## 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

to
individual
attention for
students
inside and
outside
the classroom

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