

Val L. Peterson
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Vice President of Finance and Administration

The responsibilities for the Vice President of Finance and Administration include: (1) a budget exceeding \$41 million (2) administrative responsibilities for (3) facilities, grounds, maintenance, business office, purchasing, bookstore, printing services, police department, parking services and fleet services, (3) information technology, telephone services, media services, technology commercialization, Small Business Development Center, and Internal Auditor, (4) Athletics, (5) general counsel, risk management, and compliance (6) internal audit, and (7) emergency services

- Helped raise, design and build the NUVI Building
- Negotiated and signed 10 year \$5.5 million sponsorship with Utah Community Credit Union
- Project officer for the 40-year master plan for Utah Valley University
- Strategic partner in the funding, design, and construction of liberal arts, Wasatch Campus, Fulton Library, science building, engineering and technology building, classroom building, performing arts building
- Project officer for the \$17million pedestrian bridge project
- 2009 government chief financial officer of the year by University Business

Committee Assignments

- President Council
- Vice Presidents Council
- UVU Information Technology Oversight Committee
- University Infrastructure Committee
- Long Range Transit Plan for Utah County
- Inter-modal Transportation committee
- University Parkway Interchange Public Advisory Committee
- UVU Parking Committee

Representative, Utah House of Representatives, 2010-present

- Elected to four terms
- House Education, Chair
- House Business and Labor, Chair 2014-16
- Interim Education, Co-Chair, 2016-Present
- Economic and Workforce Services
- Higher Education Commission, 2018-Present
- Commission on Veterans and Military Affairs
- Career and Technical Education Board

Land Component Commander for the state of Utah, Brigadier General, Utah Army National Guard 2012-2016

Responsible for the training and readiness of the 5,000 soldiers and six major commands in the Utah Army National Guard. These major commands are: artillery, special forces, military intelligence, engineers, aviation, and medical Services.

Vice President for College Relations, 2002-2003

The Vice President for College Relations is responsible for: (1) a budget exceeding \$8,000,000; (2) administrative responsibilities for the office of public relations, facilities, grounds, maintenance, McKay

Events Center, police department, parking services and fleet services; (3) serves as the government relations liaison for the college.

Committee Assignments

- UVSC Commencement, Chair
- UVSC SEQUEL Magazine Board
- Red Cross Board
- UVSC Information Technology Committee
- UVSC Student Media Publications Board
- Long Range Transit Plan for Utah County
- Inter-modal Transportation committee
- University Parkway Interchange Public Advisory Committee
- UVSC Parking Committee
- Orem Readiness and Educational Center (Armory) representative for UVSC

Associate Vice President for College Relations, 1996-2002

The Associate Vice President for College Relations responsibilities include: (1) the marketing, public relations, media relations, special events, information services, department of public safety (police and fire marshal), parking and transportation services, fleet operations; (2) neighborhood liaison; (3) facilities responsibilities as assigned; (4) advocate administrative policy; (5) act as spokesperson with the media; (6) government relations liaison which includes working directly with legislators, developing strategy, and creating presentation materials and flyers; (7) responsible for budget development, budget oversight, and control for approximately \$2.1 million; and (8) hire, supervise, and evaluate clerical, para-professional, and professional personnel.

- Served as the project officer for the \$4.2 million road remodel project and the award winning round-about design working with DFCM and traffic consultant Fehr and Peers, Orem City, UDOT, and Federal Highways Administration, Utah State Legislature.
- Worked in conjunction with the student body officers and the UVSC Foundation Board to finance and construct a \$1.1 million parking lot upgrade providing paved lots, lighting, and landscape.
- Received the 1998 Silver Paragon for "Best Government/Community Relations Program" for two-year colleges in the United States from the National Council for Marketing and Public Relations (NCMPR).
- Directed and supervised award winning public relations, marketing, media relations, and design and publications program with 10 national awards and 30 regional awards.

