



# Hispanic college students gain Disney leadership strategy skills

**LAKE BUENA VISTA, Fla.**, April 4, 2017 — Imagine getting the chance to learn skills to become an effective future business leader, not only in a hands-on environment but also with Epcot as your classroom. Approximately 20 local college students who are recipients of the [Hispanic Heritage Scholarship Fund of Metro Orlando](#) (HHSFMO) experienced this March 25 participating in the [Disney Youth Education Series](#) (Y.E.S.) Leadership Strategies: College Edition course.

Highlighting Disney's three key concepts for successful businesses -- Guest satisfaction, Cast excellence and business results - students learned about the need for clear and precise communication from leaders to their teams, as well as the importance of 360-degree communication flow within a team.

HHSFMO is the largest nonprofit organization in Central Florida dedicated to providing scholarships to local Hispanic students pursuing a college or university degree. Since its inception in 2003, Walt Disney World Resort has supported HHSFMO's commitment to provide students with learning and leadership development opportunities to help Central Florida thrive and grow.

"HHSFMO truly values Disney's support because it allows us to focus on our mission, which is identifying worthwhile students to make educational investments in, and to have Disney's content delivered today is truly valuable," said Maritza Martinez, chair of HHSFMO's board of directors.

For participant Melissa Rosario, the course was a reminder of the skills a good leader should possess. A graduate student studying educational leadership at the University of Central Florida, Rosario says her dream job is to be a school administrator.

"I kept thinking about relating the concepts I was learning back to operating my own school one day and working together with the teachers to enhance my leadership tactics to be the best I can be," she said.

As the three-hour course concluded, the students developed their own strategic plan for great leadership and effective communication to apply to their own professional experiences. They were inspired to take responsibility for their own success and make the choice to step up and leave an imprint for all to follow — just as Walt Disney did.