

Joseph Michael Demma
Vice President | Student Affairs & College Relations
Mountainland Technical College
mtec.edu | rise.mtec.edu | josephdemma.com

PROFESSIONAL EXPERIENCE

Vice President, Mountainland Technical College, Utah

2018 – present

Mountainland Technical College: A Utah System of Higher Education institution serving 6,500 students (2,600 FTE) in 43 certificate programs on eight campuses across three counties; 575 employees; and a \$32,886,000 operating budget.

Vice President for College Relations and Student Affairs: Responsible for \$11,000,000 budget; support and supervise four associate vice presidents and 85 employees; prepare, deliver, and present accountability reports to the Board of Trustees, the State Board of Higher Education, and the Utah State Legislature.

Responsibilities:

- Support and supervise the student affairs department
- Support and supervise the communications and marketing department
- Support and supervise the community affairs department
- Support and supervise the workforce development department
- Support and supervise the government relations department
- Serve as the college's chief spokesperson
- Serve as confidential advisor to the college president

Accomplishments:

- Developed outreach and enrollment management strategies leading to 25% enrollment growth (2018-2024)
- Founded the Student Success office focused on access, retention, and placement
- Directed the regional K-16 strategic planning process for Utah Valley University and Mountainland Technical College presidents, the state superintendent, the commissioner of higher education, and the region's seven school district superintendents
- Directed strategies that increased ongoing operating budget from \$13,800,000 in 2018 to \$32,886,000 in 2024
- Secured over \$185,900,000 in funding for programs, facilities, and operations (2018-2024)
- Successfully re-branded the college, including new website, marketing strategies, and a \$5,000,000 capital campaign: <https://rise.mtec.edu> & <https://mtec.edu>
- Facilitated historic K-16 course-to-course articulations and stackable credentials
- Chair of Mountainland Technical College's COVID-19 task force
- Co-Chair of Utah System of Higher Education's COVID-19 task force

- Oversaw development of student-focused mobile APP for resource, curriculum, and communication connectivity

Awards:

- Five-time [‘Best of State’](#) technical college (2018-2022, 2023)
- 2023 [DAVEY](#) Award winner for website redesign and digital marketing
- President’s Excellence Award (2021)
- Utah System of Technical College’s Distinguished Service Award (2017)

Assistant Commissioner, Utah System of Technical Colleges **2015 – 2018**

Utah System of Technical Colleges: The chief administrative office for eight of Utah’s 16 public higher education institutions, serving over 60,000 students.

Assistant Commissioner: Responsible for \$8,500,000 budget; supervised eight institution-based marketing and communication, student affairs, and government relations directors (17 total); prepared, delivered, and presented monthly accountability reports to the State Board.

Responsibilities:

- Supported and supervised the system’s student affairs operations
- Supported and supervised the system’s communications and outreach operations
- Supported and supervised the system’s government relations operations
- Served as chief spokesperson for the system
- Served as confidential advisor to the Commissioner of Technical Education

Accomplishments:

- Developed strategies leading to record funding (\$215,000,000) for Utah’s technical colleges
- Created a \$1,000,000 scholarship for post-secondary career and technical education
- Co-Chaired, with Governor Gary R. Herbert, Utah’s first-ever statewide Education Summit focused on technical education
- Created Utah’s 2018 ‘Year of Technical Education’ as declared by the governor

Communications Director, Utah Department of Workforce Services **2011 – 2015**

Department of Workforce Services: One of Utah’s largest state agencies, Workforce Services helps Utahns prepare for and find jobs through stakeholder connection and economic data/analysis.

Communications Director: Responsible for \$4,000,000 budget; supervision of 13 employees; weekly reports to the Executive Director, and monthly reports to the Utah State Legislature.