Committee Assignments

- UVSC Commencement, Chair
- UVSC Information Technology Committee
- UVSC Student Media Publications Board
- Long Range Transit Plan for Utah County
- Inter-modal Transportation committee
- University Parkway Interchange Public Advisory Committee
- BYU/UVSC Trail Connector Committee
- UVSC Parking Committee
- UVSC Institutional Effectiveness Committee
- UVSC Prospect Coordination Committee
- Orem Readiness and Educational Center (Armory) representative for UVSC
- Orem Courtesy Committee

Adjunct Instructor, Utah Valley University

- School of Business 1990-98
 - Organizational Management
- School of Humanities and Social Sciences 1999-2011
 - Public Relations Case Study Class

- Introduction to Communications
- Committee member developed Communication Curriculum for BA
- Developed public relations case study class
- Sent first submissions from UVU to Bateman Case Study contest
- Member Rank, Tenure, Promotion Committee
- School of Health Profession & Public Service
 - Seminar on National Security, 2018

Education

Ph.D. Brigham Young University, 2002. Major: Educational Leadership.
 M.S. United States Army War College, 2008. Major: Strategic Studies
 M.A. Brigham Young University, 1994. Major: Mass Communications
 B.A. Brigham Young University, 1987. Major: Public Relations emphasis in Mass Communications.
 Graduate Moscow High School, Moscow, Idaho, 1981

Administrative and Academic Experience

Vice President of Finance and Administration, Utah Valley University, 2005-Present
 State Representative, Utah State House of Representative, 2010-Present
 Land Component Commander, Utah Army National Guard, 2012-2016
 Vice President of Administration & External Affairs, Utah Valley State College 2003-2005
 Vice President for College Relations, Utah Valley State College 2002-2003
 Associate Vice President for College Relations, Utah Valley State College 1996-2002
 Training Officer, 141st Military Intelligence Battalion (Linguist) 2002-Present
 Executive Officer, 141st Military Intelligence Battalion (Linguist) 2000-2002
 Company Commander, Company C, 141st Military Intelligence Battalion (Linguist) 1997-2000
 Adjunct Faculty, School of Business, Utah Valley State College 1998-Present
 Assistant Vice President for College Relations, Utah Valley State College 1994-1996
 Company Commander, Headquarters, 300th Military Intelligence Brigade (Linguist) 1993-1996
 Director, College Relations, UVSC 1990-1994
 Director, Marketing and Media Relations, UVCC 1989-1990
 Coordinator, Public Relations, UTC 1987-1989
 Account Executive, Public Relations Counselors, Inc. 1987

Professional Memberships

Accredited in Public Relations (APR) by Public Relations Society of America 1995- Present
 Public Relations Society of America 1988-Present
 National Council for University Business Officers (2002-present)

Other Memberships and Activities

Timpanogos Hospital Board 2014-Present
 Provo Airport Board 2005-2009
 Honorary Colonels, Utah Army National Guard 2012-present
 Assembly Delegate, Utah Valley Chapter, Public Relations Society of America 1998-2001
 National Board Member, National Council for Marketing and Public Relations 1995-1999
 District Director, District VI, National Council for the Marketing and Public Relations 1995-1999
 Utah Valley Red Cross Executive Board 1998-2004
 Utah Valley Red Cross Board 1998-2004
 President, Utah Valley Chapter, Public Relations Society of America 1993
 Orem Rotary Club 1992-2003
 National Guard Officer Association 1987-Present
 Utah Army National Guard Officer Association 1987-Present

Previous Administrative and Academic Experience

Assistant Vice President for College Relations, Utah Valley State College, 1994-96

The Assistant Vice President for College Relations responsibilities included the following: (1) plan, organize, and direct all activities and services of the College Relations Department; (2) supervise parking services and fleet operations; (3) develop and implement the public relations program of the College; (4) plan, organize and direct the marketing and media relations of activities of the College; (5) plan and disseminate information to news media, including news releases, media contacts, and news conferences; (6) direct the preparation of all College publications; (7) write scripts and produce programming for radio and television broadcasts; (8) speak before groups and public meetings as a representative of the College; (9) prepare annual and special reports; (10) conduct regular research and evaluation of the department's overall effectiveness; (11) Direct all special events and hosting occasions at the College; (12) act as spokesperson for the College; (13) develop, monitor, and report on departmental budgets; and (14) hire, supervise, and evaluate clerical, para-professional, and professional personnel.

