



NEWS RELEASE

McGraw Hill Acquires TeachFX, Expanding Commitment to Great Teaching with AI Coaching Tool Designed by Educators

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Acquisition will expand access to trusted AI coaching tool for the classroom, making coaching personal, private and actionable for educators while giving districts feedback to strengthen curriculum implementation and increase classroom impact

Key Highlights

- TeachFX expands McGraw Hill's offerings for educators and institutions into the estimated \$6 billion professional learning market with a scalable, AI-native coaching solution.
- TeachFX provides educators with their own private coach to learn about their strengths, improve their instructional practices and make the classroom experience engaging.
- TeachFX provides school leaders with aggregated classroom insights to identify instructional trends, focus coaching and better support teachers as they seek to improve their practice.
- The acquisition supports McGraw Hill's K-12 AI strategy of providing solutions that are grounded in trusted content, sound pedagogy, and the real needs of educators, strengthening the role of the teacher and the human elements of learning.

COLUMBUS, Ohio--(BUSINESS WIRE)-- **McGraw Hill, Inc.** (NYSE: MH), a leading global provider of education solutions for preK-12, higher education and professional learning, today announced the acquisition of **TeachFX**, an AI-native instructional coaching platform that expands McGraw Hill's professional learning capabilities and gives schools and districts a new way to support their teachers, improve curriculum implementation and drive classroom impact.

McGraw Hill's acquisition of TeachFX will expand access to a trusted AI coaching tool for the classroom, making coaching personal, private and actionable for educators while giving districts feedback to strengthen curriculum implementation and increase classroom impact

TeachFX turns classroom audio into insight. Teachers can record a class using a phone or laptop, and TeachFX's proprietary AI and

refined diarization technology automatically analyzes classroom interactions to generate feedback tied to high-leverage instructional practices, like using questioning techniques or pressing students to explain their thinking. The tool gives teachers and coaches useful instructional insights without adding to their workload.

Research backs the tool's effectiveness: according to several independent studies, average academic performance improved for the students of educators using TeachFX in math, ELA and science, and teachers reported higher morale and sense of self-efficacy.

Additionally, an MCP-enabled integration with Claude for Teachers turns TeachFX classroom feedback into actionable lesson plans for those with access to both tools.

"TeachFX gives McGraw Hill a powerful new way to support educators and help them become their best professionally," said Jana Thompson, interim President of McGraw Hill's K-12 segment. "By adding scalable instructional coaching to our portfolio, we can help educators strengthen their practice, give district leaders more actionable insights, and create a stronger bridge between instructional materials and classroom impact."

"TeachFX was built to help educators better understand classroom instruction and use that insight to strengthen how they interact with students, encouraging more student talk and increasing engagement and, ultimately, outcomes," said TeachFX Co-Founder and CEO Jamie Poskin. "Joining McGraw Hill creates an opportunity to bring that support to more teachers, schools and districts as part of a broader commitment to effective curriculum implementation and professional learning."

The acquisition builds on McGraw Hill's recent acquisition of **Teachally**, an AI-powered platform that helps educators customize McGraw Hill's trusted curriculum to their unique classroom needs. Together, Teachally and TeachFX extend McGraw Hill's support across two critical points in teaching and learning: developing and adapting high-quality instructional materials and helping educators implement curriculum effectively in the classroom.

Terms of the transaction were not disclosed.

For more information about McGraw Hill's acquisition of TeachFX, visit mheducation.com/prek-12/resources/teachfx.html.

McGraw Hill

McGraw Hill (NYSE: MH) is a leading global provider of education solutions for preK-12, higher education and professional learning, supporting the evolving needs of millions of educators and students around the world. We provide trusted, high-quality content and personalized learning experiences that use data, technology and learning science to help students progress towards their goals. Through our commitment to fostering a culture of innovation and belonging, we are dedicated to improving outcomes and access to education for all. We have over 30 offices across North America, Asia, Australia, Europe, the Middle East and South America, and make our learning solutions available in more than 80 languages. Visit us at mheducation.com or find us on **Facebook**, **Instagram**, **LinkedIn** or **X**.

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