

Deep Expertise, Long-Standing Relationships Across

## Education, Labor & the Economy



A prosperous and just nation requires equitable access to educational and career opportunities. Hager Sharp has made it a priority to support institutions and organizations that are dedicated to making life-long learning and talent development possible for all communities and people.

Hager Sharp brings superior subject matter expertise, journalism experience and media relationships, and communications strategy and client service skills to the intersection of the education, labor, and economy sectors. Our seasoned and well-connected experts anticipate opportunities, offer unique perspectives, and deliver creative solutions that engage audiences and elevate our clients' missions.

Partnering with Hager Sharp means having a full-service agency that knows the field and specializes in the services needed make a greater impact. We're uncompromising in providing superior client service and strategic counsel. Working with us means gaining access to research and evaluation specialists, former journalists, creative directors, media relations experts, former teachers, and policy and data wonks. Whether it's helping our clients advance equity in education, creating a messaging framework for a social impact investing initiative, or promoting racial justice in higher education, our team is united in its mission to develop and execute *ideas that make a difference*.



### CORE CAPABILITIES

#### WE ADVOCATE FOR STUDENT SUCCESS.

We strive to promote practices and policies that advocate for quality, innovation, access, equity, and improved achievement for all. Our clients have worked to bolster those values in pre-K-12 education, higher education, and workforce sectors.

#### WE COMMUNICATE COMPLEX INFORMATION THAT INFORMS AND ENGAGES KEY AUDIENCES.

With a track record of successfully communicating complex and data-heavy information to constituents from Capitol Hill to Main Street, Hager Sharp is adept at crafting and disseminating powerful content that resonates and moves audiences to act. Our strategic communications approach aligns messages across media relations, social platforms, data visualizations, events, and thought leadership to elevate organizations and their goals.

#### WE EXCEL IN HARNESSING THE POWER OF THE MEDIA.

Hager Sharp's expertise in media strategy is unmatched among agencies working in the education, labor, and economy fields. Our approach to media relations is based on two foundational elements: relationships and knowledge. We have well-established relationships with reporters on the education, health, and workforce beats. Because our practice lead and several team members have spent time in newsrooms themselves, we know how to craft and tell compelling stories that are newsworthy and timely, and we understand how to pitch them in a way that gets the attention of busy reporters and editors. This is how we consistently deliver earned media placements that meet our clients' goals.

## WE ARE FULL-SERVICE WITH A SMALL AGENCY FEEL.

As a full-service agency, Hager Sharp offers a wide range of services, each of which can be scaled up or down to meet clients' needs or combined for a fully integrated campaign. Our services include:

- Branding & Messaging
- Creative Development
- Digital Engagement
- Events & Conferences
- Media Strategy & Engagement
- Multicultural Outreach
- Paid Media
- Partnerships
- Research & Evaluation
- Strategic Planning
- Video Production
- Website Development

Our status as an independent, employee-owned agency allows us to bring a unique approach to client service. Unlike many of our peers, our actions are not influenced by a holding company or an outside investor. We set our own priorities and have the ability to be nimble and flexible, allowing us to seamlessly and efficiently adapt to our clients' shifting priorities and deliver quick turnarounds. When partnering with Hager Sharp, our clients are always working with an owner who has a vested interest in the success of the company and its clients.

## SELECT EXPERIENCE

Whether sharing the latest results of The Nation's Report Card with the media and stakeholders, supporting the release of a landmark research review for the Joyce Foundation, sharing the insights of experts at Arizona State University, or helping sound the alarm on the college enrollment crisis for Lumina Foundation, Hager Sharp's expert team has a long-standing track record of success. We have engaged high-profile audiences in the array of issues and societal challenges across the pre-K through higher education landscape and beyond into the expanded ecosystem of workforce training and lifelong learning. And, we've done do on behalf of many clients, including:



## ABOUT HAGER SHARP

At Hager Sharp, we've dedicated nearly 50 years to creating communications strategies, campaigns, and materials that make meaningful change in the world. We work solely with organizations that are committed to transforming our communities by taking on important issues like improving public health, safety, and education and addressing gaps in equity, well-being, and socioeconomic status. Our focus is and always will be working with mission-driven institutions, businesses, and nonprofits to create and implement ideas that make a difference.



More about our expertise in education, labor, and the economy



HAGER SHARP