

Charlitta Crowder Hatch
Curriculum Vitae
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Charlitta Hatch is an interdisciplinary scholar and thought leader with nearly 2 decades of experience in business, education, and technology. Passionate about changing the narrative of young black boys, she founded and assumed the role of Chief Mom Officer of the Me3 Project which aims to change the narrative of young black boys in America through positive images, expressive stories, and deliberate advocacy. Through the Me3 Project, she has produced 5 projects; 3 children’s books called “Black Boy Joy,” “Black Boy Joy Christmas Countdown,” and “Black Boy Joy Promoted to Big Brother” flashcards called “A to Z Be Like Me”, and an assortment of puzzles. Charlitta brings to the table culturally responsive leadership, authentic relationship building, strategic thinking, and a commitment to excellence. A passionate advocate for women and children, she is always looking for opportunities to inspire, encourage, and uplift.

Education

2023 – Present

Ph.D. Student | Curriculum and Instruction *Concentration in Urban Education*

University of North Carolina at Charlotte | Cato College of Education | Charlotte, NC

Research Statement: My research interests center on the intersections of race, education, and social equity, with a particular focus on the experiences of Black families within the educational system. I am deeply committed to exploring how race, class, and gender dynamics shape school choice decisions, educational access, and outcomes for Black children, especially in urban settings. My work aims to challenge deficit-based narratives by highlighting the strengths, agency, and strategies employed by Black parents, particularly mothers, in navigating educational spaces. Through qualitative methodologies and critical theoretical frameworks, I seek to contribute to a more inclusive and equitable understanding of education, informing policies and practices that better serve marginalized communities.

2020-2022

M.Ed. | Urban Education *Certificate in Anti-Racism*

University of North Carolina at Charlotte | Cato College of Education | Charlotte, NC

2002-2006

B.S. | Business Management *Honors College*

Hampton University | School of Business | Hampton, VA

Professional Experience

2024-present | **Chief Data and Analytics Officer** | City of Charlotte | Charlotte, NC

Appointed to be the first Chief Data and Analytics Officer for the City of Charlotte charged with advancing the innovation and data and analytics for the 15th largest city of the country

- 2023-2024 | **Graduate Assistant** | University of North Carolina at Charlotte | Charlotte, NC
Graduate Assistant to Executive Fellow for Faculty Development in the Office of Diversity of Inclusion at UNC Charlotte.
- 2022 – Present | **Adjunct Professor** | University of North Carolina at Charlotte | Charlotte, NC
Revamped and taught EDUC 1000: History of Racism
Created and taught AFRS 3261: Psychology of Black Experience
Created and taught PSYC: 3001: Psychology of Black Experience
- 2020 –2021 | **President** | Junior League of Charlotte | Charlotte, NC
Served as President and Chairwoman of the Board of Directors for the Junior League of Charlotte. This was a historic year to lead a member owned and operated non-profit through a pandemic, racial and social unrest, an economic crisis, a challenging election, an insurrection and a gas shortage with 1600 members and 13 community partners during the League's 95th anniversary and raising over \$95,000 through various fundraising initiatives.
- 2019 – 2024 | **Client Partner** | Slalom, Inc. | Charlotte, NC
Mobilized the office as a member of the office launch leadership team focused on the go-to-market strategy for Fortune 50 clients resulting in being responsible for multi-million-dollar growth YOY. Developed and executed initial Inclusion, Diversity, and Equity strategy for Charlotte market that informed the recruitment, retention, and advancement strategy of women and minorities. Manages the Public Sector practice responsible for education, non-profit, and government clients.
- 2018 – Present | **Chief Mom Officer** | Me3 Project | Charlotte, NC
Founded to change the perception of Black boys in America through positive images, expressive stories, and deliberate advocacy.
- 2010 –2019 | **Senior Manager** | Accenture | Charlotte, NC
Responsible for managing complex programs for Fortune 50 clients. Focused on business transformation between technology and businesses within the organization. Developed recruiting relationship with Hampton University. Created and managed a mentoring program for women of color in the Utilities practice.
- 2006 – 2009 | **Senior Consultant** | IBM | Charlotte, NC
Developed and executed training for global companies navigating through technology and business process changes.
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Published Books

- Hatch, C. (2018). *Black Boy Joy* (S.Wallace, Illus.). AK Classics.
Hatch, C. (2020). *Black Boy Joy Christmas Countdown* (S.Wallace, Illus.). AK Classics.
Hatch, C. (2022). *Black Boy Joy Promoted to Big Brother* (S.Wallace, Illus.). AK Classics.
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Contributed to Edited Volumes Book Chapters

- Smith, Debra.** (2018) "Legacies": African-American Female Pioneers. Cognella Academic Press.

