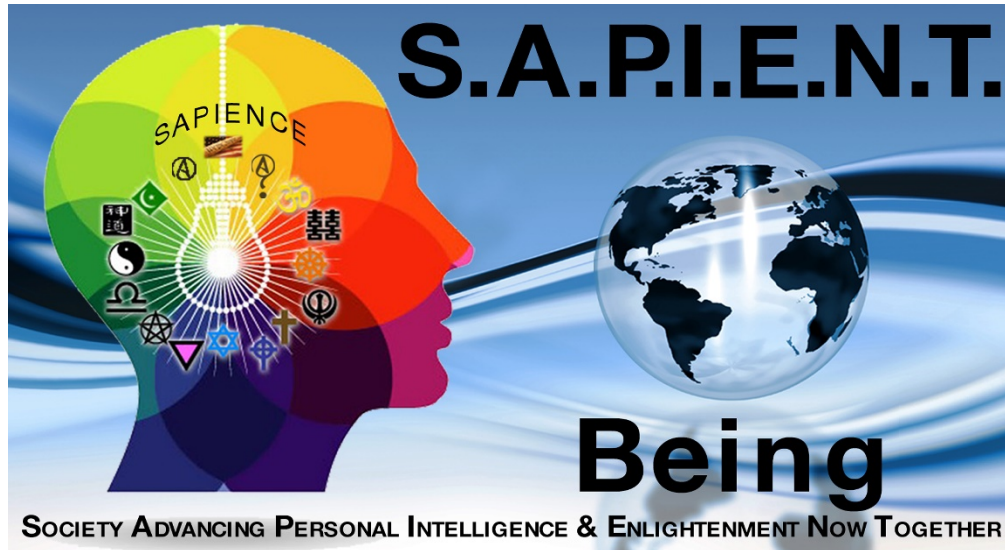




S.A.P.I.E.N.T. BEING

Society Advancing Personal Intelligence & Enlightenment Now Together

to

Make Free Speech Again On Campus

by

Enhancing Viewpoint Diversity

and

Developing Intellectual Humility

MFSAOC PROGRAM HANDBOOK

By Corey Lee Wilson

Version 9-30-21

How to Contact the SAPIENT Being

If you have any questions or require additional info starting a SAPIENT Being organization on your campus and/or becoming a member, please contact the SAPIENT Being HQ at (951) 638-5562 or at sapientbeing@att.net. Please visit the SAPIENT Being website for frequently asked questions (FAQs) at the CONTACT page at www.sapientbeing.org.

Content

1 – Introduction	6
What is a SAPIENT Being Campus Organization?	6
Our Immediate Objectives Are to Make Free Speech Again on Campus, Enhance Viewpoint Diversity and Develop Intellectual Humility	7
Is Being a Sapient Being Important?	7
2 – The S.A.P.I.E.N.T. Being Mission & Vision	9
Mission and Vision for the “Make Free Speech Again On Campus by Enhancing Viewpoint Diversity and Developing Intellectual Humility” Program	10
1) Make Free Speech Again On Campus	10
2) Enhancing Viewpoint Diversity	10
3) Developing Intellectual Humility.....	11
What Makes the SAPIENT Being Unique and Beneficial?	12
3 – Mission: These Campus Issues Affect Sapience	13
Fighting Illiberalism With Sapience.....	13
Why Freedom of Speech is Essential for Sapience	14
Why Viewpoint Diversity is Essential for Sapience	15
Why Intellectual Humility is Essential for Sapience	16
Get SMART About Sapience.....	17
4 – MFSAOC’s 50 A - Z MADNESS Textbooks List.....	19
5 – Starting a S.A.P.I.E.N.T. Being Organization	23
Starting a New SAPIENT Being Club, Chapter or Alliance Organization	23
Club Organization Requirements (High Schools)	23
Chapter Members Responsibilities (2-Year Community Colleges)	24
Alliance Members Responsibilities (4-Year Colleges & Universities).....	24
SAPIENT Being Membership and Benefits	24
Recruit Your A-Team (Officer Team).....	25
Develop Officer Roles and Develop a Plan.....	26
Additional Recommended Positions.....	27
How to Contact the SAPIENT Being	28

6 – Member Recruitment & Retention	29
The GRAPE Principle.....	29
G – Growth	29
R – Recognition	29
A – Achievement	30
P – Participation	31
E – Enjoyment	31
Your Online Presence	32
Create and Design Your Facebook Page	32
Create Facebook Events.....	33
Set Up a Snapchat Account and Filter.....	33
Create Your Instagram Account	34
Examine Your Organization.....	34
Determine a Recruitment Profile.....	34
Get the Word Out	35
Publicity Suggestions	35
Marketing and Promotion Basics.....	35
Selection Procedures	36
7 – Club, Chapter & Alliance Obligations	37
Organization Obligations	37
Club, Chapter and Alliance (i.e., Organization) Code of Conduct	37
Protecting and Complying With the SAPIENT Being’s 501 (c) (3) Status	38
Right to Organization Disassociation	38
Complete the Organization Start-up Form	38
Complete and Sign the Organization Charter Agreement Form.....	39
Purchase of at Least One Activism Kit per Year is Mandatory.....	39
8 – Campus Events & Activism Ideas	40
10 Activism Ideas	40
Mandatory 7	40
1- College Free Speech Rankings – 2021.....	41
2-Adopting the Chicago Statement.....	41
3-Campus Expression Survey	41
4-The OpenMind Platform	42

5-How to Measure Wisdom Using the SAWS and 3D-WS Models	42
6-Comprehensive Intellectual Humility Scale	42
7-Critical Race Theory, the New Intolerance, and Its Grip on America	43
Extra Credit 3	43
8-Spot the 'Fake News' Contest.....	43
9-Banned Prager U Videos! Why?.....	43
10-Who's More Liberal Test: Professors or Administrators?.....	44
How to Host a Successful Event.....	44
Step 1: Set Goals	44
Step 2: Plan	45
Step 3: Advertise	48
Step 4: Mobilize	49
Step 5: Execute.....	50
SAPIENT Being's Campus Speaker Policy	50
Host a Speaker on Campus	51
Ground Rules for Freedom of Speech, Open Dialogue and Civil Discourse Behavior	51
9 – Organization Campus Approval	53
Benefits of Being an Official Student Group	53
Learn About Your School's RSO Process	53
Write a Constitution/By-Laws.....	54
Find and Secure a Faculty Advisor	54
Tips for Getting Organization Approval	54
Answers to Your School's Commonly Asked Questions	55
What to do if Your Organization Gets Denied?	56
10 – Communication Protocols	58
Internal Communication	58
Develop and Maintain a Membership Database	58
Develop a Membership Communication Plan	59
Designate an Officer to Manage Internal Communication.....	59
Develop an Officer Communication Plan.....	59
Email Tips & Strategies.....	59
External and Social Media Communication	60
Organization Email Account.....	60

Organization Website	61
Media Communication	61
How to Write a Press Release	61
Suggested Press Release and Story Ideas:	61
Tips for Writing a Press Release.....	62
Sample Press Release.....	62
11 – Organization Resources	63
Organization Logos	63
Organization Banners.....	63
Activism Supplies	64
Social Media Graphics.....	64
Additional Activism Kits	64
12 – Maintaining Your Campus Organization.....	65
Creating an Organization Plan & Setting Goals.....	65
Consistent Recruitment	65
Tabling Tips & Strategies.....	65
Planning and Executing Successful Organization Meetings.....	67
Sample Organization Meeting Agenda	69
Dealing with Pushback on Campus	70
Working with Like-Minded Groups.....	70
SAPIENT Being Campus Awards	70
SAPIENT Being Freedom of Speech Activism Awards	70
How to Contact the SAPIENT Being	71
13 – Fundraising For Your Organization	72
Creating an Organization Bank Account	72
School/Student Government Association (SGA) Funding.....	72
Tips for Securing SGA Funding	73
School Resources	73
14 – Become a Sapient Being.....	74
15 – Resources.....	76



1 – Introduction

The SAPIENT Being's primary goal is to enhance intellectual humility, promote viewpoint diversity, and return freedom of speech and expression to high school, community college and university campuses by creating SAPIENT Being Clubs, Chapters and Alliances. The intent of our campus organizations is for members to reach a higher state of being on their lifelong journey towards sapience.

The Society Advancing Personal Intelligence & Enlightenment Now Together (the acronym for the first word in SAPIENT Being) is a 501 (c) (3) non-profit, non-partisan, non-religious, and non-sectarian organization that subscribes to only one ideology; which is human sapience (wisdom), and we welcome with open minds, arms and hearts the believers and practitioners from all ideologies, faiths and walks of life.

The SAPIENT Being is committed to creating a network of student and academic stakeholders united in their intent to see their academic institution live up to their ideals of truth, civil disagreement, and intellectual discovery. We encourage and assist high school and college faculty to stand up for freedom of speech and open inquiry without imposing undue restrictions.

We envision a campus culture where ideas can be expressed, beliefs challenged, and theories critically analyzed using the scientific method without the threat of illiberalism. By doing so, we develop a more comprehensive and valid understanding of varied social and political perspectives, freed from the fear of reprisal by peers, faculty, and orthodox viewpoints.

The SAPIENT Being is a great venue for this cause along with independent and open minded students who want to hear both sides of an issue, from any topic, without intimidation. It's also a great opportunity for liberal and conservative students to burst each other's bubbles and openly debate the hottest and most contentious issues facing America and the world today.

What is a SAPIENT Being Campus Organization?

The Society Advancing Personal Intelligence & Enlightenment Now Together (SAPIENT) Being is an educational and non-profit organization that is creating club, chapter, and alliance campus organizations at America's high schools, 2 year community colleges and 4 year university campuses.

It's a new freedom of speech activist organization rooted in the 21st century that is focused on a world view with a humanistic approach to debating and addressing our most pressing issues starting with the suppression and/or restriction of our First Amendment rights.

