

MESA Charter High School's Workforce Development Programs

"Alumni Lab gave me a big push in the right direction. It also assured me that I am not behind in anyway I am right where I need to be. It also improved my foundation in my work life and becoming a professional. And I met Julie who I see as a mentor/advisor and know I have someone I can reach out to." -Alumni Lab Participant

MESA Charter High School offers two exciting programs for high school graduates throughout the city. We understand that the work doesn't end at graduation, which is why MESA's innovative workforce and post-secondary programming is so important. With over [108,000](#) individuals aged 18-24 reported as out of school and out of work (OSOW), these initiatives aim to guide young people toward upward financial mobility. MESA's [Alumni Lab](#), now in its third year, is on track to serve over 200 out-of-school and underemployed young people. Our [Digital Marketing Career Lab](#) will serve an additional 100, imbuing them with the cutting edge social media marketing skills necessary to advance their careers.

1. **ALUMNI LAB:** MESA's Alumni Lab is a six-week program that helps disconnected high school graduates connect to high-quality workforce programs or re-enroll in college to put them on a path towards a personally meaningful career. In twelve stipend-supported sessions, participants build career skills like resume writing, interviewing, and email etiquette. Through assessments and research, they explore career paths in fields such as tech, culinary arts, building trades, and healthcare. Alumni Lab advisors work with participants to match them with relevant programs, and along with ongoing career and mental health support, MESA facilitates connections to over 30 trusted partners.

2. **DIGITAL MARKETING CAREER LAB:** MESA's Digital Marketing Career Lab is a public private partnership between MESA and Full Funnel Growth, a NYC based Digital Marketing Firm. Full Funnel Growth delivers a free extensive 16-week program digital marketing training in social media management and email marketing. The collaboration aims to equip participants with both technical and professional skills, facilitating job placements in competitive industries.

NYSED Charter School Office Performance Framework Benchmark Connections

MESA staff describe how these programs embody performance framework benchmarks.

Benchmark 8: Mission and Key Design Elements: *The school is faithful to its mission and has implemented the key design elements outlined in its charter.*

"Our mission to "equip each student with the ability to succeed in life and in college" doesn't have to fall into a fixed timeframe. The trust, resources, and relationships built during high school can continue to support our students in finding personally meaningful careers long after graduation."

Benchmark 3: Culture, Climate, and Student and Family Engagement: *The school has systems in place to support students' social and emotional health and to provide for a positive, safe, and respectful learning environment that prepares all students for college and career. Families, community members and school staff work together to share in the responsibility for student academic progress and social-emotional growth and well-being. Families and students are satisfied with the school's academics and the overall leadership and management of the school.*

“Our workforce programs are designed in response to a clear community need. Our team, made up of workforce experts, teachers, and social workers, addresses the diverse needs of our participants. We recognize that before they can pursue a personally meaningful career, their basic needs must be met. That’s why we ensure every participant has access to the resources they need to feel safe, respected, and supported in our learning environment.”

Digital Marketing Fellows Mock Interview



Alumni Lab Graduation



Alumni Lab in Action



Digital Marketing - *“Overall, this program was an incredible opportunity to gain first-hand experience in marketing as a complete beginner. I would recommend this program to anyone who is interested in marketing or would just like to explore a career. I feel like this program gave me the experience needed in entry-level marketing positions.”*