

# Your Workforce Starts Here

Teens, Virtual Worlds and Starting Career Pipelines  
for High Growth Industries



**Cliff Zintgraff**  
Director, Applications Development

Whyville.net



# Whyvillians Meet a VIP for Discussion at the Greek Theatre



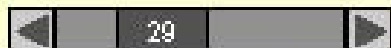
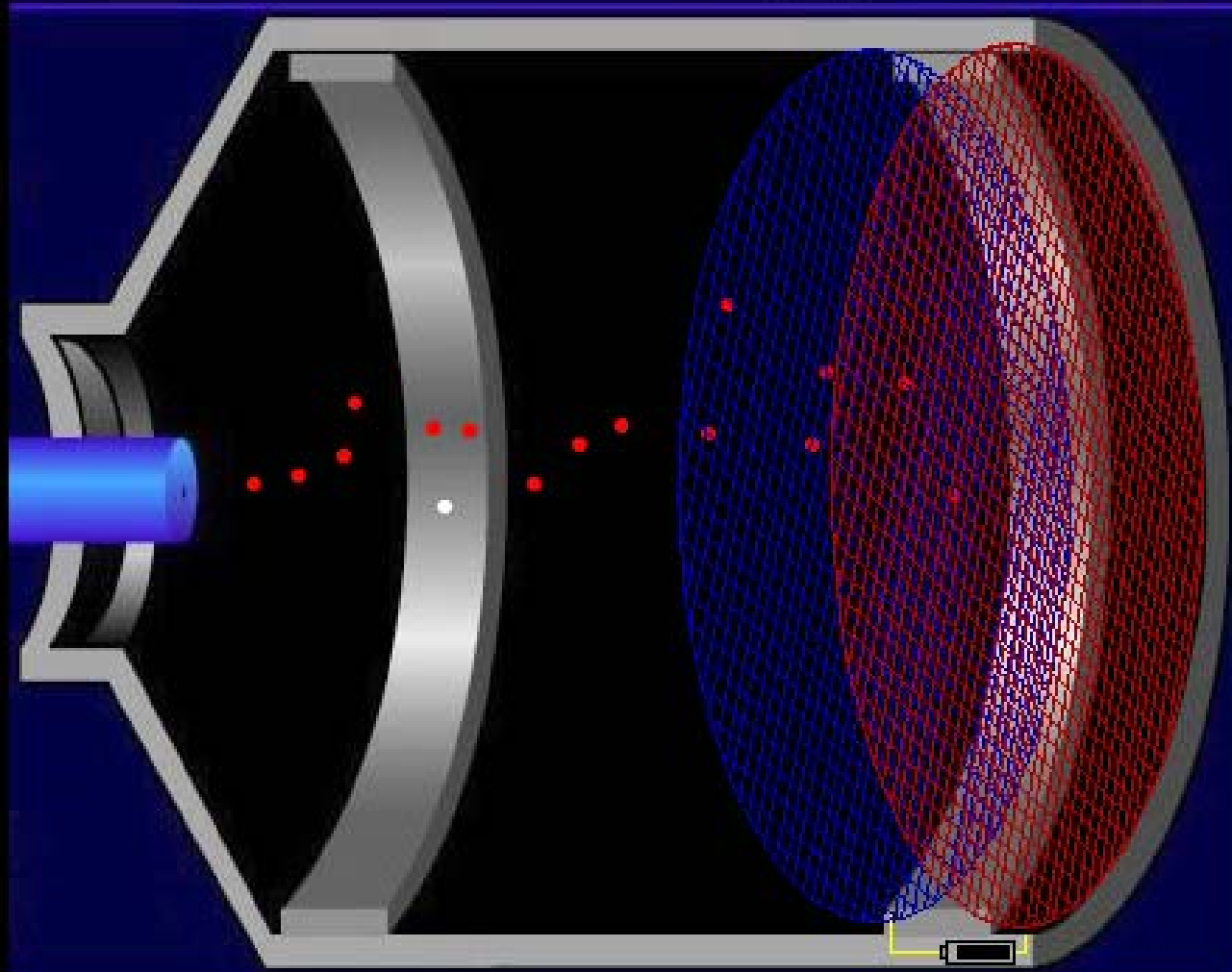


Plate Location

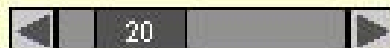


Plate Charge

Launch

Fuel:

Energy:

Design your Ion Engine by moving the two sliders. Then press the Launch button.

***Design Your Own Ion Engine***

# Ion Engine Design



www.Whyville.net

# Whyville Beach



wats up  
hey

Niiice!

Can I get in too?

Hey, whose car?

Hello

COOL!

No way!

How's the water?

I have a RED XB with a Plasma Screen in the back.

