



Expertise

- Afterschool and summer learning
- Assessment
- Classroom resources and programs
- College instruction
- Digital learning
- Early literacy
- Education equity
- Educator professional development
- Financial aid
- Higher education marketing
- Pandemic learning recovery
- School leadership
- Social and emotional learning
- State education policy

Education

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

RECENT SUCCESS STORIES

Maryland529

Maryland 529: The agency of record for Maryland 529, providing marketing and public relations support. Produce TV, radio, and digital ads. Spearheaded an application increase of more than 10% in a key campaign, representing successful engagement of low- and middle-income families across the state.



NAGB: 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, secure national coverage of score trends, and create compelling content for NAGB social media accounts.

Wallace

Wallace Foundation: Communications consultant to the foundation for nearly a decade, articulating its complex research findings to a "business to business" audience of education decisionmakers. Produce podcasts, videos, and infographics. Facilitate education organizations' sharing of Wallace-commissioned research to inform practice and policy.

Proven Tutoring

ProvenTutoring: ProvenTutoring, a coalition of 12+ high-dosage tutoring programs, sought Hatcher's support to raise its profile and generate business leads and brand awareness. Implement digital ad campaigns. Write and place op-eds to position ProvenTutoring and its members as a key pandemic recovery resource.

ADDITIONAL CLIENTS

