

Rick Jetter, Ph.D.

485 Ashford Ave.
Tonawanda, NY 14150
(716) 860-0380

www.rickjetter.com
www.pushboundconsulting.com

EDUCATION

State University of New York at Buffalo

Doctor of Philosophy in Learning and Instruction,
February 2010
Overall GPA: 4.0/4.0

State University of New York College at Buffalo

Certificate of Advanced Study in Educational Leadership and Facilitation,
May 2002
Overall GPA: 4.0/4.0

State University of New York College at Buffalo

Master of Science in English Education,
August 1999
Overall GPA: 4.0/4.0

State University of New York at Buffalo

Bachelor of Arts in English,
May 1996
Major GPA: 3.5/4.0

PROFESSIONAL EXPERIENCE

Western New York Maritime Charter School

Assistant Head of Schools
August 2019 to April 2024

- Responsible for coordinating all professional development activities for both campuses (middle school and high school) under the Charter.
- Carry out formal classroom evaluations for all instructional personnel.
- Create turnaround instructional programming in order to raise student achievement results at the middle school campus.
- Design and implement ESSA Programming in all Title areas (I-IV) and ESSER Emergency Cares Act areas.
- Supervise and lead Director of Humanities, Director of STEM, Director of Student Services, and Faculty, at large.

Western New York Maritime Charter School

Humanities Department Coordinator
English/Language Arts Teacher, Grade 9
August 2018 to June 2019

- Carried out writing-across-the-curriculum strategies for interdisciplinary teaching within the Department of Humanities.
- Facilitated professional development and curriculum map creation for all English Language Arts and social studies courses (Grades 7-12).

- Led human resources tasks including recruitment and interview processes and evaluations for the Department of Humanities.

Pushing Boundaries Consulting, LLC

Chief Executive Officer, Publisher, and Editor

May 2017 to Present

- Responsible for creating high quality project concepts, layout, editing, and production.
- Revision designer and line editor
- Create collaborative national and international networks for crowd sourced projects of interest.

Teacher Created Materials

Consultant & Presenter

August 2018 to Present

Topics:

- Literacy Instruction: Best Practices
- Differentiated Instruction and UDL
- Core Practices for Equity

FIRST Educational Resources, LLC

Consultant & Presenter

July 2018 to Present

Topics:

- Student Voice Leadership
- Creating a One-of-a-Kind School

State University of New York at Buffalo

Lecturer, BRIDGE Program

Urban Affairs Department (Office for University Preparatory Programs)

July 2018 to Present

- Facilitate distance learning for entering college freshman.
- Teach CPM1211EC: English Composition.
- Teach CPM133SEM: Introduction to Selected Concepts in Sociology.
- Mentor students for transitioning to college life and hold office hours for student support, academic advising, and career counseling.

Dave Burgess Consulting, Inc.

Author, Keynote Speaker and Trainer

December 2016 to Present

Topics:

- Leadership and Organizational Adversity
- Student Voice Implementation and Leadership
- Mining for Talent

Advanced Educational Products

Director of K-12 Education

December 2014 to March 2018

- Responsible for carrying out strategic planning for the national K-12 market.

- Designed a new website including over 5,000 curriculum-based print and multi-media collections for K-12 schools, libraries, and government agencies.
- Created educational content and curriculum guides for various national contracts, including the New York City Department of Education.
- Aligned standards-based curriculum measures with educational products, professional development materials, and print materials for K-12 schools.
- Trained and led a team of national independent sales representatives.
- Responsible for creating print and digital marketing content.

We Are Teachers: School Leaders Now®

Featured Advice Columnist

October 2016 to July 2017

- Featured weekly columnist for leadership advice column.
- Topics included site-based and district-wide leadership strategies, human resources best practices, technology innovation, social-emotional learning contexts, building relationships, and creating a positive culture.

Hamburg Central School District

Superintendent of Schools; Interim Superintendent of Schools;

Assistant Superintendent for Human Resources;

Assistant Superintendent for Technology

August 2011 to October 2014

- Responsible for over 700 staff members and a \$77 million dollar budget, 7 collective bargaining units/contracts, recruitment of all personnel, and technology coordination/long-range network planning.
- Led a \$1.3 million dollar technology infrastructure upgrade project.
- Assisted principals and directors with Reform Agenda initiatives, including APPR, SLO's, and interpreting the Common Core Learning Standards.

