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Illinois Wesleyan Names Jeffery G. Hanna New Vice President for Public Relations

BLOOMINGTON, Ill.--Jeffery G. Hanna has been named Vice President for Public Relations at Illinois Wesleyan University, effective Feb. 25, 2002.

Hanna comes to Illinois Wesleyan from The College of Wooster, Wooster, Ohio, where he has served as associate vice president of College Relations and Marketing since 2000 and as executive director of College Relations since 1988.

As associate vice president, Hanna spearheaded the development and implementation of an integrated college-wide marketing plan, where he was in charge of the design and administration of a series of research projects. As executive director of College Relations, he was responsible for managing all phases of a comprehensive public relations and publications program, which included supervisory responsibility for the colleges' Office of Public Information and Sports Information, Office of Publications, the quarterly alumni magazine, and the college's web site.

Minor Myers, jr., president of Illinois Wesleyan said, "Jeff brings creative new ideas and a wealth of experience to Illinois Wesleyan's public relations efforts. The faculty, students, and staff who interviewed him, all agree Hanna offers a remarkable level of marketing and communications skills that will be a great addition to the Illinois Wesleyan community."

Hanna, a member of the president's Executive Staff from 1995 to 1999, was editor of the alumni magazine and chair of the college's marketing committee.

"Beyond the Surface," an admission's video on which Hanna served as executive producer, won three major awards in national competitions, including a Bronze Award in the CASE Circle of Excellence Awards, an awards program that identifies and rewards excellence in the areas of communications and alumni relations.

A native of Bethany, W. Va., Hanna received a bachelor of arts degree cum laude with a major in religion from Oberlin College, Oberlin, Ohio, in 1969 and attended Vanderbilt Divinity School in Nashville, Tenn.

From 1985-1988, Hanna was university editor and director of communications at Washington & Lee University in Lexington, Va., and from 1981-85, he was director of the News Office at the university.

Hanna served as a college sports editor at "The Virginian-Pilot newspaper in Norfolk, Va., from 1979-80 where he covered the Atlantic Coast Conference institutions as well as the World Series, the Super Bowl, the NCAA basketball championships, the Masters golf tournament, and the National Basketball Association championships.

From 1970-1979, Hanna was a writer-reporter for The Tennessean in Nashville.

Hanna, who has been a presenter on a variety of topics at conferences across the country, has served on the program committee for the CASE District 5 Conference. He is a former member of the Board of Directors of the Independent College Advancement Associates, an organization comprising 56 private institutions in Ohio, Pennsylvania, West Virginia, and Kentucky.

He is the author of numerous opinion pieces on various media topics and has coordinated media activities for president of The Five Colleges of Ohio, a consortium comprising Denison, Kenyon, Oberlin, Ohio Wesleyan and Wooster. He also has conducted department reviews in college relations for Central College (Iowa), Oberlin College, and Hiram College.

Hanna and his wife Esther, are the parents of four sons.