

Joseph M. Demma, EdD

Vice President for Student Affairs & College Relations
Mountainland Technical College
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OVERVIEW

Vice President and chief enrollment, communications, and legislative strategist at Utah's largest, fastest-growing, and 7-time 'Best of State' technical college, with a record of securing over \$400M in higher education funding. Expert in transforming institutional finances and performance, demonstrated by increasing Mountainland Technical College's (MTECH) annual ongoing legislative appropriation by 130% in eight years, from \$18M to over \$42M, while also driving enrollment expansion, record-setting graduation rates, building a student success infrastructure, and helping secure three new buildings with over 250,000 square feet of learning and training space.

EDUCATION

Doctor of Education, Higher Education Administration, 4.0 GPA

University of Wyoming | Laramie, WY

Dissertation: Beyond the Certificate: Predictors of Postsecondary Career and Technical Education Student Transfer Intent

Master of Arts, Higher Education Administration, 4.0 GPA

Louisiana State University | Baton Rouge, LA

Bachelor of Science, Educational Sciences – *Summa Cum Laude*

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

Major: Curriculum, Instruction, and Assessment

Minor: Early Childhood Literacy

EXECUTIVE LEADERSHIP EXPERIENCE

Vice President, Mountainland Technical College, Utah | 2018 – Present

MTECH is a Utah System of Higher Education institution serving 7,000 students in 38 certificate programs across six campuses in three counties.

Executive Scope:

Chief strategist for student affairs, government relations, communications, workforce development, and state and federal compliance; Manage a comprehensive \$11M divisional portfolio and five departments serving 7,000 students across six campuses; Supervise 4 Associate Vice Presidents and 93 employees; and serve as chief advisor to the president and Board on fiscal strategy, performance alignment, capital development, and statewide policy engagement.

Selected Accomplishments:

Institutional Transformation and Fiscal Leadership

- Recruited to restore legislative confidence and fiscal stability; doubled annual state appropriations from \$18M in 2018 to over \$42M in 2026, leveraging 57.5% enrollment growth to secure over \$188M in new funding for programs, facilities, and operations.
- Successfully advocated at the Utah System of Higher Education and the Utah State Legislature for a record two new campuses (Payson & Heber Valley) in three years (2021 & 2023).
- Used process improvement strategies within the college's marketing and communication efforts to realize over \$1.2M in savings.
- Led a \$5M capital campaign and cultivated industry partnerships to sustain program growth.

Enrollment Growth and Student Success Architecture

- Directed enrollment strategies that expanded access and grew FTE headcount by 57.5% (2018–2025).
- Established the college's first Student Affairs division, increasing enrollment and retention rates while expanding wraparound support services.
- Facilitated historic K–16 course articulations and stackable credentials, improving pathways to higher degrees.
- Chairs cross-departmental committee to secure an enterprise solution for Student Information System (SIS) replacement, Customer Relationship Management (CRM), accounting, scholarship management, and alumni relations.

Governance, Crisis Leadership, and System Influence

- Co-chaired Utah's Higher Education COVID-19 Task Force, ensuring continuity of statewide operations; Chaired MTECH's COVID-19 response.
- Served on the executive committee for two straight 'no-finding' accreditation visits.
- College liaison to the Utah Board of Higher Education, the Commissioner of Higher Education, the college's Board of Trustees, and legislative leaders to advance institutional priorities.
- Organized and led regional K–16 strategic planning with education and industry leaders.
- Rebranded the college, producing a nationally recognized, award-winning website and digital engagement strategy.

Assistant Commissioner for Technical Education, State of Utah | 2015 – 2018

- Created and led statewide fiscal and legislative strategies that secured over \$215M for technical colleges.
- Co-chaired Utah's first statewide Education Summit with the governor, focusing on workforce development and career readiness through the first-ever designation of a "Year of Technical Education."

- Oversaw systemwide communications, student affairs, and government relations for 8 technical colleges serving 25,000+ students.
- Expanded statewide access to higher education technical education through the creation of 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.
- Successfully lobbied the State Building Board and the Utah State Legislature for two buildings (MTECH's Trades & Technology building & Davis Tech's Allied Health building) in one legislative session (2017).
- Helped draft, and lobby for, historic legislation that created the Utah System of Technical Colleges ensuring each technical college became a body-politic and body-corporate.
- Served as the system's chief spokesperson and confidential advisor to the Commissioner.

Earlier Executive Leadership Roles | 2005–2015

- **Director of Communications**, Utah Dept. of Workforce Services (2011-2015)
- **Campaign Manager**, Utah Governor Gary R. Herbert (2009–2011)
- **Chief of Staff**, Gary R. Herbert, Lieutenant Governor of Utah (2005–2009)

GOVERNANCE & POLICY LEADERSHIP

- Liaison to the Utah Board of Higher Education and college Board of Trustees, supporting budget, policy, and program approval processes.
- Chief legislative strategist for MTECH's state appropriations requests and public policy efforts.
- Chair, MTECH COVID-19 Task Force (2020–2022).
- College policy lead for all state and federal legal compliance requirements (e.g., Title IX, ADA, HB261, and Due Process).
- Worked with all employees to develop and deploy the college's only departmental strategic plan that connects all staff to mission-driven goals and metrics.

FUNDRAISING & EXTERNAL RELATIONS

- Cultivated public and private partnerships contributing to over \$400M in capital and operational investment across Utah's higher education system.
- Chaired the successful \$5M 'On the Rise' capital campaign for Mountainland Technical College's campus expansion (2023–2025).
- Facilitated strategic industry partnerships leading to a sponsored college (first in state technical college history), sponsored programs, and improved graduate hiring pipelines.

LEADERSHIP & SERVICE

- Executive Legislative Committee, Utah System of Higher Education (2024–Present)
- Community Council Vice-Chair, Park Lane Elementary School (2023–Present)
- Regional K–16 Alliance, Executive Committee (2018–Present)
- Mountainland Technical College Accreditation Committee (2018–Present)
- Planning Commissioner, Cottonwood Heights City (2013–2018)
- Board Member, Utah Refugee Advisory Council (2011-2015)
- Board Member, Family Promise (2010-2015)
- Governor of Utah’s Executive Cabinet (2005-2011)

CERTIFICATIONS

- Leadership Academy, University of Utah (2023)
- Cultural Competency, Utah Valley University (2022)
- Emergency Management for Higher Education, U.S. Dept. of Homeland Security (2022)

SELECTED AWARDS & HONORS

- **Seven-Time Best of State Technical College Award** (2018–2021, 2023, 2025, 2026), Utah ‘Best of State’ Committee
- **National DAVEY Award** for Website Redesign and Digital Marketing (2023), U.S. Academy of Interactive & Visual Arts
- **President's Excellence Award** (2021), Mountainland Technical College
- **Outstanding Partner of the Year** (2019), Lehi Area Chamber of Commerce
- **Distinguished Service Award** (2017), Utah System of Technical Colleges

PROFESSIONAL ASSOCIATIONS

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