

Joseph Michael Demma
Vice President
Student Affairs & College Relations
Mountainland Technical College
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Professional Summary

Joseph is an accomplished higher education executive with over two decades of experience leading student affairs, strategic planning, legislative relations, and organizational development. As a student-centered, equity-driven leader, he aligns institutional growth with the evolving needs of the community and workforce. He has a proven record of securing funding, driving enrollment growth, and guiding diverse teams to achieve institutional success. His leadership focuses on fostering access, retention, and workforce readiness through innovative strategies and collaborative solutions.

Professional Experience

Vice President, Mountainland Technical College, Utah (July, 2018 – Present)

Mountainland Technical College is a Utah System of Higher Education institution serving 6,500 students in 43 certificate programs across six campuses in three counties.

- **Leadership & Oversight:** Manage an \$11 million budget; support and supervise four associate vice presidents and 93 employees across student affairs, communications, marketing, community affairs, workforce development, and government relations.
- **Institutional Growth:** Directed outreach and enrollment strategies resulting in 25% growth (2018–2024).
- **Financial Acumen:** Secured over \$185.9 million for programs, facilities, and operations and increased state appropriations by 140%.
- **Innovative Solutions:** Founded the Student Affairs Division to improve access, retention, and placement; oversaw development of new Customer Relationship Management software and a student-focused mobile app.
- **Strategic Leadership:** Co-chaired Utah's COVID-19 task force for higher education and facilitated historic K-16 course articulations and stackable credentials.
- **Fundraising & Branding:** Led the development of a \$5 million capital campaign, rebranded the college, and enhanced digital engagement with national award-winning strategies.

Other Key Achievements:

- Established strong community engagement by co-leading regional K-16 strategic planning with multiple education leaders.
- Directed strategies that increased ongoing state appropriations by 140%, securing institutional growth and sustainability.
- Positioned the college as a five-time recipient of the "Best of State" award for technical education.

Assistant Commissioner, Utah System of Technical Colleges (2015 – 2018)

Oversaw statewide initiatives for eight technical colleges serving over 60,000 students.

- Directed \$8.5 million budget and supervised 17 directors across communications, student affairs, and government relations.
- Secured record funding of \$215 million for technical colleges.
- Co-chaired Utah's first statewide Education Summit with the governor, focusing on workforce development and career readiness.
- Launched a \$1 million annual scholarship program for post-secondary career and technical education students.
- Enhanced public perception of technical education through strategic branding and outreach campaigns.

Communications Director, Utah Department of Workforce Services (2011 – 2015)

Led communication strategies for Utah's largest state agency.

- Directed a \$4 million budget and 13-member team.
- Developed innovative workforce development strategies, building partnerships with the Utah System of Higher Education.
- Served as chief spokesperson and confidential advisor to the executive director.
- Strengthened public awareness of workforce initiatives through targeted communication strategies.

Additional Professional Experience (2001 – 2011)

- **Campaign Manager, Utah Governor Gary R. Herbert (2009–2011):** Planned and executed strategies for a historic gubernatorial election.
- **Chief of Staff, Lieutenant Governor of Utah (2005–2009):** Directed statewide election systems and implemented Utah's first early voting program.
- **Operations Manager, R&R Partners (2001–2005):** Managed daily operations and client relations for major organizations, including the Andre Agassi Foundation for Education.

Education

- **Doctor of Education, Higher Education Administration (*In Progress*)**
University of Wyoming
Dissertation Focus: Leadership strategies in community and technical colleges.
- **Master of Arts, Higher Education Administration**
Louisiana State University, 4.0 GPA
- **Bachelor of Science, Educational Sciences**
Major: Curriculum, Instruction, and Assessment
SUNY Empire State College, Summa Cum Laude, 4.0 GPA

Certifications

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

Leadership and Service

- Executive Legislative Committee, Utah System of Higher Education (2024–Present)
- Regional K-16 Alliance, Executive Committee Member (2018–Present)
- Mountainland Technical College Accreditation Committee (2018–Present)
- Co-Chair, Utah System of Higher Education COVID-19 Task Force (2020–2022)
- Planning Commissioner, Cottonwood Heights City (2013–2018)

Awards and Honors

- **Five-Time Best of State Award** (2018–2023), Mountainland Technical College
- **2023 DAVEY Award** for Website Redesign and Digital Marketing
- **President’s Excellence Award** (2021), Mountainland Technical College
- **Distinguished Service Award** (2017), Utah System of Technical Colleges
- **Outstanding Partner of the Year** (2019), Lehi Area Chamber of Commerce

Professional Associations

- American Association of Community Colleges (2024 – Present)
- National Association of Student Personnel Administrators (2020 – Present)
- American Council on Education (2022 – Present)
- Association for Career and Technical Education (2022 – Present)
- Public Relations Society of America (2016 – Present)

Presentations (Selected)

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