

Jackie McCartney
Adjunct Professor

Education

EdD in Education Leadership August 2024

Midwestern State University, Wichita Falls, TX

Dissertation title: “Social media in the classroom: A case study of the influences on student sense of belonging”

Committee: Kym Acuña (Chair), James Sernoe, Stephanie Zamora-Robles

MEd in Education Administration August 2013

Lamar University, Beaumont, TX

BA in Mass Communications December 2002

Midwestern State University, Wichita Falls, TX

Certification

Principal Certificate: Texas

Teacher Certificate: 6-8 Generalist, Texas

Teaching Certificate: 6-12 Technology Education, Texas

Administrative and Leadership Experience

Assistant Principal

McNiel Middle School, Wichita Falls, TX 2014-present

- Campus discipline
- Section 504 coordinator
- Appraiser and curriculum leader for the math department

Discipline Committee

Wichita Falls ISD, Wichita Falls, TX 2019-present

- Review district discipline for secondary campuses
- Review threat assessments
- Develop discipline changes to comply with disproportionality response plan

Technology Department Chairperson

Kirby Middle School, Wichita Falls, TX 2011-present

- Planned and presented faculty with technology driven presentations during monthly faculty meetings.
- Organized technology curriculum driven discussions for PLC meetings.
- Managed department budgetary spending.

Budget Action committee Team Member

Wichita Falls ISD, Wichita Falls, TX 2011

- Reviewed district spending in the areas of curriculum and instruction.
- Proposed over \$6 million in budget saving for the district.

Teaching Experience

Adjunct Professor

Midwestern State University, Wichita Falls, TX 2019-present

- Appreciation of Film
- Introduction to Mass Communication

Middle School Technology Teacher

Kirby Middle School, Wichita Falls, TX 2009-2014

- Developed an IB MYP technology program focused on students developing projects relating to graphic design, audio, and video.
- Proposed and lead the development of a student produced daily newscast.
- Guided students in the planning, development, and publication of the yearbook.
- Organized and sponsored student trips to St. Louis, Missouri and San Antonio, Texas. Tracked payments received and spending of funds for the student trips.
- 2012 West Teaching Excellence Award

Media Experience

Outside Classified Sales

Times Record News, Wichita Falls, TX 2008-2009

- Designed advertising campaigns for automotive and real estate clients
- Directed streaming election night coverage for 2008 Presidential election

Promotions Manager

KAUZ-TV, Wichita Falls, TX 2003-2008

- Responsible for all television, radio, and print promotions
- Production of promotional television campaigns including writing, directing, shooting, editing, and animation.
- Collaborated with nonprofit agencies (United Way and Campfire USA) to create campaign videos.
- Utilized film techniques to produce promotional spots that conveyed certain emotions to drive viewership.
- Closely worked with the news department on series for rating periods.

Creative Services

KAUZ-TV, Wichita Falls, TX 2000-2003

- Created engaging and targeted commercials by collaborating with advertisers.
- Extensive location video photography, writing, and editing

Additional Training/Professional Development

International Baccalaureate Middle Years Program Level 1 Training, Wichita Falls ISD, Wichita Falls, TX, October 2009.

ESL Academy, Wichita Falls ISD, Wichita Falls, TX, July 2012