Acting as a leader, consensus builder and nexus for public policy discussions on and off campus, SAPIENT Being organizations and members can rise above divisive ideologies, and learn, connect, and advance their sapient skillsets for the betterment of America, their schools, themselves—and enhance viewpoint diversity and develop intellectual humility in the process.

Our Immediate Objectives Are to Make Free Speech Again on Campus, Enhance Viewpoint Diversity and Develop Intellectual Humility

From our mission statement, the SAPIENT Being's three primary "tactical" goals needed first before our "strategic" vision of sapience can be realized. The three primary "tactical" goals are to:

- Make Free Speech Again on Campus
- Enhance Viewpoint Diversity
- Develop Intellectual Humility

As an individual member of the SAPIENT Being and/or also a member of a SAPIENT Being campus organization, our mission is to create opportunities where the tactical goals can be completed in a relatively short period of time. However, from a personal perspective, our vision through your involvement and participation is to develop sapience (wisdom) and character virtue which is a lifetime goal.

Is Being a Sapient Being Important?

Sapience, also known as wisdom, is the ability to think and act using knowledge, experience, understanding, common sense and insight. Sapience is associated with attributes such as intelligence, enlightenment, unbiased judgment, compassion, experiential self-knowledge, self-actualization, and virtues such as ethics and benevolence.

Being a sapient being is not about identify politics, it's about doing what is right and borrows many of the essential qualities of centrism that supports strength, tradition, open mindedness, and policy based on evidence not ideology. Does this sound like you? Or someone you want to be? If the answer is YES, the SAPIENT Being might be right for you!

Sapient beings are independent minded thinkers that achieve common sense solutions that appropriately address America's most pressing issues. They gauge situations based on context and reason, consideration, and probability. They are open minded and exercise conviction and willing to fight for it on the intellectual battlefield. Sapient beings don't blindly follow party lines and identity politics.

Their political ideology is based on reason, logic and pragmatism and not necessarily defined by compromise or moderation—but is considerate of them. Sapient beings are about achieving common

sense solutions that appropriately address current and future needs; support the public trust; and serve the common good.

These attributes are the long term vision of the SAPIENT Being and like the acronym, the word SAPIENT stands for, we seek to create a Society Advancing Personal Intelligence & Enlightenment Now Together. Come join us!



2 – The S.A.P.I.E.N.T. Being Mission & Vision

The SAPIENT Being (Society Advancing Personal Intelligence & Enlightenment Now Together) is a new education based campus organization approved by the IRS on 4-16-19 as a non-profit 501 (c) (3) charity with tax deductible donation status.

As an individual member of the SAPIENT Being and/or also a member of a SAPIENT Being campus organization, our mission is to:

- 1) Make Free Speech Again On Campus**
- 2) Enhance Viewpoint Diversity**
- 3) Develop Intellectual Humility**

However, from a personal perspective, our vision through your involvement and participation is to develop sapience (wisdom) through character development.

Throughout your intellectual journey, our “mission” is your activism be it on campus or off—and our “vision” of your character development is reaching a higher state of being of sapient being—that will benefit themselves and humanity.

At the SAPIENT Being we offer two pathways to accomplish our mission and vision statements, one is through the Make Free Speech Again on Campus (MFSAOC) Program by Enhancing Viewpoint Diversity and Developing Intellectual Humility for groups and leaders and the other is the World of Writing Warriors (WOWW) Program for independent and Investigative Journalists.

For the first group, the Make Free Speech Again on Campus Program, (MFSAOC) for short, please read on and/or visit the SAPIENT Being website at www.sapientbeing.org for more info. If the second World of Writing Warriors Program, (WOWW) for short, as an independent and investigative journalist is more appealing to you, please visit the Fratire Publishing website at www.fratirepublishing.com for more info.

Mission and Vision for the “Make Free Speech Again On Campus by Enhancing Viewpoint Diversity and Developing Intellectual Humility” Program

Our immediate goal is to provide high school and college students the opportunity to start and experience SAPIENT Being campus clubs, chapters, and alliances and their membership and activism programs with the mission of making free speech again on campus, enhancing viewpoint diversity and developing intellectual humility as essential prerequisites for sapience.

Each of these three tactical components below can work together simultaneously towards our vision of sapience and all require donor/funding support to be successful. The three project descriptions are as follows”

1) Make Free Speech Again On Campus

Censorship in the academic community is commonplace. Students and faculty are increasingly being investigated and punished for controversial, dissenting or simply discomforting speech. It is time for colleges and universities to take a deep breath, remember who they are and reaffirm their fundamental commitment to freedom of expression.

Enough is enough. Our colleges and universities should redeem the promise of the new academic year by reaffirming their commitments to freedom of expression. The level and ranking of freedom of speech on campus must be restored with an A+ report card.

Backed by a strong commitment to freedom of expression and academic freedom, faculty could challenge one another, their students, and the public to consider new possibilities, without fear of reprisal. Students would no longer face punishment for exercising their right to speak out freely about the issues most important to them.

Instead of learning that voicing one’s opinions invites silencing, students would be taught that spirited debate is a vital necessity for the advancement of knowledge. And they would be taught that the proper response to ideas they oppose is not censorship, but argument on the merits. That, after all, is what a university is for.

Free speech and academic freedom will not protect themselves. With public reaffirmation of the necessity of free speech on campus, the current wave of censorship that threatens the continuing excellence of U.S. higher education can be repudiated, as it should be, as a transitory moment of weakness that disrespects what our institutions of higher learning must represent—truth.

2) Enhancing Viewpoint Diversity

Colleges and universities—and their presidents, boards of trustees, faculties, and alumni—must maximize support for free expression, intellectual pluralism, and most of all viewpoint diversity.

A 2016 Gallup survey found that more than one in four college students felt colleges should be able to restrict students from “expressing political views that are upsetting or offensive to certain groups,” while nearly half were open to restricting press access to public events.

Given the current undergraduate tendency toward intellectual orthodoxy, one wonders: Would the advances of the feminist movement even have happened, had the campus conformists of a half-century ago had their way?

Respect for freedom of speech and diversity of thought are essential for achieving civil and thoughtful discourse, but also for enabling societal progress itself. Progress relies on early agitators, who are willing to speak out and press forward, no matter the backlash they engender. Many ideas once considered heretical have become accepted wisdom, thanks to early dissenters challenging the tide.

Real change relied on the courage of young women during the 1960s and 1970s, who stood up for equal opportunity in higher education and the workforce. They faced vocal opposition from many college alumni, professors, and fellow students. Nevertheless, these women persisted, no matter how “problematic” their efforts may have been considered. Their determined activism paved the way for the generations to come.

Today’s campus conformists are in danger of squandering this legacy. How can students learn, think, and grow without exposure to unexpected, challenging ideas? How can any campus fulfill its mission of preparing tough-minded and capable students if it instills in them a desire to squelch opposing views rather than a willingness to consider and confront them?

Perhaps some unwise ideas will be presented with which students will vociferously disagree, but this debate will strengthen campus discourse and help students become independent thinkers. In the end, students—and society—can only benefit from embracing the free marketplace of ideas.

3) Developing Intellectual Humility

Intellectual humility is a mindset that guides our intellectual conduct. In particular, it involves recognizing and owning our intellectual limitations in the service of pursuing deeper knowledge, truth, and understanding.

Saint Augustine famously called humility the foundation of all other virtues. Sir John Templeton himself spoke and wrote about the need for a humble approach to knowledge and discovery that touches on the “big questions” of science such as philosophy, theology, and human nature.

Intellectual humility speaks to people’s willingness to reconsider their views, to avoid defensiveness when challenged, and to moderate their own need to appear “right.” It is sensitive to counter-evidence, realistic in outlook, strives for accuracy, shows little concern for self-importance, and is corrective of the natural tendency to strongly prioritize one’s own needs.

When we discuss important, controversial issues with others, our initial responses to their arguments tend to be shaped by our preferences, identities, and prior opinions. Intellectual humility buffers against those responses so that we can become more “truth-oriented.” It helps us overcome our self-centered inclinations in discussion and learning, making us more likely to follow the evidence where it leads and positioning us to better understand the truth.

Researchers have presented a number of models for how intellectual humility functions and here are some examples and benefits to consider:

- It moderates particular attitude-forming tendencies, making intellectually humble people more likely to reconsider their views and less defensive when their beliefs are challenged.

- Still others posit that intellectual humility reduces our concern for our own intellectual self-importance.
- Another proposed benefit of intellectual humility is that it enhances tolerance or respect for the beliefs or ideas of others. Ego-defensive reactions can lead people to discount, disparage, and even shun out-group members.
- It is sometimes claimed that intellectual humility improves inquiry and learning. Intellectually humble people may well have better access to others' perspectives.
- Researchers also note that intellectual humility can help people know when to listen to experts.

Humbly stated, our understanding of intellectual humility has expanded considerably over the last decade, but much more remains to be explored and clarified. The SAPIENT Being can help.

What Makes the SAPIENT Being Unique and Beneficial?

The SAPIENT Being is a new 21st century organization whose philosophical roots and principles of wisdom focus on a world view with a humanistic approach to debating and addressing our most pressing issues with sapience.

Acting as a leader, consensus builder and nexus for public policy debates on and off campus, SAPIENT Being organizations and members can rise above political party lines and ideologies, and learn, connect, and advance their sapient skillsets for the betterment of themselves, their schools and society in general—and reach a higher state of being in the process.

For a lifetime membership fee of \$25, the SAPIENT Being can be the nurturing home to those students who are not the right fit for other organizations based on party lines and ideologies and see themselves instead as being outside or above them. Now they have a place to go, thrive and prosper, and become wiser, more sapient, in the process!