Creative Scholarly Products

Hatch, C. (2019) *A to Z: Be Like Me*. (S.Wallace, Illus.). AK Classics.

Conference Proceedings

Hatch, C. (2022). *Raising Black Boy: Changing the Narrative of Black Boys Through Positive Images*. Conference proceedings accepted for annual meeting of the International Conference on Urban Education, Cancun, Mexico.

Teaching and Curriculum Development**Courses Taught**

EDUC 1000: History of Racism
AFRS 3261: Psychology of Black Experience
PSYC: 3001: Psychology of Black Experience

Courses Developed

AFRS 3261: Psychology of Black Experience
PSYC: 3001: Psychology of Black Experience

Conference Presentation

Hatch, C. (2025). *Navigating Choices: AI, Social Capital, and School Selection for Black Families*. Presentation at the 2025 Eastern Educational Research Association, Hilton Head, SC.

Hatch, C. (2025). *Unwritten Stories: Disrupting Inequities in Children's Literature*. Presentation at the 2025 Mebane Early Literacy Conference, Charlotte, NC.

Hatch, C. (2025). *Navigating Parental Rights and Diverse Literature in K-12 Education: Challenges and Opportunities*. Presentation at the 2025 Language, Identity, and Technology: Expanding Literacies in the 21st Century, Virtual.

Hatch, C. (2024). *4 Strategies to Increase Black Parents Trust in School*. Presentation at the 2024 National Family Engagement Summit, Savannah, GA.

Hatch, C. (2024). *From Classroom to Campus: How K-12 Experiences Impact Trust in Higher Educational Institutions for Black Families*. Presentation at the 2024 International Teaching Learning Cooperative, Asheville, NC.

- Hatch, C.** (2024). *Whose Voice Matters: Examining the Relationship Between North Carolina Parents Bill of Rights and Book Banning*. Roundtable Discussion at the 2024 #TeachinginColor Research Symposium, Charlotte, NC.
- Hatch, C.** (2023). *Why Race and Culture Matter to Storytelling*. Presentation at the 2023 National Black Child Development Institute, Charlotte, NC.
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International Conference Presentation

- Hatch, C., Reid, A., Hawkins, J., & Barnes-Parkins, T.** (2024). *Restoring Trust, Restoring Community: Lessons from an Urban Charter School*. Presentation at the 2024 International Conference on Urban Education, Cancun, Mexico.
- Hatch, C. & Proctor, A.** (2024). *Demographic Predictors in Kindergarten School Choice: Quantitative Insights into Parental Decision-Making*. Presentation at the 2024 International Conference on Urban Education, Cancun, Mexico.
- Hatch, C.** (2023). *Changing the World One Children's Book at a Time*. Presentation at the 2023 International Nanny Conference, Charlotte, NC.
- Hatch, C.** (2022). *Raising Black Boy: Changing the Narrative of Black Boys Through Positive Images*. Presentation at the 2022 International Conference on Urban Education, Cancun, Mexico.
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Invited Keynote Speaker & Lectures

- Hatch, C.** (2025). *4 Strategies to Increase Black Parents' Trust in Schools*. Invited Lecturer at Wake County Public Schools 2025 Family Engagement Workshop, Wake County, NC.
- Hatch, C.** (2019). *Changing the World One Children's Book at a Time*. Invited Keynote Speaker at the 2019 Charlotte-Mecklenburg Schools 2019 New Teacher Workshop, Charlotte, NC.
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Research Project

2024 Pilot Study: Beyond Academic: A Qualitative Case Study of the Multifaceted Considerations of an Upper Income Black Mother for Kindergarten Enrollment for Her Black Son

This qualitative case study investigates school choice considerations among upper-income Black mothers, addressing a critical gap in existing literature by shifting the focus from deficit-based narratives to an exploration of strengths, resources, and agency. The research highlights the unique experiences and decision-making processes of Black mothers in navigating the educational landscape, particularly when choosing kindergarten for their Black sons. By employing Thomas' typology (2011), the study provides in-depth insights into how these mothers approach school choice, the factors influencing their decisions, and the ways they leverage their agency, aiming to inform educational policy and promote equity and inclusivity.

2022 Will Diverse Books Increase Black Parents Trust in Educators of Elementary Aged Black Boys?

The purpose of this research is to provide an innovative approach to increasing trust among Black parents and educators of elementary aged Black boys. Representation matters at home and at school. The images that students are exposed to create the narrative of who children are and can be. Black parents know the risks of labels being placed on their Black sons and the impact of the school-to-prison pipeline. This causes Black parents to have a lack of trust of the educational system regarding their sons. Can an increase of diverse books and classroom materials help Black parents trust educators more?