North Tonawanda City School District

Principal, Spruce Elementary School (Grades K-6)

July 2007 to August 2011

- Created a community-wide structure of shared decision-making based on organizing subcommittees in the areas of literacy, health/wellness, safety/discipline, and technology.
- Led a multi-million dollar Capital Improvement Project and technology systems overhaul.
- Created a system-archive of intentional best teaching practices for raising student achievement.

Kenmore-Town of Tonawanda UFSD

Interim Principal, Holmes Elementary School (Grades K-5)

July 2006 to November 2006

- Oversaw the development and implementation of the instructional program, including Everyday Math, Literacy Institute Cohorts, and school-wide wireless technology initiatives.
- Coordinated staff development needs, such as writing across the curriculum and guiding students with self-directed reading strategies.

- Developed mentor partnerships with Praxair and the Holmes Sheridan-Parkside Community Resource Center for increasing students' self-concepts and workplace collaboration.

Kenmore-Town of Tonawanda UFSD

Assistant Principal, Franklin Middle School (Grades 6-8)

August 2003 to July 2007

- Coordinated a school-wide Bully Prevention Program focusing on targeted positive behavior intervention strategies.
- Spear-headed a comprehensive school-wide behavior management plan for students.
- Directed the Middle School Summer School which oversaw 200 students from three district middle schools.

State University of New York College at Buffalo

Adjunct Professor, Humanities Department

August 2001 to May 2003

- Instructed an undergraduate course titled, "Self-Destruction: An Understanding of Humanities," which literature was used as a lens for analyzing major world events.
- Designed group projects that linked ancient and contemporary texts to the celebration of fine arts.
- Advised and mentored students on program majors, options, and graduation requirements.

Kenmore-Town of Tonawanda UFSD

English/Language Arts Teacher and Department Chairman,

Hoover Middle School, Grades 7-8

August 1998 to August 2003

- Taught 7th and 8th grade ELA within an interdisciplinary teaming structure.
- Utilized web-based differentiated instructional strategies by using special area course content.
- Used the New York State Learning Standards as a foundation for developing interdisciplinary reading and writing programs in science and social studies.

Erie 1 BOCES

Alternative Education Teacher, Grades 9-12

September 1997 to August 1998

- Handled student discipline and supervision for the Kenmore-Town of Tonawanda UFSD as lead teacher for the Structured Suspension Program.
- Assisted students in all academic subjects within a 15:1:1 classroom structure.
- Communicated with the local area high schools about student progress, behavior management, and counseling recommendations.

State University of New York at Buffalo

Counselor and Instructor, Upward Bound Program

Urban Affairs Department (Office for University Preparatory Programs)

June 1995 to August 2002

- Guided students to develop digital writing portfolios that stressed the importance of personal writing, self-evaluative skills, and digital media innovation.
 - Incorporated digital storytelling for highlighting student multicultural themes and interests.
 - Held daily blog debates which enabled students to practice their digital literacy skills.
- Tutored, counseled, and advised students in academic planning, student supports for disabilities, career counseling, and social-emotional support.

HONORS/AWARDS

- 2021-2025 Top 30 in Education, Global Gurus Award Recipient, <https://globalgurus.org/education-gurus-top-30/>.
- 2020-2021 Fellow for the New York Education Policy Program, Teachers College at Columbia University & Putnam/Northern Westchester BOCES
- 2018 State University of New York at Buffalo, *Distinguished Alumni Award* Nominee, Graduate School of Education.
- 2002 Disney *American Teacher Award* Finalist.
- 2001 State University of New York at Buffalo, *Excellence in Teaching Award*, Granted by the Vice President for Urban Affairs.
- 2000 State University of New York at Buffalo, *Excellence in Teaching Award*, Granted by the Vice President for Urban Affairs.
- 1999 State University of New York at Buffalo, *Excellence in Teaching Award*, Granted by the Vice President for Urban Affairs.