By becoming a lifetime member of the SAPIENT Being, you receive a free Kindle or pdf version of *The Sapient Being* book, 25% discount on all 50 MADNESS book titles to be published by Fratire Publishing, the opportunity to be one of the three non-voting Board of Directors (BOD) for the SAPIENT Being during your academic years, and immediate access to join Fratire Publishing's World of Writing Warriors (WOWW) Program.



3 – Mission: These Campus Issues Affect Sapience

If someone tries to tell you there is NO freedom of speech issue on campus, DON'T believe them. Speaking your mind on campus can put your education and/or your career at risk. It's a serious problem but it's only one of three concerns of the SAPIENT Being.

The other two are the lack of viewpoint diversity and the loss of intellectual humility at our educational institutions. At the SAPEINT Being, we're prepared to address all three outlined below with our proposed measures and programs.

Fighting Illiberalism With Sapience

Illiberalism in popular usage is a word used to describe an attitude that is close-minded, intolerant, and bigoted.

Freedom of expression and the vigorous exchange of ideas are particularly important to the truth-seeking mission of higher education. Without the back and forth of scholarly challenge and debate—without the rigorous testing of both commonly-accepted and seemingly-outlandish ideas—intellectual weaknesses and “blind spots” rarely get exposed.

Consequently, students enter post-college life with a warped understanding of the world and an inability to deal constructively with intelligent criticism and dissent due to their educational experience from illiberalism at America's academic institutions.

Most importantly, these new metrics should help underscore the importance of intellectual freedom in the pursuit of truth. Because when it comes to measuring the true quality of a learning institution, conventional measures of academic quality—such as highly-credentialed professors and small class sizes and low faculty-student ratios—are relatively useless if the intellectual life of the university is skewed in a manner that (intentionally or unintentionally) suppresses unfashionable ideas and alternative points of view.

As John Stuart Mill famously wrote in “On Liberty”:

He who knows only his own side of the case knows little of that. His reasons may be good, and no one may have been able to refute them. But if he is equally unable to refute the reasons on the opposite side, if he does not so much as know what they are, he has no ground for preferring either opinion... Nor is it enough that he should hear the opinions of adversaries from his own teachers, presented as they state them, and accompanied by what they offer as refutations. He must be able to hear them from persons who actually believe them... ..he must know them in their most plausible and persuasive form.

The primary focus and practice of sapience cannot incubate without freedom of expression, viewpoint diversity and intellectual humility for the open-minded student. The basis of truth, facts and reason are scrutinized by practical logic, researched using non-fake news sources and empirical evidence, and guided overall by wisdom with the goal of defining and creating sapience.

Sapience trumps all other ideologies whether it be liberal or conservative, progressive, or illiberal, capitalistic vs. socialistic. Sapience is the cure for the idiocracy!

Why Freedom of Speech is Essential for Sapience

Consider these disturbing trends over the last decade:

- A recent study found that 68 percent of college students “largely agree” the campus climate today prevents some students from being able truly to speak their minds for fear of offending someone.
- In a 2016 Gallup survey, one in four college students felt schools should be able to restrict students from “expressing political views that are upsetting or offensive to certain groups.”
- Shockingly, the Foundation for Individual Rights in Education (FIRE) rated the level of freedom of speech permitted at 466 major universities. They found that 28 percent received a “red light” rating, 62 percent a “yellow light” rating, and only 10 percent received a “green light” rating.

To measure freedom of speech on campus, the SAPIENT Being will utilize College Free Speech Rankings – 2021 campus rankings and direct and supervise each campus organization’s initiative to adopt the Chicago Statement for their academic institution.

College Free Speech Rankings – 2021: <https://reports.collegepulse.com/college-free-speech-rankings-2021>

2019 marks the eleventh year in a row that the percentage of universities with an overall red light rating has fallen. However, last year’s numbers from the College Free Speech Rankings – 2021 also reveal an increase in yellow light institutions, as 58.6% of public schools earned an overall yellow light last year.

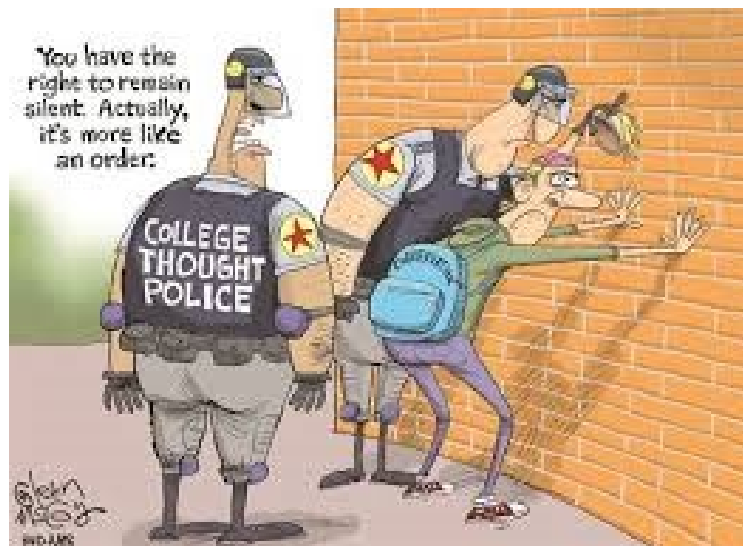
While yellow light policies do not impose the sort of clear and substantial restrictions that red light policies present, they are nonetheless impermissible restrictions on expression. Yellow light institutions must not allow their place among the majority of schools to breed complacency; throughout the past few decades, courts have routinely struck down university policies that would earn a yellow light rating. Instead, these policies must be revised to meet First Amendment standards and to earn a green light rating.

Adopting the Chicago Statement: <https://www.thefire.org/get-involved/student-network/take-action/adopting-the-chicago-statement/>

To earn a green rating, faculty bodies, administrations, and institutional governing boards have officially endorsed the Chicago Statement at over fifty-five institutions including Princeton University, Purdue University, American University, Columbia University, Georgetown University, and the University of North Carolina at Chapel Hill, among others.

When your school adopts the Chicago Statement, it shows that your institution values free expression for all students and faculty.

Free speech rights benefit everyone on campus and reaffirm the core purpose of a university—a place for free inquiry, debate, and discourse. Whether your goal is to campaign, protest, do research, or simply learn in an environment that promotes open inquiry and the free exchange of ideas, the Chicago Statement will help hold your institution accountable for protecting the free expression rights of students and faculty.



Why Viewpoint Diversity is Essential for Sapience

Regarding the lack of viewpoint diversity within America's campuses, consider these alarming statistics:

- More than 50 percent of students surveyed reported they do not think their college frequently encourages students to consider a wide variety of viewpoints and perspectives.
- UCLA's Higher Education Institute shows that the faculty has moved considerably leftward since the late 1980s, especially in the Arts and Humanities. In New England alone, liberal professors outnumber conservative ones by an astonishing ratio of 28 to 1.

- A large student and faculty sampling by the American Association of Colleges and Universities reported only 18 percent of the faculty and staff strongly agreed that it was “safe to hold unpopular positions on campus.”

To measure viewpoint diversity on campus, the SAPIENT Being will utilize the Heterodox Academy’s Campus Expression Survey regarding self-censoring and the OpenMind Platform to foster a mutual understanding of alternate perspectives and viewpoints of others.

Campus Expression Survey: <https://2cnzc91figkyqqeq8390pgd1-wpengine.netdna-ssl.com/wp-content/uploads/2020/04/CES-Student-Manual-FINAL-.pdf>

Most students, professors and campus administrators want an open environment where all members of the academic community can express their ideas honestly. But in recent years, reports that students and faculty have been self-censoring their views in the classroom and on campus, in general, have increased.

These reports are concerning. If this is going on in your classroom or at your university, then it’s vital to know: WHICH students are feeling reluctant to speak up, about WHICH topics, and WHY?

Are students primarily afraid of the professors, or of other students? Is it happening in all departments, or only in a few? Heterodox Academy’s Campus Expression Survey is an easy-to-administer tool that provides professors and administrators a diagnosis, or X-ray, of what is going on in their classrooms or on their campuses.

OpenMind Platform: <https://openmindplatform.org/>

OpenMind is a psychology-based educational platform designed to depolarize campuses, companies, organizations, and communities. OpenMind helps people foster viewpoint diversity and mutual understanding, while equipping followers with essential skills to engage constructively across different points of view.

OpenMind equips people with the knowledge and skills to: Understand the perspectives of others, reduce hostility and distrust, learn, and grow from challenging conversations, speak constructively across differences, foster mutual understanding, and cultivate civic virtues.

OpenMind’s content is grounded in evidence-based psychology and the online program takes users on a five-step journey that prepares them emotionally, psychologically, and practically for constructive engagement and disagreement.

Why Intellectual Humility is Essential for Sapience

The third major concern on campus is a lack of intellectual humility from students, administrators, and faculty. Consider these examples:

- The first is the rise of Intolerance: Since 2000, the FIRE has recorded 379 instances of disinvitations, with nearly 25 percent of those occurring from 2016 to 2018. In those two years, 82 percent of disinvitations have been of the Left’s doing.
- The second is the lack of Constructive Disagreement: This concept centers around creating a dynamic where key stakeholders in the faculty and student body are compelled to disagree. The

word “constructive” alludes to the need to raise issues, debate, and resolve them reasonably. In the academy, this rarely happens—but it does so in the corporate world—successfully.

- And the third concerns the prevalence of Confirmation Bias: The 2008 paper, “Estimating the reproducibility of psychological science” describes the replication failure rate being as high as two-thirds to one-half of 100 sampled experiments published in 2008 in three high-ranking psychology journals.

To measure intellectual humility on campus, the SAPIENT Being will utilize the Self-Assessed Wisdom Scale (SAWS) along with the Three-Dimensional Wisdom Scale (3D-WS) in addition to the 22-item Comprehensive Intellectual Humility Scale for statistical analysis and research.