Honors & Awards

2016 Cystic Fibrosis STANDOUT
 2017 Charlotte Business Journal Top 40 Under 40
 2017 Athena International Young Professional Leadership Award
 2018 Mecklenburg Times Icons and Phenoms
 2019 Mecklenburg Times 50 Most Influential Women in Charlotte
 2019 Slalom People First Award
 2021 American Heart Association Woman of Impact Honoree
 2023 Slalom People First Award
 2023 Slalom Mogul Award
 2023 Charlotte Business Journal Power 100
 2024 Hampton University Mentor of the Year

Outreach and Board of Director Service

2007-present | Junior League of Charlotte | President and Chairperson of Board of Directors
 2013-2017 | EmpowHERment| Founding Board Member
 2018- present| Civil Service Board | Chairperson of Board of Directors *appointed by City Council*
 2018- present| Chappell Memorial Baptist Church | Nursery Leader
 2021- present| Smart Start of Mecklenburg County: The Basics | Board of Advisors
 2023-present | Children's Theatre of Charlotte | Board Member
 2023-present | CMS Foundation | Board Member
 2024-present | Good Friends| Board Member

Professional Membership

2004- present| Alpha Kappa Alpha Sorority, Incorporated
 2019-present | Queen City Chapter of Jack and Jill of America, Incorporated
 2023 – present| National Center for Faculty Development & Diversity
 2023 – present| American Educational Research Association

Interviews

Kimbrough, H. and Hatch, C, hosts. *Why Race and Culture Matter to Storytelling*. Behind the Throne, Season 1, Episode 5, Novelty Studios, 08062023, <https://youtu.be/PnSrsRyXJ4A>.

3 reasons you should care about diverse children's books | Charlotte Mecklenburg Library. (n.d.). Retrieved June 9, 2023, from <https://www.cmlibrary.org/blog/3-reasons-you-should-care-about-diverse-childrens-books>

"Representation matters" | Charlotte author showcases Black perspective in series of children's books. (2022, September 9). Wcnc.Com. <https://www.wcnc.com/article/news/local/representation-charlotte-author-shows-black-perspective-childrens-books/275-0ac5e3ab-d1f4-45a5-b553-e0c7718958c2>

Diverse Children's Books Can Change the World | Charlotte Mecklenburg Library. (n.d.). Retrieved June 9, 2023, from <https://www.cmlibrary.org/blog/diverse-childrens-books-can-change-world>

Junior League Charlotte is committing to 95 hours of continuous community service ahead of Thanksgiving. (2020, November 12). Wcnc.Com. <https://www.wcnc.com/article/life/heartwarming/junior-league-charlotte-community-service-95-hours/275-9e11483a-40be-49a2-bc07-8a748ab9ef37>

Leading Into the Future: Following the Example of Charlitta Crowder Hatch – Pride Magazine. (n.d.). Retrieved June 9, 2023, from <https://www.pridemagazineonline.com/leading-into-the-future-following-the-example-of-charlitta-crowder-hatch/>

Charlotte's 40 Under 40: Charlitta Crowder Hatch, Accenture. (n.d.). Charlotte Business Journal. Retrieved June 9, 2023, from <https://www.bizjournals.com/charlotte/news/2017/03/10/charlottes-40-under-40-charlitta-crowder-hatch.html>

Charlotte, J. L. O., & Inc. (2018, January 8). Member Monday: Charlitta Hatch. *JLC Link Blog*. <http://www.jlcharlotteblog.org/member-monday-charlitta-hatch/>

Charlotte mom writes children's book aimed to curb the negative view of black youth – WSOC TV. (n.d.). Retrieved June 9, 2023, from <https://www.wsoc.com/community/family-focus/charlotte-mom-writes-children-s-book-aimed-to-curb-the-negative-view-of-black-youth/765706930/>

An open conversation about race in the Junior League of Charlotte. (n.d.). Retrieved June 9, 2023, from <https://www.wbtv.com/2020/06/25/an-open-conversation-about-race-junior-league-charlotte/>

Meet Charlitta, work-life balance super mom that is making a difference! (2019, September 24). The Chaotic Commute. <https://www.chaoticcommute.com/blog/2019/9/24/9ktpwz1ad761lfgwgoukx0v4gnmo6g>

Morning Break Meets Black Boy Joy. Morning Break. WBTV. (2018, June 27). Television

Working Women Wednesday. WPEG. (2018, May 23). Radio
