



## Expertise

- Afterschool & summer learning
- Assessment
- Classroom resources & programs
- College access & completion
- Early-grades reading
- Educational equity
- Educator professional development
- Financial aid
- Higher education marketing
- School leadership
- Social and emotional learning
- State education policy

## Education

The Hatcher Group leverages the power of communications and good ideas to improve access to, and delivery of, education at the local, state, and national level. We bring innovative strategies and unmatched expertise in policy and practice to ensure success for nonprofit, foundation, and government clients.

### RECENT SUCCESS STORIES

#### Maryland529

Marketing campaign to increase awareness and use of MD529 education savings programs. Produced TV and radio ads, created targeted digital ads to engage Marylanders. Applications for key program increased more than 20% in the first quarter.



Communications partner to federal agency that sets policy for National Assessment of Educational Progress (NAEP). Manage live and virtual release events for The Nation's Report Card, produce award-winning videos, write compelling stories of progress on NAEP.



Communications consultant for two-year Aspen Institute initiative. Designed and produced final report and supplemental publications, built microsite, secured media coverage, coordinated Education Week blog, helped partners share messages.



Promotion of U.S. Census Bureau program during Decennial. Produced hands-on event for 1,000-plus students to showcase new classroom materials. Secured media coverage; wrote and placed national and local op-eds promoting a complete count in 2020.

### ADDITIONAL CLIENTS



Education Lead  
**ROBERT JOHNSTON**  
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