How to Measure Wisdom Using the SAWS and 3D-WS Models:

<https://www.frontiersin.org/articles/10.3389/fpsyg.2013.00405/full>

Wisdom (sapience) is a field of growing interest both inside and outside academic psychology, and researchers are increasingly interested in using measures of wisdom in their work. However, wisdom is a highly complex construct, and its various operationalizations are based on quite different definitions.

Which measure a researcher chooses for a particular research project may have a strong influence on the results. The SAPIENT Being’s program plans to use the Self-Assessed Wisdom Scale (SAWS) and the Three-Dimensional Wisdom Scale (3D-WS) on a before and after basis.

Comprehensive Intellectual Humility Scale: <https://seaver.pepperdine.edu/social-science/content/comprehensive-intellectual-humility.pdf>

A series of studies was conducted to create the 22-item Comprehensive Intellectual Humility Scale on the basis of theoretical descriptions of intellectual humility, expert reviews, pilot studies, and exploratory and confirmatory factor analyses.

The scale measures 4 distinct but intercorrelated aspects of intellectual humility, including independence of intellect and ego, openness to revising one's viewpoint, respect for others' viewpoints, and lack of intellectual overconfidence. Internal consistency and test-retest analyses provided reliable scale and subscale scores within numerous independent samples.

Validation data were obtained from multiple, independent samples, supporting appropriate levels of convergent, discriminant, and predictive validity. The analyses suggest that the scale has utility as a self-report measure for future research.

Get SMART About Sapience

All of these facts, figures, and trends reveal a statement of evidence for a failing report card by any measure for campus freedom of speech, viewpoint diversity, and intellectual humility! The SAPIENT Being’s proposed areas of research, testing and surveys, can over time, semester by semester, raise the grade on campus.

As part of the SAPIENT Being’s mission, we intend to measure the “before” and “after” results for each SAPIENT Being member who joins a campus organization. Under the supervision of the SAPIENT Being

HQ, we estimate a positive change in all three activity and event areas of intellectual humility, viewpoint diversity, and freedom of speech by a minimum of 5% per semester (10% per year).

We intend to use the SMART principal for surveys, testing and analysis in a variety of ways under the supervision of the SAPIENT Being HQ. The five components of SMART are:

- Specific: Well defined, clear, and unambiguous.
- Measurable: With specific criteria that measure your progress towards the accomplishment of the goal.
- Achievable: Attainable and possible to achieve.
- Realistic: Within reach, realistic, and relevant to your life purpose.
- Timely: With a clearly defined timeline, including a starting date and a target date. The purpose is to create urgency.



4 – MFSAOC’s 50 A - Z MADNESS Textbooks List

The Make Free Speech Again On Campus (MFSAOC) Program utilizes a variety of current events and content media sources, and all of the ones used must meet the SAPIENT Beings Journalism Code of Ethics. Furthermore, this qualified content of meaningful points, profound messages, and eloquent arguments are assembled into a cohesive whole, told with high school and college students in mind, and that is what the author Corey Lee Wilson does and where his writing strength lies.

The motivation for the listed titles that have presented themselves is based on pressing topics where there seems to be a lack of sapience confined to the 21st century perspective—but not prior to that. The goal of the topics is to keep things “current.” There is no set priority and sequence for publishing the five SCTs per year and each title’s relevance varies depending on its relative importance each year.

For some of you these MADNESS textbook tiles will be a revelation, an epiphany, a sapient being moment. For others, they will be a triggering event, denial of truth, and a painful intervention. For this reason, and more, there’s a reason the common denominator for each title is the word “madness” and the madness can be felt and expressed in a variety of ways.

The subtitles are an iterative process and most always change as a result of continuous improvement during the book’s development process so here is latest list as of September 18, 2021:

1. **American Madness:** A SAPIENT Being’s Guide to Why a United Culture With Social Cohesion is Best for Humanity
2. **California Madness:** A SAPIENT Being’s Guide to the State’s Recall, Leftist Policies & Progressive Downward Spiral (September 2021)
3. **Capitalism Madness:** A SAPIENT Being’s Guide to Why Free Enterprise & Accessible Markets Are Best For Humanity
4. **China Madness:** A SAPIENT Being’s Guide to Why a Chinese Superpower is Not in the World’s Best Interest
5. **Climate Madness:** A SAPIENT Being’s Guide to Bad Science and Unbiased Analysis of Climate Change & Causes

6. **Communism Madness:** A SAPIENT Being's Guide to Clarifying Humankind's Horrific Suffering From Communism
7. **Conservative Madness:** A SAPIENT Being's Guide to Why Conservative Values Trump Leftist & Liberal Ones
8. **Crime Rate Madness:** A SAPIENT Being's Guide to the Color of Crime, Antifa, BLM, SPLC & OSF Impacts on Criminal Justice (March 2021)
9. **Cultural Madness:** A SAPIENT Being's Guide to Appreciating Western European Culture's Contribution to Humanity
10. **Democratic Party Madness:** A SAPIENT Being's Guide to the Progressivism Madness of Democratic Party Policies & Agenda
11. **Diversity Madness:** A SAPIENT Being's Guide to Why Diversity Programs Are Destroying America's Social Cohesion
12. **Education Madness:** A SAPIENT Being's Guide to Fixing America's Dysfunctional & Illiberal Educational Systems
13. **Election Madness:** A SAPIENT Being's Guide to American Civics, Municipal, State & Federal Electoral Functions
14. **Fake News Madness:** A SAPIENT Being's Guide to Spotting Fake News Media & How to Help Fight and Eliminate It (January 2021)
15. **Family Madness:** A SAPIENT Being's Guide to the Left's War on America's Nuclear Family, Values & Institutions
16. **Feminism Madness:** A SAPIENT Being's Guide to Understanding Feminism and Why Sapient Women Reject It
17. **Free Speech Madness:** A SAPIENT Being's Guide to Big Tech's & Media's Bias Against Conservative Ideals & Values (December 2021)
18. **Generations X Y Z Madness:** A SAPIENT Being's Guide to America's Demise From These Three Unsapient Generations
19. **Globalism Madness:** A SAPIENT Being's Guide to Why Globalism Undermines America's Exceptionalism & Leadership
20. **Government Madness:** A SAPIENT Being's Guide to Our Civic Obligation to Fight Government Abuse & Bureaucracy
21. **Gun Control Madness:** A SAPIENT Being's Guide Understanding Gun Facts and Deaths by All Types of Weapons
22. **Health Care Madness:** A SAPIENT Being's Guide to the Pros and Cons of Socialized Health Care Programs & Options
23. **Hollywood Madness:** A SAPIENT Being's Guide to the Liberal Bias of the Entertainment, TV, Music & Sports Industries

24. **Immigration Madness:** A SAPIENT Being's Guide to America's Legal vs. Illegal Immigrants and Assimilation
25. **Justice Madness:** A SAPIENT Being's Guide to the Courts, OSF, DOJ, SpyGate, Deep State Corruption & Criminal Justice
26. **Leftist Madness:** A SAPIENT Being's Guide to Showing Why Leftism's Ongoing Failures Can Be Righted Rightly
27. **Liberal Madness:** A SAPIENT Being's Guide to Reversing the Unsapient State of Liberal Politics, Policies & Agenda
28. **Mexico Madness:** A SAPIENT Being's Guide to Why Mexico & Central America Struggle and Canada Succeeds
29. **Middle East Madness:** A SAPIENT Being's Guide to Jewish-Christian Love & Tolerance vs. Islam's Extremism & Hate
30. **Minority Madness:** A SAPIENT Being's Guide and Non-Racist Assessment and Understanding of Racial Disparities
31. **New York City Madness:** A SAPIENT Being's Guide to Analyzing the City's Acute Liberal Madness and Leftist Policies
32. **Obesity Madness:** A SAPIENT Being's Guide to Curing America's Obesity, Lack of Fitness, and Sedentary Lifestyles
33. **Pandemic Madness:** A SAPIENT Being's Guide to the Progressive Overreach & Totalitarianism of the Lockdowns
34. **Pension Madness:** A SAPIENT Being's Guide to Fixing the Pending Pension Fund Crisis Before it Bankrupts America
35. **Political Madness:** A SAPIENT Being's Guide to Identity Politics, Constitutional Crisis & Convention of States
36. **Population Madness:** A SAPIENT Being's Guide to Addressing Birth Rates, Overpopulation & Irresponsible Conception
37. **Progressivism Madness:** A SAPIENT Being's Guide to the Idiocracy and Hypocrisy of the 'Regressivism' Movement
38. **Racism Madness:** A SAPIENT Being's Guide as to the Idiocracy of CRT, Implicit Bias Training, White Privilege & More
39. **Religion Madness:** A SAPIENT Being's Guide to Why Religious Freedom & Choices Make Better American Citizens
40. **Republican Party Madness:** A SAPIENT Being's Guide to the Saviors of the Republic, Constitution & American Dream
41. **Russia Madness:** A SAPIENT Being's Guide to Understanding How American Capitalism Defeated Soviet Communism

42. **Sexual Madness:** A SAPIENT Being's Guide to the Idiocracy of the New Gender Types and Why They Fail Humanity
43. **Snowflake Madness:** A SAPIENT Being's Guide to Why Generations X Y Z Are Unprepared to Lead America Sapiently
44. **Socialism Madness:** A SAPIENT Being's Guide to Why Generations' X Y Z Love of Socialism Will Ruin the America Dream
45. **Technology Madness:** A SAPIENT Being's Guide to the Dangers of Big Tech Mind Control, AI & Addiction to Electronics
46. **Third World Madness:** A SAPIENT Being's Guide to Understanding Why Third World Nations Remains Third Rate
47. **Trump Madness:** A SAPIENT Being's Guide to Why Fighting Politics & Elitism as Usual Can Help Cure Governing Madness
48. **Union Madness:** A SAPIENT Being's Guide to Fighting Public Union's Monopsonistic Political Power & Public Policy
49. **United Nations Madness:** A SAPIENT Being's Guide to the New World Order of Soros, Leftists & Progressives
50. **Voting Madness:** A SAPIENT Being's Guide to Election Irregularities, Voter Fraud, Mail-In Ballots, HR1 and More (May 2021)



5 – Starting a S.A.P.I.E.N.T. Being Organization

Starting a New SAPIENT Being Club, Chapter or Alliance Organization

Starting a SAPIENT Being organization is a great way to gain leadership experience, meet like-minded friends, and make a lasting impact on your campus and your country. Our campus organization types are broken down into three separate categories: clubs, chapters and alliances based on your education level.