- Implemented a comprehensive communications plan incorporating four major divisions
- Supported a team that deployed innovative workforce development strategies leading to unprecedented partnerships with the Utah System of Higher Education

- Served as chief spokesperson for the department
- Served as confidential advisor to the Executive Director

Campaign Manager, Utah Governor Gary R. Herbert **2009 – 2011**

- Planned and executed strategies that led to Mr. Herbert’s historic election as governor
- Managed the operations and communications of a statewide team of paid staff and volunteers
- Oversaw fundraising for and management of \$5 million in private funds

Chief of Staff, Utah Lieutenant Governor Gary R. Herbert **2005 – 2009**

- Oversaw the operations of the office of the Utah Lieutenant Governor, including statewide election management, supervision and training of all Notaries Public, document authentication, local government certifications, the Capitol Preservation Board, and the Homeless Coordinating Council
- Created Utah’s first early voting program, leading to a double-digit increase in voter turnout
- Oversaw a \$6 million annual budget and \$24 million Help America Vote Act implementation

Operations Manager, R&R Partners **2001-2005**

- Managed daily operations for one of the leading advertising and public relations agencies in the western United States, including direct client management of the Andre Agassi Foundation for Education

EDUCATION

University of Wyoming, Laramie, WY

Doctor of Education, Higher Education Administration (expected, 2025)

Louisiana State University, Baton Rouge, LA

Master of Arts, Higher Education Administration | 4.0 GPA

State University of New York, Empire State College, Saratoga Springs, NY

Bachelor of Science, Educational Sciences

Major: curriculum, instruction, and assessment | Honors: *summa cum laude* | 4.0 GPA

CERTIFICATIONS *(Selected)*

- Leadership Academy, *University of Utah* **2023**
- Diversity, Equity, and Inclusion, *Utah Valley University* **2022**
- Emergency Management for Higher Education, *U.S. Dept. of Homeland Security* **2022**

LEADERSHIP AND SERVICE *(Selected)*

- Utah System of Higher Education Legislative Committee **2024 – present**
- Salt Lake Chamber of Commerce Legislative Committee **2024 – present**
- Canyons School District Community Council **2023 – present**

- Regional K-16 Alliance, Executive Committee Member **2018 – present**
- Mountainland Technical College Accreditation Committee **2018 – present**
- Mountainland Technical College COVID-19 Task Force, Chair **2020 – 2022**
- Utah System of Higher Education COVID-19 Task Force, Member **2020 – 2022**
- State of Utah, ‘Year of Technical Education,’ Chair **2018**
- Cottonwood Heights City, Planning Commissioner **2013 – 2018**
- Utah Governor’s Statewide Education Summit, Co-Chair **2017**
- Family Promise of Salt Lake, Board Member **2012 – 2016**
- Utah Refugee Advisory Board, Board Member **2011 – 2015**

AWARDS AND HONORS *(Selected)*

- Best of State (5x), Technical Education [Institution] **2018 – 2021; 2023**
- National Silver Medal, [*DAVEY AWARDS*](#) **2023**
- President’s Award for Excellence, *Mountainland Technical College* **2021**
- Outstanding Partner of the Year, *Lehi Area Chamber of Commerce* **2019**
- Distinguished Service Recognition, *Utah State Board of Trustees* **2017**
- National Bronze Medal, [*TELLY AWARDS*](#) **2011**
- 4x Medalist (Gold, 2x Silver, Bronze), *American Advertising Federation* **2006 -2010**
- National Silver Medal, *National Association of Political Consultants* **2005**

PRESENTATIONS *(Selected)*

- *Strategic Planning in Higher Education*, Utah Valley University **June 2022**
- *Technical Education Best Practices*, National Governors Association **July 2019**
- *The Year of Technical Education*, Utah State Board of Trustees **June 2018**

PROFESSIONAL ASSOCIATIONS *(Selected)*

- American College Personnel Association **2020 – present**
- Association for the Study of Higher Education **2020 – present**
- National Association of Student Personnel Administrators **2020 – present**
- Association for Career and Technical Education **2022 – present**
- Public Relations Society of America **2016 – present**