- Developed, planned and implemented the campaign and approval of a \$7.7 million bond for the construction of the David O. McKay Center.
- Member, Executive Leadership Steering Committee for UVSC Capital Campaign.
- Chair, Marketing Committee for UVSC Capital Campaign.
- Chair, Commencement Committee.
- Received 1996 Silver Paragon for "Best Promotion Campaign for a Special Event." for two-year colleges in the United States.

Director of College Relations, Utah Valley State College, 1990-94

The Director of College Relations responsibilities included: (1) plan, organize, and direct all activities and services of the College Relations Department; (2) develop and implement the public relations program of the College; (3) plan, organize, and direct the marketing and media relations of activities of the College; (4) plan and disseminate information to news media, including news releases, media contacts, and news conferences; (5) direct the preparation of all College publications; (6) write scripts and produce programming for radio and television broadcasts; (7) speak before groups and public meetings as a representative of the College; (8) prepare annual and special reports; (9) conduct regular research and evaluation of the department's overall effectiveness; (10) direct all special events and hosting occasions at the College; (11) act as spokesperson for the College; (12) develop, monitor, and report on departmental budgets; and (13) hire, supervise, and evaluate clerical, para-professional, and professional personnel.

- Received the 1991 Gold Paragon Award for "Best Successful Marketing Campaign" for two-year colleges in the United States.
- Developed, planned, and implemented a name change and identity campaign from Utah Valley Community College to Utah Valley State College.
- Developed, planned, and implemented the 50th Anniversary Celebration of Utah Valley Community College.

Director of Marketing and Media Relations, Utah Valley Community College, 1989-90

The Director of Marketing and Media Relations responsibilities included: (1) plan, organized and directed the marketing and media relations activities and services with the College Relations Department; (2) performed public information duties that have a direct and substantial effect on the public relations of the College, including public advocacy for administrative policy; (3) developed and implemented a marketing and publicity program promoting the College and its programs through media contacts; (4) supervised and assisted in preparation of all college publications; (5) wrote scripts and produced programs for radio, television and film broadcasts; (6) Organized and prepared presentations; (7) spoke before groups and in other public meetings to explain College policies and programs; (8) scheduled and conducted campus tours and hosted College guests and visitors; (9) planned and disseminated information to news media, including news releases, media contacts and news conferences; (10) Supervised the high school relations program of the College; (11) Took photographs – color and black and white–for use with newspaper releases and audio-visual presentations; (12) Published the internal employee communication; (13) developed and maintained a speaker's bureau; (14) prepared annual and special

reports as assigned; (15) assembled and maintained records and materials concerning the information services of the College; (16) visited College departments on a monthly basis; and (17) supervised clerical, paraprofessional, and professional personnel.

Public Relations Coordinator, Utah Technical College at Provo/Orem, 1987-89

The public relations coordinator responsibilities included: (1) College publications; (2) news releases; (3) hosting of VIP guests; (4) general public tours of campus; (5) brochures; (6) speakers bureau; (7) preparation of press kits; (8) media relations; (9) advertising; (10) general information as requested by the public; (11) Special events (i.e. commencement, annual president's award, etc.) including invitations, publicity, hosting; and (12) responsible for all photography done at the college.

- Developed, planned, and implemented a name change and identity campaign from Utah Technical College to Utah Valley Community College.

Account Executive, Public Relations Counselors, Inc., 1987

The account executives responsibilities included: (1) worked on a public relations campaign for the Springville World Folkfest; (2) news releases; (3) feature stories; (4) press kits; (5) billboards; and (6) media relations.