Regardless of the clubs, chapters, and alliances type of organization on campus, all of them must be chartered with SAPIENT Being HQ and all of their members must be registered as a SAPIENT Being member. SAPIENT Being membership is only \$25 and is a lifetime membership with no annual renewal required.

There is no limit on the number of memberships to our organization. However, there is a minimum number of members (4 for high school clubs, 5 for two-year community college chapters, and 6 for four-year university alliances) required to be considered an active and registered SAPIENT Being campus organization.

To start an active SAPIENT Being campus organization, each organization is required at the time of chartering and/or renewing their yearly charter, to have and maintain the minimum required number of campus members and the purchase at least once a year of a starter Campus Activism Kit at either the \$100, or \$125 or \$150 level depending on your campus type as shown below.

Club Organization Requirements (High Schools)

All clubs must maintain the minimum membership number of four (4) members and are considered active when they sign their charter agreement and purchase a \$100 activism kit. The activism kit and membership count shows SAPIENT Being HQ and your school that your organization is serious about fighting for and protecting freedom of speech and expression, enhancing, and engaging in viewpoint diversity, and developing and promoting intellectual humility.

These minimum requirements also make your club eligible for nominating and voting on one club representative for the USA to be elected to the SAPIENT Being Board of Directors for a one year term.

This is a distinct honor for a club member to be the leader and spokesperson for SAPIENT Being high school club members and organizations by taking part as one of the board of director members.

All club members and organizations shall conduct themselves following chapter 4-VISION: CHARACTER AND SAPIENCE sections regarding Science of Character Virtue, Character Counts Program, and a Vision of Sapience.

Chapter Members Responsibilities (2-Year Community Colleges)

All chapters must maintain the minimum membership number of five (5) members and are considered active when they sign their charter agreement and purchase a \$125 activism kit. The activism kit and membership count shows SAPIENT Being HQ and your school that your organization is serious about fighting for and protecting freedom of speech and expression, enhancing, and engaging in viewpoint diversity, and developing and promoting intellectual humility.

These minimum requirements also make your chapter eligible for nominating and voting on one chapter representative for the USA to be elected to the SAPIENT Being Board of Directors for a one year term. This is a distinct honor for a chapter member to be the leader and spokesperson for SAPIENT Being community college chapter members and organizations by taking part as one of the board of director members.

All club members and organizations shall conduct themselves following chapter 4-VISION: CHARACTER AND SAPIENCE sections regarding Science of Character Virtue, Character Counts Program, and a Vision of Sapience.

Alliance Members Responsibilities (4-Year Colleges & Universities)

All alliances must maintain the minimum membership number of six (6) members and are considered active when they sign their charter agreement and purchase a \$150 activism kit. The activism kit and membership count shows SAPIENT Being HQ and your school that your organization is serious about fighting for and protecting freedom of speech and expression, enhancing, and engaging in viewpoint diversity, and developing and promoting intellectual humility.

These minimum requirements also make your alliance eligible for nominating and voting on one alliance representative for the USA to be elected to the SAPIENT Being Board of Directors for a one year term. This is a distinct honor for an alliance member to be the leader and spokesperson for SAPIENT Being college/university alliance members and organizations by taking part as one of the board of director members.

All club members and organizations shall conduct themselves following chapter 4-VISION: CHARACTER AND SAPIENCE sections regarding Science of Character Virtue, Character Counts Program, and a Vision of Sapience.

SAPIENT Being Membership and Benefits

Lifetime membership in the SAPIENT Being is a onetime fee of \$25 which entitles you to many benefits starting with a free Kindle or pdf version of *The Sapient Being* book. It also provides you the opportunity to be elected as one of the 3 non-voting board of directors elected from the SAPIENT Being's high school clubs, 2-year community college chapters and 4-year university alliances.

The SAPIENT Being understands the importance and relevance in providing a voice for the student members in regard to the vision and mission of our organization. They are the front line of defense and activism with ensuring and fighting for freedom of speech every day on their campus and their feedback is critical to the success of our free speech movement.

Your input is extremely valuable and must be heard! High school club members can be as young as thirteen years old and college and university chapter and alliance members can be as young as eighteen years old to serve as one of the SAPIENT Being's 8 board members (5 post graduate voting members and 3 student non-voting members). Few organizations offer such an opportunity at a young age for leadership and the chance to be heard and listened to as BOD members. It's also a mark of distinction and achievement that you and potential employers can look proudly upon when listed in your resume or curricula vitae.

Some of the other benefits of SAPIENT Being membership include a weekly newsletter, 25% discount on all of the MADNESS series of reference books for the WOWW Program. They're also a valuable resource for authors, student papers, theses, journalists, researchers, grant makers, public policy and news reports seeking alternative subject matter.

The MADNESS series of books are published by Fratire Publishing at www.fratirepublishing.com and provide an opportunity for students and unpublished authors to contribute and be recognized with any of the titles and chapters. Those become part of the bibliographical references and resources will be recognized on the Fratire Publishing website as members of the World of Writing Warriors (WOWW) Program.

If you have any questions or require additional info starting a SAPIENT Being organization on your campus and/or becoming a member, please contact the SAPIENT Being HQ at (951) 638-5562 or at sapientbeing@att.net. Please visit the SAPIENT Being website for frequently asked questions (FAQs) at www.sapientbeing/contact.org.

Recruit Your A-Team (Officer Team)

The most important step in developing your organization is putting together a strong leadership team (your A Team). The quality of your leadership team will determine the success of your organization. It's that simple.

The #1 reason that organizations fail is because they lack strong, united, and dedicated officer teams. Invest the time in identifying passionate and qualified leaders (as many as you can find) to help you lead your organization.

The SAPIENT Being requires that each organization have at least four (4) officers: a President, Vice President, Treasurer, and Secretary. The SAPIENT Being encourages organizations to create and fill additional officer positions as well. The more dedicated people you have on your team, the stronger your organization will be!

Many campuses require certain positions to become a registered student organization. Be sure to familiarize yourself with your school's requirements as you begin the search for officers.

Finding leaders can be difficult, especially on small campuses. If you're struggling to fill your officer positions be sure to try:

- Posting on social media (let people know you're starting a club and need officers).
- Talk to similarly minded friends and classmates about SAPIENT Being.
- Tabling and clipboarding (look for like-minded students; even if someone doesn't want to be an officer you can build your prospective membership list).
- Emailing Political Science, Liberal Arts, Economics, and Business and Economics professors (ask for names of students who may be interested).
- Reaching out to members of like-minded groups.
- Use Facebook Graph Search to find students on campus who have liked the SAPIENT Being or other similar freedom of speech pages on Facebook.

Develop Officer Roles and Develop a Plan

As you begin to fill your officer positions it's important to define roles and determine a plan. You will need to determine each person's specific responsibilities and duties, as well as when/how your leadership team will meet and operate. Regarding all finances, only the President and Treasurer shall have access to the organization's bank accounts, use of a debit card, and the ability to make electronic transfers and payments.

A summary of what each officer role should do is provided below. Feel free to edit, adjust, and add to these job descriptions as you see fit.

President

- Presides over meetings of the organization.
- Calls meetings of the organization.
- Facilitates officer meetings.
- Appoints committee chairs and/or appointed officer positions.
- Develops plans and goals for the organization.
- Maintains contact with affiliated university.
- Maintains contact with campus advisor.
- Maintains contact with SAPIENT Being HQ.
- Serves as a spokesperson for the organization.

Vice President

- Assumes the duties of the President in his/her absence.
- Develops plans and goals for the organization.
- Directs constitutional updating and revisions.
- Facilitates election of officers.
- Assists all executive officers as needed.

- Organizes end of the year celebration.

Treasurer

- Serves as primary signatory on financial accounts.
- Pays organization bills.
- Develops and executes fundraising initiatives.
- Applies for and manages activism grants and university funds.
- Maintains financial history of the organization.
- Collects chapter dues (if applicable).

Secretary

- Obtains appropriate facilities for organization activities.
- Maintains a record of all members in the organization.
- Notifies all members of meetings and events.
- Prepares and maintains organization calendar.
- Keeps and distributes minutes for each meeting.
- Performs other duties as requested by the President.

Additional Recommended Positions

Outreach Coordinator

- Plans and executes outreach initiatives.
- Maintains relationships with like-minded groups on campus.
- Develops strategies for like-minded campus groups to collaborate with the organization.
- Social Media Coordinator/Digital Director.
- Manages social media accounts for the organization.
- Maintains organization website (if applicable).

Historian

- Takes pictures of organization activities.
- Maintains documented records of organization events.
- Maintains files/documents to share with future officers during transitions.

You will also need to develop a plan for your organization's activities. The SAPIENT Being suggests writing a strategic plan that includes your group's goals, objectives, activism plans, and event plans for the school year. Once goals are established, assign specific projects and tasks to your officer team. This will keep your team accountable and ensure that everyone stays focused on the organization's goals.

How to Contact the SAPIENT Being

If you have any questions or require additional info starting a SAPIENT Being organization on your campus and/or becoming a member, please contact the SAPIENT Being HQ at (951) 638-5562 or at sapientbeing@att.net. Please visit the SAPIENT Being website for frequently asked questions (FAQs) at the CONTACT page at www.sapientbeing.org.



