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# LeAnn Hughes Named Vice President for Enrollment and Marketing at Illinois Wesleyan University

Aug. 25, 2016

BLOOMINGTON, Ill. — LeAnn Hughes has been named vice president for enrollment and marketing at Illinois Wesleyan, a new position that will lead the reorganized admissions, financial aid, marketing and communications functions at the University.

Currently vice president of enrollment and marketing at Tusculum College in Greeneville, Tenn., Hughes will begin her new role at Illinois Wesleyan on Oct. 3. She will have responsibility for first-year and transfer admissions, enrollment, financial aid, marketing and communications.

“We are pleased that LeAnn will be joining us at Illinois Wesleyan,” said President Eric Jensen. “I am confident her experience providing strategic leadership in enrollment and marketing will guide us as we continue to expand our geographic reach and expand our commitment to diversity in our recruitment efforts.”

Hughes was selected following a national search. She was recruited to her vice presidency at Tusculum after spending 12 years at King University in Bristol, Tenn., where she was named vice president of marketing and enrollment management in 2005, after serving in leadership roles for fundraising and communications operations.

At King University, Hughes helped lead a regional college of 800 students into position as a doctoral granting institution with an international enrollment.

“I am delighted to be a part of Illinois Wesleyan and look forward to applying my skills and background to such an exceptional liberal arts institution,” said Hughes. “It is an honor to have been selected for the position, and I anticipate a mutually exciting and rewarding opportunity as we work to reach Illinois Wesleyan’s strategic goals in enrollment and marketing.”

Hughes earned a bachelor of arts in English at the University of Tennessee, where she was initiated into Phi Beta Kappa, and received her master of arts in English at East Tennessee State University. She also has a Certificate in Fundraising Management from Indiana University’s Center on Philanthropy.



LeAnn Hughes