PUBLICATIONS

Books:

- Jetter, R. (2022). *100 No-Nonsense Things that ALL School Leaders Should STOP Doing*. New York: Pushing Boundaries Consulting, LLC.
- Coda, R. and Jetter R. (2022). *Educational Rehab: An Unprecedented Opportunity to Restore K-12 Public Education*. New York: Pushing Boundaries Consulting, LLC.
- Blair, H. and Jetter, R. (2022). *You Are #1: The Science and Reasons Why We Remember Our Teachers, Forever*. Virginia: EduMatch Publishing.
- Jetter, R. (2021). *100 No-Nonsense Things that ALL Teachers Should STOP Doing*. New York: Pushing Boundaries Consulting, LLC.

- Jetter, R. and Coda, R. (2020). *Recovery Mode: Educators Emerging from Unexpected and Rapid Change*. New York: Pushing Boundaries Consulting, LLC.
- Coda, R. and Jetter, R. (2018). *Let Them Speak! How Student Voice Can Transform Your School*. California: Dave Burgess Consulting, Inc..
- Jetter, R. (2017). *Igniting Wonder, Reflection, and Change in Our Classrooms and Schools*. New York: Routledge.
- Coda, R. and Jetter, R. (2016). *Escaping the School Leader's Dunk Tank: How to Prevail When Others Want to See You Drown*. California: Dave Burgess Consulting, Inc..
- Jetter, R. (2016). *The Isolate /n./*. California: Motivational Press.
- Jetter, R. (2016). *Sutures of the Mind*. California: Motivational Press.
- Jetter, R. (2015). *Hiring the Best Staff for Your School: How to Use Narrative to Improve Your Recruiting Process*. New York: Routledge.

Book Chapters:

- Jetter, R. (2018). "Career Atrophy and a Healing Process Driven by Two Index Fingers." In *The Fire Within: Lessons from Defeat that Have Ignited a Passion for Learning* by Mandy Froehlich. Virginia: EduMatch.
- Jetter, R. (2015). "The 'Tattered' You versus the 'Mattered' You: Rising Above the Undertow of Your New Leadership Life in Five Simple Steps." In *Imagine: 30 Days to a New You*, by Justin Sachs. California: Motivational Press.

Invitational Book Endorsements:

- White, J. (2022). *The Labyrinth of Leadership*. Tennessee: Digital PD for You.
- Bitner, A. (2022). *Take Me Home*. New York: Austin MaCauley.
- Dake, L. (2022). *Identifying Small Habits: Left Unchecked by School Leaders, Small Faults Can Become Major Cracks*. Virginia: Roman and Littlefield.
- Hall, P. (2022). *Be Their Warrior: Helping All Students Succeed Through Culture, Community, and Being STRONG*. Virginia: EduMatch Publishing.
- Robb, E. (2021). *Aiming High: Leadership Actions to Increase Learning Gains*. California: Corwin Press.

- Smith, J. (2021). *Learning Curve: Lessons Learned on Leadership, Education, and Personal Growth*. Virginia: EduMatch Publishing.
- Musher, L. (2020). *Hiring a Head of School With or Without a Search Firm*. New York: Tradition Search Partners.
- Rollins, S. (2020). *Teaching Vulnerable Learners*. New York: W.W. Norton.
- Wilson, V. (2020). *Lead with Instructional Rounds*. California: Dave Burgess Consulting, Inc..
- Sheehy, R. (2018). *Be the One for Students*. California: Dave Burgess Consulting, Inc..

Articles:

- Jetter, R. and Coda, R. (2020). "Releasing the Reigns: Three Simple Ways to Give Agency to Your Students and Gather Good Feedback." *Educational Leadership*, March 2020.
- Jetter, R. (2019). "Student Voice and Narrative Writing as Key Factors for Planning Lessons in the English Language Arts Classroom." *The English Record*, 70, 2.
- Jetter, R. and Coda, R. (2018). "Leading with Archaeological Grit: How to Dig, Mine, Sift, and Leverage an Entire Organization Built on Talent." *The Reformer*, September 2018. ASCD: Pakistan.
- Jetter, R. (2018). "What Can Parents Do to Prevent Summer Learning Loss?" *Forest of the Rain Productions*, 5, (3).
- Jetter, R. (2018). "The Importance of Student Voice Artifacts." *Disrupted Magazine*, 13, (2).
- Jetter, R. and Coda, R. (2018). "When the Heat Rises to the Top: School Boards and Superintendents Who Proactively Address Adult Adversity within their Schools." *ASBJ Journal*, National School Boards Association, June 2018.
- Jetter, R. and Coda, R. (2018). "The Walkie-Talkie Principal." *Principal Magazine*, NAESP, June 2018.
- Jetter, R. and Coda, R. (2018). "On Twitter? Next Stop Voxer." *The Communicator*, NAESP, June 2018
- Jetter, R. (2015). "From Booze to the Bible and Liquor to the Lord." *WITH Magazine*.