6 – Member Recruitment & Retention

The GRAPE Principle

The GRAPE Principal is an acronym for the five most common reasons students join student organizations. In order to effectively recruit and retain membership, it is important that you understand your member's needs. Be sure to reevaluate your member's needs every year, as they are constantly changing. Below is a description of each of the common member needs, as well as suggestions on how to improve your organization in order to accommodate these needs.

G – Growth

Definition: Having opportunities to increase your skills and competencies, personal skill development opportunities, becoming more competent, experienced, and confident.

As your organization grows, get organized and stay organized. Most students will not stick with organizations that appear to have disorganized leaders or members that seem unsure of the plan/direction.

Make sure everyone involved in your organization is:

- Aware of and committed to the recruitment process.
- Prepared to answer questions.
- Comfortable talking about the organization to prospective members.

It is the entire organization's responsibility to recruit new members, so work as a team to accomplish membership and recruitment goals.

R – Recognition

Definition: Gaining respect from others you admire, receiving recognition and praise for a job well done, receiving feedback on your work within the organization.

Recognition is a great way to continue the on-going process of recruitment

For example, if your organization gets involved in Freshman Orientation, that is a recruitment and image development opportunity

For example, if you co-sponsor or collaborate on a program with another group or participate in a community service opportunity with other non-members that is a recruitment and image development opportunity, consider the following:

- Use those opportunities to educate people about your organization.
- All members should be prepared to answer the question, “Tell me about your club, what you do?”
- Can your current members do that and is the message consistent?

Work to make your organization’s name a positive “household word.” Remember also, students many times are members of more than one group so the outreach activities you participate in may have positive recruitment affects.

If you can afford to, making t-shirts is a fun way to get your name out there and expose all of the great things your organization does

- Have your members wear t-shirts around campus or all together at events to advertise.

A – Achievement

Definition: Having the opportunity to solve problems, seeing the result of your efforts, being given meaningful responsibilities, seeing your feedback and ideas become reality.

If you are finding it difficult to recruit and retain members to your organization start by asking “Why?”

- What is it about the organization that makes it unappealing?
- Remember to not just look externally for the reasons.
- “Everyone is too busy” or “he/she needs to spend more time on their studies.”
- Challenge yourself to take a look INTERNALLY.

Remember, students join motivated organizations with:

- Goals
- A vision.
- An action plan.

When is the last time you evaluated your organization? Ask your current members to evaluate your organization in the following areas:

- A sense of purpose
- Internal communication

- Growth and development opportunities.
- Team building – cohesive membership.
- Member participation.
- Recognition

P – Participation

Definition: Planning and scheduling work, given the opportunity and being allowed to make or contribute in important decision making, being “active,” not just a member.

Recruitment is not one person’s job – make sure everyone participates! One person may need to coordinate efforts, but EVERYONE should be responsible for maintaining and sustaining membership

Your recruitment campaign with your members should include:

- Specific techniques and tasks to be accomplished.
- A timeline.
- An indication of who will be responsible for completing each task.

E – Enjoyment

Definition: Having fun, working as part of a team, feeling a part of something important

Make sure your group is worth the time to join. As a new member is there something to do that can gives that member a sense of accomplishment?

Is the only way to actually be “active” in your organization by being an officer? A common complaint heard from younger members is besides going to meetings, taking surveys, and putting up fliers there is nothing for general members to do unless you decide to stick with the organization and become an officer

- Empower your members.
- Give them responsibility.
- Create opportunities to practice their leadership skills.
- This will increase their confidence level and make them more experienced officers in the future.

If applicable, getting alumni from your organization to come in and talk to the general members to show how involvement in the organization can be a great networking opportunity and how the experience carries on after your college years

Create a positive and welcoming environment and know your members names.

Know your member needs. Personal contact is key – email is great and it’s easy but if you really want to keep your members connected and show that you value them – you must work towards more personal contact

If you are saying there are just too many members, then it is even more important to have personal contact. Students want to feel important and appreciated. By knowing your members, it shows that you care, and that this person matters to you regardless of the importance of their job.

Structure your meetings so everyone feels comfortable and following these simple rules to get the most out of them:

- When discussing issues or brainstorming allow for individual reflection and group discussion in order to accommodate the different processing style.
- Be aware of, respect, and understand cultural differences.
- If the age of your members varies greatly, keep in mind that their needs will be very different, and discuss how your organization will work to meet those needs.
- Create an environment where members are secure with sharing their opinion even when it differs from the leadership or with the majority opinion.
- Disagreements and conflicts if handled in a professional and respectful way make organizations stronger.
- Strive to have a very diverse membership base.

Your Online Presence

Lots of your fellow students spend a lot of time online. They're playing with their phone, looking at Facebook, recording Instagram Stories, watching videos, or reading blog posts.

If there is a lot of attention in a place, it's your job as a marketer to try and make use of it. So, it pays to know how to market your club, chapter, or alliance online and how to "interrupt" their scrolling for long enough that they come to your campus. In this section, we'll look at how you can market your club online.

Create and Design Your Facebook Page

Every student organization needs a Facebook page. Why?

Because you can share everything that's happening in your SAPIENT Being organization, for free. And it's one of the most flexible types of social media out there. You can share all sorts of stuff:

- Long and short videos.
- Images
- Infographics
- Long and short pieces of text.
- GIFs and Memes.

This can be fun for the people who are already members of your club. And, it can be shareable and engaging for people who are thinking about joining. There's also the option for people to contact you through Messenger so you can answer their questions.

Another cool tip is to connect your Facebook page to a Facebook group. You can add all of your members so they can share ideas, ask questions, or laugh about funny things that happened at the last meeting.

If potential club members want to look in, you can let them, and it might make them want to join. It can take away the intimidation of turning up to a club for the first time if you've already met online!

The "cover photo" section of Facebook, both on your page and in your group, can be a great place to share information about your club, too. You can share information about when you meet, upcoming events, and proudly display your SAPIENT Being logo.

Create Facebook Events

Facebook Events allow people to see when your clubs meetings, or events, are happening. And, they come with some real online marketing power.

If you set your event to "public" something cool happens. Whenever someone looks at your event, it will send a notification to people who live near them or attend the same school, that they're "interested" in your event.

Or, it'll show up in their news feed. You can also use Facebook events to send reminders to people about your next meet is happening. It'll notify all of the people who said, "Yes" or "Maybe" 24 hours before the event is due to happen.

A really useful way of reaching people and marketing your club to new people. Or, just making sure the people who are supposed to be there turn up!

Set Up a Snapchat Account and Filter

Snapchat is a fun and effective marketing tool because it allows you to document what's happening at your clubs events or meetings. It's like creating a documentary, for free, using your phone.

This can show people the "behind-the-scenes" of your club and help them decide if they want to join. If they can live it on your phone, and see just how great the club is, they're going to be more inclined to show up at your next session.

Ideally, you'd create a Snapchat account for your club that people can follow, instead of doing it through your one. That way, when people see it pop up in the app, they know what to expect when they watch it!

Another cool thing you can do with Snapchat is create custom Geofilters. This is a filter that people who are part of your club, chapter, or alliance, and who are at your location, can add to their Snapchats. You can create this for your club's meetings, or for a special occasion like a fundraiser or big event.

When people who are at your organization use it, all of *their* followers can see an image about your club, chapter, or alliance attached to their Snapchat. That means tens (or hundreds) of people who have never heard of the SAPIENT Being might see the filter and want to know more.

Create Your Instagram Account

Instagram is a social media platform with *a lot* of attention right now. And, in many ways, they combine some of the best elements of Facebook and Snapchat.

You can share images and videos in your feed, as well as record Instagram Stories that can be enjoyed for 24 hours. People can contact you directly through Messenger, and you can use *#hashtags* to reach a lot of people such as #sapientbeing, #sapience and #sapient. This can be helpful if your school or local area has specific hashtags you can use.

Instagram is one of the best way to generate buzz around your club. Some simple ways to do that are:

- Tag club members in pictures or videos so it shows up to their audience.
- Get other members to log into the account and record videos for Instagram stories.
- Create images that contain information or quotes.
- Use location tags to show where your club is (or any events you're running).

To use Instagram, you'll need a lot of images that catch attention and stop people's thumbs from scrolling down the page.

Examine Your Organization

You must know the SAPIENT Being's purpose (mission and vision statements) before you can sell it. Knowing the answers to the following questions will help your group define or redefine your recruitment efforts.

- What is our group's purpose?
- What is our group's future plans?
- What does our group have to offer to its' members?
- How many people do we realistically want and/or need to constructively function as an organization?
- Why is a viewpoint diversified membership particularly important to our organization?

Determine a Recruitment Profile

Who do you want to attract to your group? Answer the following questions to help your group find and identify potential new members.

- Is open-mindedness important?
- Is academic level or major important?

- Are there any particular skills or talents you are looking for in members?
- Are you looking for people with a particular interest or hobby?
- Who are you looking for in order to diversify your membership?

Get the Word Out

Now that you have examined your organization and determined who potential members might be, you need to advertise your organization and position openings. Answering the following questions will help you develop your publicity strategy.

- What medium will most likely appeal to your potential new member?
- Is there a certain spot on campus this person is likely to be?
- What resources (people, time, money) does the organization have to give to a publicity campaign?

Publicity Suggestions

If your organization wants to make a sincere effort at recruiting diverse new member (both demographically and intellectually), then a combination of the following suggestions should be used. Remember the previous question, “what medium will most likely appeal to your potential new member?” Some groups only put an advertisement for their organization in the newspaper and then wonder why people do not show up. Time and effort and personal connections are required to make a sincere, strong recruitment campaign.

Use all available media channels to engage with your target population or to people who have contact with your target population is key.