# Whyville.net

**Multiplayer virtual world for teens and tweens**

**100,000 unique users a month**

**Its own newspaper, economy, government**

**Educational games in math, science,  
journalism, art, government and economics**



**National Science Foundation**  
*WHERE DISCOVERIES BEGIN*

nsf.gov



 the Getty



**“This is a story about the big public conversation the nation is *not* having about education ... whether an entire generation of kids will fail to make the grade in the global economy because they can't think their way through abstract problems, work in teams, (and) distinguish good information from bad ...”**

Time Magazine, December 2006

Quoting the *New Commission on the Skills of the American Workforce*

[www.Whyville.net](http://www.Whyville.net)

# STEM Education ...

1. **Is a critical issue for academia, governments and industries**
2. **Underlies regional, national, global competitiveness**
3. **Attracts industry to regions**
4. **Is a basis for innovation**
5. **Is the feeder system for cluster initiatives**
6. **Is *not* attracting sufficient numbers of students**

[www.Whyville.net](http://www.Whyville.net)

# The New Education / Workforce Ecosystem

*Middle School*

*High School,  
Magnet, Academy  
(or is it College?)*

*College /  
Workplace*

**Exploration**

**Exploration**

Pathway

Pathway

Pathway

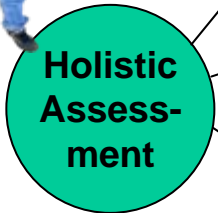
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Continuous planning and assessment ...

Continuous planning and assessment ...

Continuous planning and assessment ...



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# Exploration

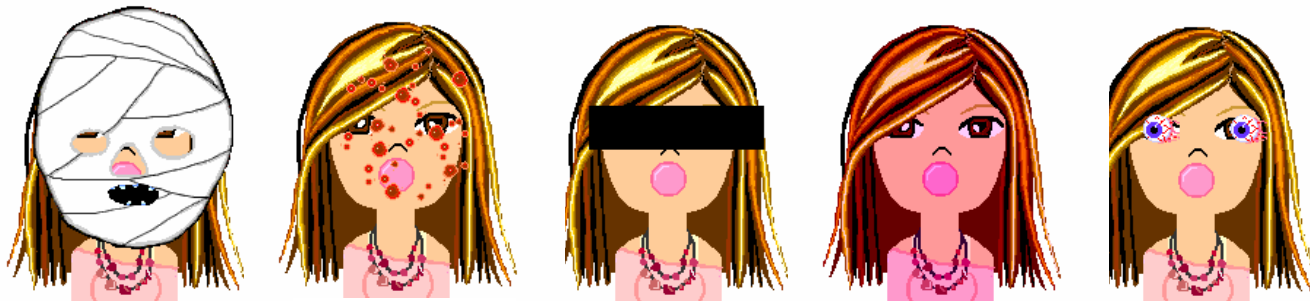
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# Nutrition in Whyville



## Healthy Diet

## Not-So-Healthy Diet



www.Whyville.net

“Hotwired Educational Site...Don't you wish this kind of stuff was around when we were in school?”

**Bank Statement****Salary Ledger****Bonus Ledger**Total cash: **5592** clamsCurrent Salary: **28** clams

Pick Another Month:

**Jul**

Date	Transaction	Amount
7/26/2001	Whyville Salary	<b>28</b>
7/16/2001	Whyville Salary	<b>28</b>
7/13/2001	Whyville Salary	<b>28</b>
7/12/2001	Whyville Salary	<b>28</b>
	Akbar's Face Parts 'R' Us	<b>-32</b>
	Akbar's Face Parts 'R' Us	<b>-40</b>
7/11/2001	Whyville Salary	<b>28</b>
7/10/2001	Ye Olde Projectile Shoppe	<b>-105</b>
7/10/2001	Face Factory Refund	<b>100</b>
7/10/2001	Face Factory Refund	<b>50</b>
7/10/2001	Face Factory Production	<b>-150</b>
7/10/2001	Whyville Salary	<b>28</b>

www.Whyville.net

# THE WHYVILLE TIMES

[www.Whyville.net](http://www.Whyville.net)

WHYVILLE HELP : GALLERY : DR. LEILA : SEARCH : SUBMIT : STAFF : HOME

Jul 18, 2004

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[HELP](#)

[CREATIVE WRITING](#)

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## **A Newbie's Guide to Surviving the First Five Days**

*Armada takes a look at Whyville through a newbie's eye.*

Hello, mates! Armada here, reporting from Whyville.

Do you remember what it was like to be a newbie? I sure do. Your face was a happy little Caucasian smiley face, and visiting Grandma's hardly made it any better... everyone else is pretty, and you couldn't chat, or even send Y-Mails if you were under 13.

Or perhaps you are a newbie now? With the recent installation of the Newbie Lounge, you can ask a few questions that have been bugging you about the wonderful city of Whyville. That's helpful, but it doesn't fix everything.

