

# Rick Jetter, Ph.D.

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## CERTIFICATIONS

**Stop the Bleed®**  
*American College of Surgeons  
Permanent Certification  
May 2022*

**Youth Mental Health First Aid Certification**  
*National Institute of Mental Health,  
Permanent Certification  
August 2021*

**New York State School District Administrator (SDA)**  
*Permanent Certification,  
May 2002*

**New York State Teacher Certification**  
*Permanent Certification, Secondary English (7-12),  
September 1997*

## 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 College at Buffalo**  
*Teacher Certification Program,  
May 1997  
Overall GPA: 3.9/4.0*

**State University of New York at Buffalo**

*Bachelor of Arts in English,*

May 1996

Major GPA: 3.5/4.0

**POST DOCTORAL  
STUDIES**

**Harvard University**

January 2022

- Rhetoric: The Art of Persuasive Writing and Public Speaking
- Leaders of Learning
- Introduction to Family Engagement in Education

**PROFESSIONAL  
EXPERIENCE**

**Western New York Maritime Charter School**

*Assistant Head of Schools*

August 2019 to Present

- 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.

**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.

**Teacher Created Materials**

*Consultant & Presenter*

August 2018 to Present

*Topics:*

- Literacy Instruction: Best Practices
- Differentiated Instruction and UDL
- Writing Across the Curriculum

**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.

**MyEd Expert, Inc.**

*Board of Trustees Member; Treasurer of the Board &*

*Contributor*

July 2018 to Present

**Pushing Boundaries Consulting, LLC**

*Co-Founder and Lead Consultant*

March 2017 to Present

- Provide training, professional development, and consulting services for K-12 schools, higher education, and the educational industry.
- Collaborate with affiliate consultants on writing and publishing books in the field of education.
- Work with not-for-profit agencies for increasing services across all channels that will assist and support students and adult learners.

**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 7<sup>th</sup> and 8<sup>th</sup> 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**

*Instructor, Upward Bound Program*

*Urban Affairs Department (Office for University Preparatory Programs)*

May 1997 to August 2001

- 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.

## HONORS/AWARDS

- 2022 & 2021 Top 30 in Education, Global Gurus Award Recipient, #6 in 2022 and #17 in 2021 Ranking, <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:

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

- Jetter, R. (2023). *100 No-Nonsense Things that ALL Parents Should STOP Doing*. New York: Pushing Boundaries Consulting, LLC.
- Jetter, R. (2023). *100 No-Nonsense Things that ALL Students Should STOP Doing*. New York: Pushing Boundaries Consulting, LLC.
- Jetter, R. (2023). *100 No-Nonsense Things that ALL School Board Members Should STOP Doing*. New York: Pushing Boundaries Consulting, LLC.
- Jetter, R. (2023). *100 No-Nonsense Things that ALL Politicians Should STOP Doing*. New York: Pushing Boundaries Consulting, LLC.

### **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.

### **Invitations for Book Endorsements:**

- 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  
PRESENTATIONS**

- 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**

- 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. Rochester, NY. November 2021.
- New York State Association for Computers and Technologies in Education (NYSCATE) Do Ed. Tech. Conference. Oneonta, NY. October 2021.
- Regional PDS Conference, State University of New York College at Buffalo. Buffalo, NY. September 2021.
- FIRST Education Virtual Summit. July 2021.
- National ESEA Conference. Philadelphia, PA. Virtual Venue. February 2021.
- New York State Association for Computers and Technologies in Education (NYSCATE) Annual Conference. Rochester, NY. Virtual Venue. November 2020.
- FIRST Education Virtual Summit. July 2020.

- Kent County Annual Institute. Aurora, Illinois. February 2020.
- ASCD Conference on Educational Leadership. National Harbor, Maryland. November 2019.
- New York State Council of English Teachers (NYSEC). Albany, New York. October 2019.
- Wisconsin Model Secondary Schools Conference. Pewaukee, Wisconsin. August 2019.
- Learning FIRST PLC 2.0 Institute. Fond du Lac, Wisconsin. July 2019.
- Learning FIRST Institute on SEL in Action. Mesa, Arizona. May 2019.
- Association for Supervision and Curriculum Development (ASCD) Empower 2019. Annual Conference. Chicago, Illinois. March 2019.
- Bill Gates Foundation (ECET2). Spring Convening. Trenton, New Jersey. March 2018.
- Association for Supervision and Curriculum Development (ASCD) Empower 18. Annual Conference. Boston, Massachusetts. March 2018.
- National School Boards Association. Annual Conference. San Antonio, Texas. April 2018.
- National Title 1 Association. Annual Conference. Philadelphia, Pennsylvania. February 2018.
- Association for Middle Level Education (AMLE). Annual Conference. Philadelphia, Pennsylvania. November 2017.
- North Carolina Association for Elementary Educators (NCAEE). Annual Conference. Charlotte, North Carolina. October 2017.
- Behavior, Education, and Technology (BET-C) Convention. Annual Conference. Phoenix, Arizona. October 2017.
- Learning Forward. Annual Conference. Orlando, Florida. October 2017.
- National Principals' Association (NAESP & NASSP). Annual Convention. Philadelphia, Pennsylvania. July 2017.
- National Council for Teachers of English (NCTE). Annual Conference. Atlanta, Georgia. November 2016.
- Western New York Literacy Consortium. Annual Convention. State University of New York at Buffalo. May 2014.