- Registered Student Organizations
- Campus governing groups
- Academic advisors
- Professors

Marketing and Promotion Basics

- Post flyers throughout campus
- Place advertisements in the newspaper
- Attend meetings of other organizations (registered student organizations, governing groups, etc.) and ask if you can make a short presentation / announcement regarding your organization and position openings.
- Hand out flyers at events that attract your target population.
- Have all current members make personal invitations to all target group people they encounter (in classes, where they work, where they live, etc.).

- Word-of-mouth and personal invitations are very powerful publicity tools.
- Make personal phone calls or visits to faculty and staff who have close contact with your target population.
- Ask them to promote involvement in your organization to the students.

Selection Procedures

Each SAPIEMNT Being campus organizations shall have a selection process for members and/or officers. It is important that your entire process is fair, objective, and consistent. The following are suggestions for a selection process.

- Establish selection criteria. For example, criteria may be “ability to work with others.”
- Have a standard evaluation. Fill out an evaluation for each candidate. Your groups should have written documentation on why you selected certain people over others. Many people dislike the idea of filling out evaluations because they take time and effort, but they are important in a fair selection process.
- The leader of the group should keep evaluation forms in a secure, confidential place for at least one month after the process is over.
- Have a training meeting with all members participating in the selection process. Inform members of the procedures and expectation of the selection process.
- In selecting candidates, decide which qualifications are absolutely necessary for the position and which can be easily acquired through training. Focus on the essential qualifications. If a candidate lacks skills that can easily be learned through training, give the person a chance.



7 – Club, Chapter & Alliance Obligations

Organization Obligations

In order to remain an active SAPIENT Being organization each group is responsible for:

- Maintaining an Executive Board/Officer Team with at least three positions: President, Vice President, and Treasurer. More positions may be required by the organization's school.
- Submitting an Organization Charter Agreement Form found online at the START A CHAPTER page at www.sapientbeing.org.
- Organizing at least one (1) activism initiative per academic semester.
- Submit and "End of Year Activity Report" document to SAPIENT Being HQ by May 30 of each year. The document will be completed online and take approximately 40 – 60 minutes to complete.
- Remaining in communication with a SAPIENT Being HQ on a regular basis.
- Adhering to the SAPIENT Being's Organization Code of Conduct and ensuring all operations are in accordance to 501(c) (3) guidelines.
- SAPIENT Being organizations may never host a speaker on campus without SAPIENT Being HQ approval.
- Before the organization dues/activism kit is purchased, each organization must first provide their school's name and logo image on a jpeg or jpg file to SAPIENT Being HQ so a school name template can be agreed upon and used for the organization's custom SAPIENT Being/(SCHOOL NAME) Logo which will be need for the group's banner that is included in their activism kit.

Club, Chapter and Alliance (i.e., Organization) Code of Conduct

Each of the three types of SAPIENT Being organizations are expected to adhere to the following conduct expectations:

SAPIENT Being organizations may never endorse any candidates running for public office. Leaders of the organization may endorse candidates in their personal time but may not do so on behalf of the organization.

SAPIENT Being organizations may never campaign for political candidates or aid political campaigns in any manner (donate money, recruit campaign volunteers, etc.). Leaders of the organization may do these activities in their personal time but may not do so on behalf of the organization.

Organizations may never design, offer, or sell apparel (including t-shirts) that is not designed and approved by SAPIENT Being's HQ.

SAPIENT Being organizations may never host a speaker on campus without approval from SAPIENT Being's national headquarters. The application to host a speaker can be found at the RESOURCES page at www.SAPIENTBeing.org. To verify and confirm your speaker, please contact the SAPIENT Being HQ at (951) 638-5562 or at sapientbeing@att.net at least 4 weeks in advance or the proposed speaking engagement date for approval.

Protecting and Complying With the SAPIENT Being's 501 (c) (3) Status

The SAPIENT Being (Society Advancing Personal Intelligence & Enlightenment Now Together) is a new education based organization approved by the IRS on 4-16-19 as a non-profit 501 c (3) charity with tax deductible donation status. Organizations found participating in and/or supporting any kind of election campaign (school or campus, school district or college district, city, county, state and national) activities and endorsements will be disassociated immediately.

Right to Organization Disassociation

If any organization is found to be operating outside the guidelines by the SAPIENT Being and/or leaders or members of the organization participate in activities or demonstrate conduct deemed inappropriate by the SAPIENT Being HQ, the SAPIENT Being reserves the right to disassociate with the organization and revoke the group's right to operate under the SAPIENT Being name.

Complete the Organization Start-up Form

If you're ready to start a SAPIENT Being organization please go to the START A CHAPTER page at www.sapientbeing.org and complete and submit the Organization Start-up Form to SAPIENT Being HQ. The form will request the name of the person making the application for their campus club/chapter/alliance (herein called an organization) and their contact info so the SAPIENT Being executive team can follow-up within a few days to offer assistance and help you get your organization started so it will be successful.

The contact info for each of the original chartering members (4 for high school clubs, 5 for community college chapters, and 6 for university alliances) must be listed along with their SAPIENT Being membership ID number for minimum chapter member verification.

Before the organization dues/activism kit is purchased, each organization must first provide their school's name and logo image on a jpeg or jpg file to SAPIENT Being HQ so a school name template can be agreed upon and used for the organization's custom SAPIENT Being/(SCHOOL NAME) Logo which will be need for the group's banner that is included in their activism kit.

The first task at hand will be to recruit and develop your A-Team so your organization is off to a fast and successful start.

Complete and Sign the Organization Charter Agreement Form

The final step to make your organization official with the SAPIENT Being is to read and sign our Organization Charter Agreement Form. This document needs to be filled out by the group's President, and he/she will need to provide the membership numbers the organization's Vice President, Secretary, Treasurer, and other officers and pay for the first year organization dues which consist of a starter activism kit.

Before the organization dues/activism kit is purchased, each organization must first provide their school's name and logo image on a jpeg or jpg file to SAPIENT Being HQ so a school name template can be agreed upon and used for the organization's custom SAPIENT Being/(SCHOOL NAME) Logo which will be needed for the group's banner that is included in their activism kit.

The Organization Charter Agreement Form and Organization Obligations can be accessed online at the START A CHAPTER page at www.sapientbeing.org.

Once the Organization Charter Agreement Form is signed, and you activate your organization by the purchase of a yearly Activism Kit at either the \$100, \$125 or \$150 for Clubs, Chapters and Alliances respectively, your group will be considered an official SAPIENT Being organization for a period of one year. At the end of the first year, provided that all guidelines in the Organization Charter Agreement Form and the Organization Obligations below it are followed along with the purchase of next year's Activism Kit at either the \$100, \$125 or \$150 amount depending on your campus type.

Purchase of at Least One Activism Kit per Year is Mandatory

The same process will follow every year in order for your organization to be considered active for the second year, and the third, and so. The purchase of at least one activism kit per year is mandatory, and by doing so, it shows to your members, the campus, and SAPIENT Being HQ that your organization is committed and serious about being a strong leader and active defender of free speech and expression on campus and will invest and utilize the essential activist supplies that the kits contain in order to do so.

With the wide availability of payment apps on smart phones, the SAPIENT Being HQ recommends the initial organization members pool their resources together and then use one of the following payment apps PayPal, Venmo, Square Cash, Zelle, Google Wallet and Facebook Messenger for payment pooling between them for use in making the initial chartering payment (which must be an electronic payment as checks are not accepted). For the annual renewal payment, a campus organization bank account (with checking and savings) should already be in place and now be the preferred payment portal for all of your organization's expenses. Regarding all finances, only the President and Treasurer shall have access to the bank accounts, use of a debit card, and have the ability to make electronic transfers and payments.



8 – Campus Events & Activism Ideas

10 Activism Ideas

SAPIENT Being organizations are required to conduct at least three (3) activism events each semester and all of these shall consist of the first six (6) listed below. These activism events also provide essential analysis, research and survey results for further studies supporting sapience. The remaining four (4) activism events can be done as extra credit as well for the same reasons.

While a basic tabling event would fulfill these requirements, many organizations can do more per the following suggestions. If you need help executing any of these events, please feel free to contact SAPIENT Being HQ for assistance.

Mandatory 7

These six (6) mandatory activities and events require will provide documentation, testing, and analysis for each SAPIENT Being member's character and sapience growth while a member on campus. The results can also be used for a number of research and reporting purposes to track awareness of the four activity and event topics.

As a general rule for all activism events, make sure you reserve an outdoor or indoor space and/or a route in a high-traffic area on campus at least 2 weeks ahead. If the weather is not ideal, it's in your club's best interests to reschedule the event.

All of the downloadable supplies for the campaign items can be found at the RESOURCES page at www.sapientbeing.org and any additional merchandise and activism supplies can be ordered at the SHOP page at www.sapientbeing.org as needed for a successful activism campaign.

Most activism events can be as simple as a list of questions, or survey, or watch a video using the outline below and a suggested template per the RESOURCES section of the SAPIENT Being website at www.sapientbeing.org.

1- College Free Speech Rankings – 2021

2019 marks the eleventh year in a row that the percentage of universities with an overall red light rating has fallen. However, last year's numbers from the Spotlight on Speech Codes 2021 also reveal an increase in yellow light institutions, as 58.6% of public schools earned an overall yellow light last year.

While yellow light policies do not impose the sort of clear and substantial restrictions that red light policies present, they are nonetheless impermissible restrictions on expression. Yellow light institutions must not allow their place among the majority of schools to breed complacency; throughout the past few decades, courts have routinely struck down university policies that would earn a yellow light rating. Instead, these policies must be revised to meet First Amendment standards and to earn a green light rating.

For more information on this activism project please follow this link at:

<https://reports.collegepulse.com/college-free-speech-rankings-2021>

2-Adopting the Chicago Statement

To earn a green rating, faculty bodies, administrations, and institutional governing boards have officially endorsed the Chicago Statement at over fifty-five institutions including Princeton University, Purdue University, American University, Columbia University, Georgetown University, and the University of North Carolina at Chapel Hill, among others.