Whatever the case, not chatting when just about everyone else is chatting probably isn't very fun. But here are some tricks of the trade of how you can survive those first five days! Hey, they worked for me! [read more...](#)



## **GALLERY** **[Pic Your Pets & Paper!](#)**

Stage three of the Adobe Contest continues.



## **EVENTS**

**[Martian Par-tay](#)**  
Unknown author throws a fun fit.



## **HELP**

**[Just a Normal Day](#)**  
Icyfairy lurks....



## **HELP**

**[Keep Up Your Energy!](#)**  
Pearlgrl enjoys the summer.



## **FASHION**

**[Summer Stylin'](#)**  
Gro0vygal gets hip.



## **CREATIVE WRITING**

**[The Caves of Hawaii: A Beautiful Story](#)**  
Moo23 explores in real life.

## **Store of the Week**

*Girlie191 makes her pick.*

Hello Whyville citizens! This is girlie191 writing on what I and I'm sure many other fashion gurus of Whyville consider the "in" store this week! The store in Akbar's Face Mall that I have come to love lately is none other than **SciFi Studios**, owned by JediRUs. They offers the latest

100  
articles  
submitted  
each week



Produced by Dancemimi – a Whyville citizen  
for Whyville Times, August 28, 2005



# Akbar's FACE MALL

[Return to the Face Store Main Page](#)

You have 21371 clams to spend.

## VanillaKiss Butterfly Sleeveless



Price: 15 clams

[Details](#) [Try](#)

Quantity:

## ?tewies Sk8Board



Price: 22 clams

[Details](#) [Try](#)

Quantity:

## A SWEEt \*CROwn\*



Price: 15 clams

[Details](#) [Try](#)

Quantity:

## Qt Proud 2 b Me Sign



Price: 25 clams

[Details](#) [Try](#)

Quantity:

## zZ Sinister Cowboy Mustache Zz



Price: 30 clams

[Details](#) [Try](#)

Quantity:

## Coffee Mug (Smiley)



Price: 25 clams

[Details](#) [Try](#)

Quantity:

## Pet Monkey Kite



Price: 25 clams

[Details](#) [Try](#)

Quantity:

## hot flower petal mask by WildKat



Price: 25 clams

[Details](#) [Try](#)

Quantity:

## Pumpkin Head



Price: 40 clams

[Details](#) [Try](#)

Quantity:

www.Whyville.net

**Funded by the *Texas Workforce Commission* through the  
Governor's Industry Cluster  
Initiative ...**

**WHERE'S  
MY  
AIRPLANE!!**

- **Make airplanes**
- **Do flight test**
- **Manage supply chain**

## **New Century Manufacturing**

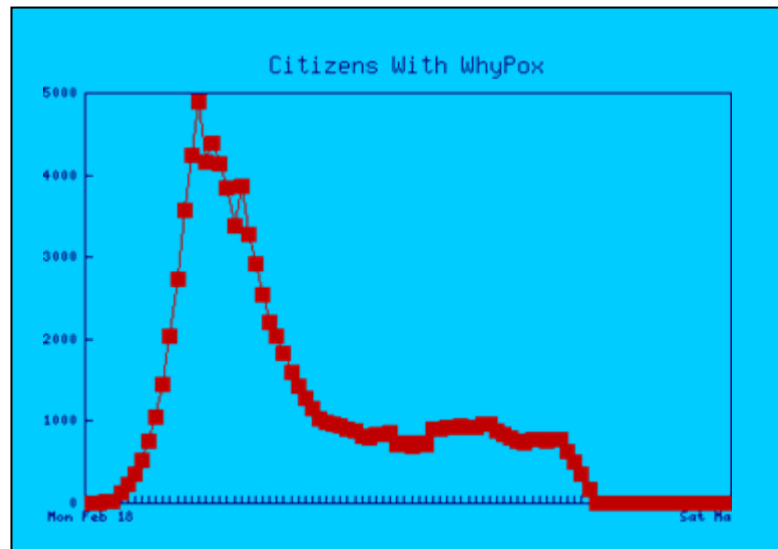


- **Reach 20,000 for awareness**
- **Refer 1,000 for education**

WHERE'S  
MY  
VACCINE!

