Every Seminole who attends Leadership Weekend 2022 will walk away...

1) A more educated ambassador for Florida State.
   - Able to speak to how alumni participation impacts Florida State and our rankings.
   - How scholarship giving is helping those who have never received help before.

2) Better equipped to engage alumni locally.
   - Knowledgeable about who is in their area by degree, age, ethnicity etc.
   - Current best practices for social media.
   - Intentional leadership development.

3) Prepared to promote Florida State as a whole.
   - Academically
   - Programmatically
   - Socially