

**List of Key Words and Phrases for Use in Website Content
Office of Campus Relations - Rev. April 26, 2007**

<p>Primary Branding Terms: Small classes. Intimate learning environment. Professors who know you. U of I degree (academic excellence). A U of I degree – Personalized.</p> <p>Additional brand phrases relating to intimate learning environment: Face to face. Warm and welcoming campus. Close relationships. Students matter. Supportive environment. Caring faculty.</p> <p>Phrases related to our mission and vision: Local excellence/Regional impact. Local excellence/Global impact. Coursework with real world relevance. Experiential learning/Hands on learning. Extraordinary connections. Civic engagement. Leadership/responsibility to lead. Enviable record of practical experience. Making a difference in the world.</p> <p>Phrases for underscoring U of I ties: U of I Springfield U of I pride U of I education</p> <p>Phrases underscoring Image and Reputation: Academic excellence; Cultural center; One of Springfield’s four major arts venues; Brookens Library – a collection more extensive than most of its peers among selected private liberal arts universities and public liberal arts universities throughout the U.S.; Rapidly growing and successful athletics program; Accredited College of Business and Management; Nationally known for pioneering online learning; Disability services excellence; Extensive opportunities for undergraduate research.</p>	<p>Terms used in Development: Shaping tomorrow's leaders. Excellence in teaching and research. Enhancing excellence in education. Cornerstone of support. Helping make opportunities possible. Investment in the future. Building and nurturing lasting relationships. Continued support and dedication. Mutually beneficial partnership. Standard of excellence. Partnership opportunities. Accountability. Collaboration. Outreach. Stewardship. Cultivation. Assessment, evaluation, outcome.</p> <p>Terms used by Alumni: "Alumni are the true measure of a great university" (alumni pride, accomplishment, leadership and responsibility) "Building Relationships for Life" (UIAA tag line-what the Alumni Association as an organization strives for) "Stay Connected" (alumni with the university and each other, in person, online, participation, volunteering) "Welcome to the Family" (young and recent grads-welcome to the alumni family and network) "Power in Numbers" (part of one of the largest alumni bases in the world; power and advantage of networking, volunteering, etc)</p>
---	---