- Virtual Biotech company
- Make viruses
- Release into community
- Join team to find vaccine
- Reach 20,000 for awareness
- Refer 1,000 for education

## WhyPox Biotech



# Levels of Engagement

<b>5</b>	<b>Impactful</b>
<b>4</b>	<b>Exploratory</b>
<b>3</b>	<b>Rewarding</b>
<b>2</b>	<b>Fun &amp; Challenging</b>
<b>1</b>	<b>Attractive &amp; Busy</b>

[www.Whyville.net](http://www.Whyville.net)

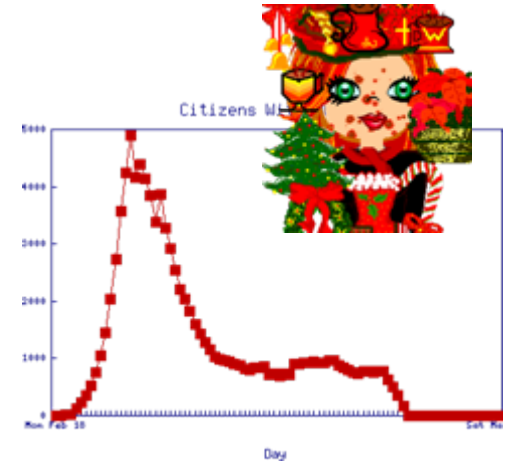
# Evaluator Cathleen Galas in *Why Whyville* Studying WhyPox Epidemiology

- a meaningful problem
- collaborative
- think critically about the spread
- gathering data ... making hypotheses
- many hours outside school
- deep questions, researched answers
- took responsibility for their own open-ended learning
- productive citizens



National Science Foundation  
WHERE DISCOVERIES BEGIN

nsf.gov





**NOW PLAYING BABY GIRL**

To submit a question to Stacie, chat "Ask Stacie ." For example: Ask Stacie How old are you?

The Greek Theater is a bit different from other Whyville destinations. Here, you cannot move around wherever you want. When you enter the room, you are locked into a seat in the stadium. You can still chat and whisper to your friends as much as you want.

To exit to the Tailgate Party, click on the Exit stone above the top row of seats.

**Available May 2007**

**Expose 20,000**

**Refer 1,000**

**Regional workshops**

**Email [info@whyville.net](mailto:info@whyville.net)**

**Subject: TWC Sign-up**

**www.Whyville.net**

# Your Workforce Starts Here

Teens, Virtual Worlds and Starting Career Pipelines  
for High Growth Industries



Produced by  
Dancemimi –  
a Whyville  
citizen for  
Whyville  
Times,  
August 28,  
2005





# What Is Whyville?

## Whyville is Safe

Exceeds All Standards Established by COPPA



City Workers = Law & Order



“Report Decision: You are muted for 3 days due to inappropriate behavior.”

Underage newbies cannot chat until they....

- Visit the site 3 times
- Submit signed parental permission slip
- Pass 'Chat License' test



**All in all, a proprietary 12 pronged defense mechanism (11 of which, nobody else does!).**



“Digital Kids...research has shown that kids engage deeply in virtual environments”



# Senator OrEoBaBy

[www.Whyville.net](http://www.Whyville.net)



### The Skater

Teaches angular momentum, while challenging you to answer the question, "How do skaters get spinning so fast?"

### The Spin Game

Extends the Skater activity by addressing the issue of rotational axes and symmetries.

### The House of Illusions

Is an exhibit on visual illusions.

### The Sun Spot Puzzle

Introduces you to the concept that sun rise and sun set times vary according to your latitude.

### Alien Rescue

Takes you around the world, honing your understanding of how the perceived path of the sun changes throughout the year.

### Solstice Safari

Is an extended collaborative activity where citizens team up to collect data, plot graphs, and predict the solstices.

### The Great Balloon Race

Challenges you to navigate the altitudes and analyze vector fields to navigate your hot air balloon.

### Treasure Hunt

Tests your history of knowledge and powers of research to collect coins from exotic locations around the world.

### Mimi's Dance Studio

Is where you go to design a dance using vector arithmetic.

### SmartCars Arena

Is where you can design circuitries to drive robot cars and challenge other citizens to races.

### Geodia

Is a geology game that takes you around the world in search of rocks, fossils, and gems.

### Zero Gravity Chamber

Is part of WASA, Whyville's own version of NASA. Here you learn about angles and the principle of Newton's 3rd Law.

### WhyPox

Is an infectious disease that periodically plagues Whyville. Citizens investigate the parameters of the infection at the CDC.

### Rocket Design Lab

WASA houses simulations of rocket design that allow you to test parameters such as nozzle size and pay load.

### Ion Engine Lab

Also part of WASA, includes 3 games that teach about electric charges and ion engines.

### ArtSets

Is a fast action competitive card game that teaches the art concepts of subject and medium.

### Art Treasure Hunt

Sends you in pursuit of art treasures all over the world and backwards in time.

# Getty Museum



## Getty ArtSets tutorial

page 1

The goal of this game is to collect more Sets than your opponent.

A set is a special group of 3 cards.

It can be tough to figure out just what cards make a Set, so that's what we're going to learn here.

First, take a look at all the cards. Then click the [Next Page](#) link.

[Next Page](#)

