Apply a fundamental understanding of the ethical/legal issues surrounding the access and use of information

Media literacy

Analyze media

- Understand both how and why media messages are constructed, and for what purposes
- Examine how individuals interpret messages differently, how values and points of view are included or excluded, and how media can influence beliefs and behaviors
- Apply a fundamental understanding of the ethical/legal issues surrounding the access and use of media

Create media products

- Understand and utilize the most appropriate media creation tools, characteristics and conventions
- Understand and effectively utilize the most appropriate expressions and interpretations in diverse, multi-cultural environments

ICT (Information, Communications and Technology) literacy

Apply technology effectively

- Use technology as a tool to research, organize, evaluate and communicate information
- Use digital technologies (computers, PDAs, media players, GPS, etc.), communication/networking tools and social networks appropriately to access, manage, integrate, evaluate and create information to successfully function in a knowledge economy
- Apply a fundamental understanding of the ethical/legal issues surrounding the access and use of information technologies

Life and Career Skills

Enterprise America is a hands-on experience where students apply real life and career skills as they operate businesses, produce, market and sell goods and services and determine the level of success of their efforts. They must manage time, set goals and assume responsibility for the work their jobs require of them. They must utilize flexibility to deal with unexpected situations. The students are both citizens and employees and as employees must act in a professional manner.

The Life and Career Skills addressed by Enterprise America are:

Flexibility and adaptability

Adapt to change

- Adapt to varied roles, jobs responsibilities, schedules and contexts
- Work effectively in a climate of ambiguity and changing priorities

Be flexible

- Incorporate feedback effectively

- Deal positively with praise, setbacks and criticism
- Understand, negotiate and balance diverse views and beliefs to reach workable solutions, particularly in multi-cultural environments

Initiative and self-direction

Manage goals and time

- Set goals with tangible and intangible success criteria
- Balance tactical (short-term) and strategic (long-term) goals
- Utilize time and manage workload efficiently

Work independently

- Monitor, define, prioritize and complete tasks without direct oversight

Be self-directed learners

- Go beyond basic mastery of skills and/or curriculum to explore and expand one's own learning and opportunities to gain expertise
- Demonstrate initiative to advance skill levels towards a professional level
- Demonstrate commitment to learning as a lifelong process

- Reflect critically on past experiences in order to inform future progress

Social and cross-cultural skills

Interact effectively with others

- Know when it is appropriate to listen and when to speak
- Conduct themselves in a respectable, professional manner

Work effectively in diverse teams

- Respect cultural differences and work effectively with people from a range of social and cultural backgrounds
- Respond open-mindedly to different ideas and values
- Leverage social and cultural differences to create new ideas and increase both innovation and quality of work

Productivity and accountability

Manage projects

- Set and meet goals, even in the face of obstacles and competing pressures
- Prioritize, plan and manage work to achieve the intended result

Produce results

- Demonstrate additional attributes associated with producing high quality products including the abilities to:

- Work positively and ethically
- Manage time and projects effectively
- Multi-task
- Participate actively, as well as be reliable and punctual
- Present oneself professionally and with proper etiquette
- Collaborate and cooperate effectively with teams
- Respect and appreciate team diversity
- Be accountable for results

Leadership and responsibility

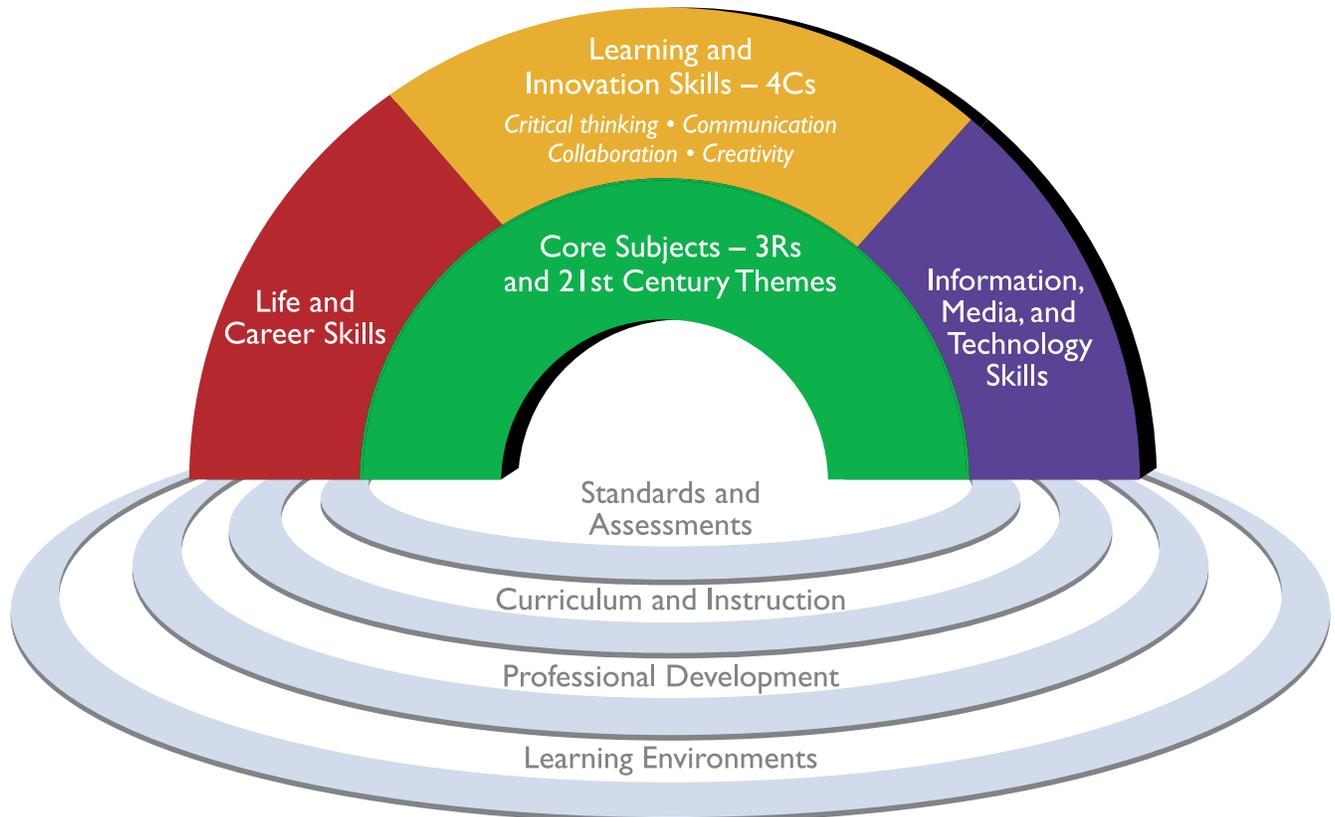
Guide and lead others

- Use interpersonal and problem-solving skills to influence and guide others toward a goal
- Leverage strengths of others to accomplish a common goal
- Inspire others to reach their very best via example and selflessness
- Demonstrate integrity and ethical behavior in using influence and power

Be responsible to others

- Act responsibly with the interests of the larger community in mind

21st Century Student Outcomes and Support Systems



P21 Framework for 21st Century Learning