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Matt Kurz Named Vice President for Public Relations

July 12, 2006

BLOOMINGTON, Ill. – Matt Kurz of Kalamazoo, Mich. has been named vice president for public relations at Illinois Wesleyan University.

Illinois Wesleyan President Richard F. Wilson announced Kurz' appointment, which will be effective on Aug.1, 2006.

"We are delighted that Matt Kurz has accepted our invitation to join Illinois Wesleyan as vice president for public relations," Wilson said. "He comes to us with impressive professional credentials, experience and leadership that will be valuable to us as we move forward with implementing our strategic plan's communications initiatives."

Kurz was selected following a national search. He succeeds Jeff Hanna, who left in November to become senior director of university relations at the University of Virginia in Charlottesville. Patricia Bass '66, former director of college relations at Colorado College in Colorado Springs, has been serving as interim vice president since November.

A graduate of Western Michigan University in Kalamazoo, Mich. with a bachelor's degree in communications, Kurz earned his MBA from Loyola University in Chicago. He was with J. Walter Thompson Advertising in Chicago for 19 years, rising to vice president account management. He moved back to his alma mater in Kalamazoo, Michigan in 1996 where he served as associate vice president for university relations for the last 10 years. During that time he led a wide range of marketing, research, communications and public relations initiatives. He created an aggressive national media relations program as well as opportunities to improve the university's visibility and effectiveness of advancement activities.

Kurz and his wife, Cheryl, are the parents of three children.



Matt Kurz

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