- Jetter, R. (2015). "Your Ally Mind and Enemy Mind: Actively Seeking Relief from Your Own Mental Goblins." *MP Expert Author Journal*, 9 (23).
- Jetter, R. (2012). "Creative Communication Strategies." *Principal Magazine*, January/February, 2012.
- Jetter, R. (2011). "School Accountability for Realists." New York State School Boards Association (NYSSBA), *On Board*, July 2011.
- Jetter, R. (2011). "Communication Strategies for Increasing Parent Involvement and Support." *Principal Magazine*, October, 2011.
- Jetter, R. (2011). "Testing, in the End, is about Evaluating Human Worth." *Buffalo News*, June 2011.
- Jetter, R. (2011). "Small Pause Can Make a World of Difference." *Buffalo News*, January 2011.
- "Take Note" about "Saying No to Bullying." (2003). *Education Week*, 23, (6) v. 3.

Advice Columns:

- Jetter, R. and Coda, R. (2017). "Dear R&R: 7 Steps to Getting Your Next Job." *We Are Teachers: School Leaders Now*.
<https://www.weareteachers.com/7-steps-getting-hired-tell-position-actually-available/>.
- Jetter, R. and Coda, R. (2017). "Dear R&R: Am I Ready to be a Superintendent?" *We Are Teachers: School Leaders Now*.
<https://www.weareteachers.com/survive-age-standardized-tests/>.
- Jetter, R. and Coda, R. (2016). "Dear R&R: I Have Arrival and Dismissal Time Problems." *We Are Teachers: School Leaders Now*.
<https://www.weareteachers.com/arrival-dismissal-time/>.
- Jetter, R. and Coda, R. (2016). "Dear R&R: Help with a Toxic School Employee." *We Are Teachers: School Leaders Now*.
<https://www.weareteachers.com/toxic-school-employee/>.
- Jetter, R. and Coda, R. (2016). "Dear R&R: How Can School Leaders Balance Fun and Respect?" *We Are Teachers: School Leaders Now*.
<https://www.weareteachers.com/balance-respect-fun/>.
- Jetter, R. and Coda, R. (2016). "Dear R&R: I'm a School Superintendent and My Contract Isn't Being Renewed." *We Are Teachers: School Leaders Now*. <https://www.weareteachers.com/school-superintendent/>.

- Jetter, R. and Coda, R. (2016). "Dear R&R: How Do I Better Handle School Discipline Chats with Parents?" *We Are Teachers: School Leaders Now*. <https://www.weareteachers.com/student-discipline/>.
- Jetter, R. and Coda, R. (2016). "Dear R&R: I'm a Stuck and Disempowered School Leader: What Do I Do?" *We Are Teachers: School Leaders Now*. <https://www.weareteachers.com/1324-2/>.
- Jetter, R. and Coda, R. (2016). "Dear R&R: How Do I Coach a Splintered PLC?" *We Are Teachers: School Leaders Now*. <https://www.weareteachers.com/how-do-i-better-coach-a-splintered-professional-learning-community/>.
- Jetter, R. and Coda, R. (2016). "Dear R&R: How To Survive Test Score Mentality." *We Are Teachers: School Leaders Now*. <https://www.weareteachers.com/survive-age-standardized-tests/>.
- Jetter, R. and Coda, R. (2016). "Dear R&R: Better Alternatives to Teacher of the Month Awards." *We Are Teachers: School Leaders Now*. <https://www.weareteachers.com/alternatives-to-teacher-of-the-month-programs/>.

Dissertation:

- Jetter, R. (2010). *Examining School Leaders' Narratives as a Lens for Understanding Leadership Identity and Agency within a High-Stakes Testing Culture of Accountability*. State University of New York at Buffalo.

