

## Students love Enterprise America City!

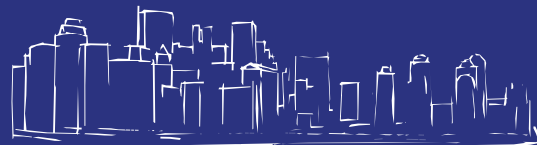
They are thrilled to see first-hand how lessons they've learned in school apply in the outside world. They experience the value of teamwork, entrepreneurialism, and goal setting. They learn how businesses, government, and non-profit agencies all depend on each other. And, often for the first time, students are able to understand that their career goals can become a reality.

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It's important to think about the future when you're young, because then you can make a plan for when you are older.

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- 7<sup>th</sup> Grade Student (Camillus, NY)



**ENTERPRISE AMERICA**

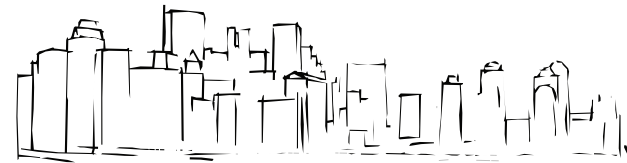
— DEFINE YOUR FUTURE —

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 Enterprise America

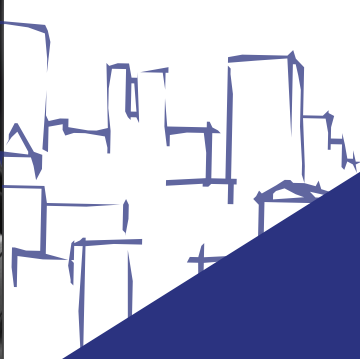
**WCNY** |  **PBS.**  
connected.



**ENTERPRISE AMERICA**

— DEFINE YOUR FUTURE —

Classroom lessons for career readiness  
Hands-on experience at WCNyc  
College and career exploration



Sponsored by:





### What is Enterprise America?

Enterprise America is an exciting and experiential program that combines classroom instruction and hands-on learning. Following the completion of classroom study, students spend a day in WCNY's Enterprise America City, which they are responsible for operating. Students become entrepreneurs, employees, consumers, and citizens while practicing and applying financial and civic literacy skills.

Designed specifically for students, Enterprise America provides educators with an exciting way to teach required curriculum and introduce their students to the business world. Based on their individual interests, students are able to become the masters of 15 different enterprises in the Enterprise America city, housed in WCNY's 10,000-square-foot education center.

Enterprise America is hands-on, experiential learning at its best. The program creates energy, excitement and fun to inspire students to learn about financial literacy and civic readiness. We are thrilled to partner with educators across Central New York to provide this experience to middle school students in our region.

- Mitch Gelman, President and CEO of WCNY

Project-based learning comes alive as students negotiate paying their bills, creating and advertising products, and collaborating on how best to improve their city.

- NY ELA Teacher & STEM Outreach Facilitator

### BENEFITS FOR...

#### Schools

- Evidence of increased student learning
- Enhances pre-existing programs
- Aligned with educational standards
- Career and college readiness

#### Teachers

- Flexible lesson plans
- Support from Enterprise America staff
- Pre and post student evaluations
- Hands-on learning

#### Parents

- Program supports and embraces a variety of student learning styles
- Students gain confidence and enthusiasm
- Students gain financial and civic awareness
- Students begin to focus on the future as they practice skills in a professional setting

### Educational Innovation at WCNY

When WCNY was founded in 1965, education was at the forefront of our mission. This mission is at the root of everything we do—from programming to event planning. WCNY-TV offers a host of children's programming, and PBS offers apps, games, and educator and parent resources. As part of our educational mission, WCNY launched Enterprise America in 2013.

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 learning and making mistakes is invaluable. Perhaps most importantly, seeing students grasp the true relevance of education, as they prepare for their futures.

### Build Enterprise America into your Program!

- ✓ 21<sup>st</sup> Century Skills
- ✓ Next generation Learning Standards
- ✓ Connects classroom to real world learning
- ✓ **Fun!** Uniquely memorable experience that is not available to the public
- ✓ Advances career and college readiness
- ✓ NYSED Seal of Civic Readiness

