Appendix B

Illinois Wesleyan
Core Message Structure

Successful alumni who make a difference across the nation and around the world

Illinois Wesleyan is known for our…

**Tradition of academic excellence**
in teaching, scholarship, research and artistic endeavors

**Distinctive curriculum**
with a liberal arts focus and strong professional programs

**Commitment to individual attention for students**
inside and outside the classroom

An engaged and welcoming campus community that values diversity in people, ideas and experiences