KEYNOTE ADDRESSES

- Maine Principals Association. Annual Assistant Principals' Conference. Augusta, Maine. October 2023.
- New York State Charter School Association. Leadership Panel Member. October 2022.
- Michigan Principals Association. Annual Conference. Virtual Venue. December 2020.
- Maine Principals Association. Annual Conference. Augusta, Maine. April 2019.
- Minnesota Association of Secondary School Principals (MASSP). Annual Conference. St. Paul, Minnesota. January 2019.
- Oregon Department of Education and Harney Service Council. Fall Leadership Retreat. Bend, Oregon. November 2018.
- Oneida City School District. Annual Summer Leadership Retreat. Oneida, New York. July 2018.

- Lord Fairfax Community College. Workforce Professional Development Program. Richmond, Virginia. June 2018.
- Nevada Association of School Administrators. Annual Conference. Reno, Nevada. June 2018.
- Utah Association of Secondary School Principals. Annual Conference. Salt Lake City, Utah. June 2018.
- Delaware Administrators and Supervisors Association (DASA). Annual Conference. Dover, Delaware. December 2017.
- Kentucky Association of School Administrators (KASA). Annual Conference. Lexington, Kentucky. November 2017.
- Region 10 Educational Service Council. Fall School Leadership Program Retreat. Dallas, Texas. November 2017.
- Wayne County RESA. Summer Leadership Retreat. Detroit, Michigan. August 2017.
- Minnesota Association of School Administrators (MASA). Annual Retreat. Minneapolis, Minnesota. June 2017.
- Western New York Middle School Principals Association. Winter Retreat. Williamsville, New York. February 2012.

FEATURED PRESENTATIONS

- New York State Association for Computers and Technologies in Education (NYSCATE) Annual Conference. November 2022.
- Stockton Unified Public School District. November 2022.
- Stockton Unified Public School District. October 2022.
- New York State Association for Computers and Technologies in Education (NYSCATE) Do Ed. Tech. Conference. October 2022.
- Teach Better Team Annual Conference. October 2022.
- Stockton Unified Public School District. July 2022.
- FIRST Education Virtual Leadership Summit. June 2022.
- Stockton Unified Public School District Virtual Summit. January 2022.
- New York State Association for Computers and Technologies in Education (NYSCATE) Annual Conference. November 2021.

- New York State Association for Computers and Technologies in Education (NYSCATE) Do Ed. Tech. Conference. October 2021.
- Regional PDS Conference, State University of New York College at Buffalo. September 2021.
- FIRST Education Virtual Summit. July 2021.
- National ESEA Conference. Virtual Venue. February 2021.
- New York State Association for Computers and Technologies in Education (NYSCATE) Annual Conference. Virtual Venue. November 2020.
- FIRST Education Virtual Summit. July 2020.
- Kent County Annual Institute. February 2020.
- ASCD Conference on Educational Leadership. November 2019.
- New York State Council of English Teachers (NYSEC). October 2019.
- Wisconsin Model Secondary Schools Conference. August 2019.
- Learning FIRST PLC 2.0 Institute. July 2019.
- Learning FIRST Institute on SEL in Action. May 2019.
- Association for Supervision and Curriculum Development (ASCD) Empower 2019. Annual Conference. March 2019.
- Bill Gates Foundation (ECET2). Spring Convening. March 2018.
- Association for Supervision and Curriculum Development (ASCD) Empower 18. Annual Conference. March 2018.
- National School Boards Association. Annual Conference. April 2018.
- National Title 1 Association. Annual Conference. February 2018.
- Association for Middle Level Education (AMLE). Annual Conference. November 2017.
- North Carolina Association for Elementary Educators (NCAEE). Annual Conference. October 2017.
- Behavior, Education, and Technology (BET-C) Convention. Annual Conference. October 2017.
- Learning Forward. Annual Conference. October 2017.

- National Principals' Association (NAESP & NASSP). Annual Convention. July 2017.
- National Council for Teachers of English (NCTE). Annual Conference. November 2016.
- Western New York Literacy Consortium. Annual Convention. State University of New York at Buffalo. May 2014.