When your school adopts the Chicago Statement, it shows that your institution values free expression for all students and faculty.

Free speech rights benefit everyone on campus and reaffirm the core purpose of a university—a place for free inquiry, debate, and discourse. Whether your goal is to campaign, protest, do research, or simply learn in an environment that promotes open inquiry and the free exchange of ideas, the Chicago Statement will help hold your institution accountable for protecting the free expression rights of students and faculty.

For more information on this activism project please follow this link at: <https://www.thefire.org/get-involved/student-network/take-action/adopting-the-chicago-statement/>

3-Campus Expression Survey

Most students, professors and campus administrators want an open environment where all members of the academic community can express their ideas honestly. But in recent years, reports that students and faculty have been self-censoring their views in the classroom and on campus, in general, have increased.

These reports are concerning. If this is going on in your classroom or at your university, then it's vital to know: WHICH students are feeling reluctant to speak up, about WHICH topics, and WHY?

Are students primarily afraid of the professors, or of other students? Is it happening in all departments, or only in a few? Heterodox Academy's Campus Expression Survey is an easy-to-administer tool that provides professors and administrators a diagnosis, or X-ray, of what is going on in their classrooms or on their campuses.

For more information on this activism project please follow this link at:

<https://2cnzc91figkyqqeq8390pgd1-wpengine.netdna-ssl.com/wp-content/uploads/2020/04/CES-Student-Manual-FINAL-.pdf>

4-The OpenMind Platform

OpenMind is a psychology-based educational platform designed to depolarize campuses, companies, organizations, and communities. OpenMind helps people foster viewpoint diversity and mutual understanding, while equipping followers with essential skills to engage constructively across different points of view.

OpenMind equips people with the knowledge and skills to: Understand the perspectives of others, reduce hostility and distrust, learn, and grow from challenging conversations, speak constructively across differences, foster mutual understanding, and cultivate civic virtues.

OpenMind's content is grounded in evidence-based psychology and the online program takes users on a five-step journey that prepares them emotionally, psychologically, and practically for constructive engagement and disagreement.

For more information on this activism project please follow this link at: <https://openmindplatform.org/>

5-How to Measure Wisdom Using the SAWS and 3D-WS Models

Wisdom (sapience) is a field of growing interest both inside and outside academic psychology, and researchers are increasingly interested in using measures of wisdom in their work. However, wisdom is a highly complex construct, and its various operationalizations are based on quite different definitions.

Which measure a researcher chooses for a particular research project may have a strong influence on the results. The SAPIENT Being's program plans to use the Self-Assessed Wisdom Scale (SAWS) and the Three-Dimensional Wisdom Scale (3D-WS) on a before and after basis.

For more information on this activism project please follow this link at:

<https://www.frontiersin.org/articles/10.3389/fpsyg.2013.00405/full>

6-Comprehensive Intellectual Humility Scale

A series of studies was conducted to create the 22-item Comprehensive Intellectual Humility Scale on the basis of theoretical descriptions of intellectual humility, expert reviews, pilot studies, and exploratory and confirmatory factor analyses.

The scale measures 4 distinct but intercorrelated aspects of intellectual humility, including independence of intellect and ego, openness to revising one's viewpoint, respect for others' viewpoints, and lack of intellectual overconfidence. Internal consistency and test-retest analyses provided reliable scale and subscale scores within numerous independent samples.

Validation data were obtained from multiple, independent samples, supporting appropriate levels of convergent, discriminant, and predictive validity. The analyses suggest that the scale has utility as a self-report measure for future research.

For more information on this activism project please follow this link at:

<https://seaver.pepperdine.edu/social-science/content/comprehensive-intellectual-humility.pdf>

7-Critical Race Theory, the New Intolerance, and Its Grip on America

As Critical Theory ideas become more familiar to the viewing public in everyday life, CRT's intolerance becomes "normalized," along with the idea of systemic racism for Americans, weakening public and private bonds that create trust and allow for civic engagement.

As its name should make abundantly clear, Critical Race Theory (CRT) is the child of Critical Theory (CT), or, to be more precise, its grandchild. Critical Theory is the immediate forebearer of Critical Legal Theory (CLT), and CLT begat CRT and there are strong thematic components linking CT, CLT, and CRT.

For more information on this activism project please follow this link at:

<https://www.heritage.org/sites/default/files/2020-12/BG3567.pdf>

Extra Credit 3

These four (4) extra credit activities and events in addition to the six (6) mandatory ones can also add value to the mission of the SAPIENT Beings to eliminate illiberalism on campus by showcasing the sapience of protecting and promoting free speech, fighting the viewpoint orthodoxy on campus with heterodoxy arguments, and being humble during disagreements of intellectual discussions.

Plus, there are plenty of opportunities to develop your own. All we ask at least two weeks before proceeding is you vet them first with SAPIENT Being HQ for review, comments, and possible suggestions. For a list of ideas, please visit the WOWW Program page at www.fratirepublishing.com.

8-Spot the 'Fake News' Contest

Freedom of speech and expression cannot flourish if social media, mainstream media, and the educational system are complicit to varying degrees in perpetuating fakes news and false agendas.

The full spectrum of fake news narratives can inhibit open dialogue and civil discourse and in the process suppress of freedom of speech because in effect they ignore, slants minimalizes misinterprets skews prejudices without merit, deny facts and logic and alternate points of view that are not aligned with their agendas and ideologies. When this happens, it's an assault against freedom of speech and expression, viewpoint diversity and intellectual humility and must be identified and ultimately stopped.

A great way to show this is to display on a large science project poster board the front cover (on 8.5" x 11" preprinted graphics available for download at the RESOURCES page at www.sapientbeing.org of the leading fake news media outlets alongside the other non-fake news media establishments and then have students rate them on a scale of 1 to 5 on a handout form. On the back of the form is ranking by the SAPIENT Being.

9-Banned Prager U Videos! Why?

Film and video are powerful mediums and so is their impact when available for viewing. The current lawsuit by Prager U against Google for banning 21 (and counting) of their short informational videos on YouTube can make for a perfect freedom of speech suppression and expression issues affecting social media platforms.

Film screenings are a great way to draw people into your club that are not familiar with the SAPIENT Being and not typically involved in activism events. Movie screenings also double as social events where members of your club can bring their friends and meet new people. This event is a perfect example of free speech restriction on social media.

Check your school's policies on hosting movie screenings, then play videos on a member's laptop to <https://www.dailysignal.com/2016/10/14/watch-the-21-prageru-videos-that-youtube-is-censoring/> and link (dual-screen setting) to a projector or smartboard for viewing. Each of the 21 videos is about 5 minutes long so reserve a 2-hour time frame for this event.

Prior to the event, be sure to reserve a space that will accommodate your anticipated audience. If possible, select a space that has comfortable seating (lounge chairs as opposed to desks). Plan how you will show the short videos and be sure you have the proper A/V equipment (projectors, HDMI cable connection between laptop and A/V console, DVD players, etc.) ready to go.

Next, plan out an agenda for the movie night. It is important to have someone introduce the movie and explain why your group selected to show this particular film. You may wish to host a discussion before or after the event to talk about the themes and draw a connection between the banned videos and our values.

On the day of your videos screening, arrive early to set-up the room, put out snacks for your guests, and test your movie. As students arrive, collect their contact information so you can follow up about future activism events hosted by your group.

10-Who's More Liberal Test: Professors or Administrators?

This is a quick test, based on a study by Dr. Samuel J. Abrams, professor of politics, that will challenge students, faculty, (teachers, staff, and professors) and administrators walking by your table where you ask them, "Who's More Liberal: Professors or Administrators?"

These tests will require at least 3 clipboards and 2 more if you decide to leave one in the Admin Office and another in the Faculty Lounge. Stock each clipboard with 50 or so one-page tests and assign one person in charge of collecting them on a daily basis. You can download the questions at the RESOURCES page at www.sapientbeing.org.

This is a great way to get to know your faculty and also fun handing out a test to them instead of the other way around. It also makes them aware that the ideological bent of those overseeing collegiate life is having the biggest impact on campus culture. Offer the test takers with the highest scores prizes like a free copy of *The Sapient Being* book.

How to Host a Successful Event

Planning an event can be a daunting task, but SAPIENT Being is here to help! The checklist below is designed to help you organize and execute a successful campus-wide event. The event planning process takes several weeks, so be sure to start early.

Step 1: Set Goals

6 – 8 + Weeks Before Your Event

Meet with your officer team to determine the following:

- What is the purpose of your event?
- What impact will your event have?
- What do you want to get out of your event?
- What does success look like to you?
- What is your expected event attendance?

Be sure to set realistic goals. If you've never hosted an event before, expecting 300+ people to come for a speaker most people don't know isn't realistic. Set goals that you know you can achieve and involve your Regional Director and Field Director early in the process.

Step 2: Plan

4 – 6 + Weeks Before Your Event

Meet with your officer team to determine the following:

Discuss the event with the SAPIENT Being executive team.

- Tell them your goals.
- Let them know where you need the most help.
- In most cases, your point of contact is with SAPIENT Being HQ and will be your go-to for questions, resources, and advice.

Build a team of activists to help plan and execute the event. It is important to have at least 3-4 people who can dedicate time and help you complete this checklist.

- Your team doesn't need to be exclusively organization officers; allow organization members to take on a leadership role.
- Assign specific tasks (from this checklist) to each team member. Write down each person's assignments so you have a record.
- Assign someone to manage the event and ensure all delegated tasks are getting done. This person should "trust but verify."

Develop an event budget. Be sure to account for:

- Venue Rental Fees.
- A/V Equipment Rental Fees.
- Food/Beverages.
- Advertising (printing, online ads, etc.).
- Honorariums/Travel Expenses (if you're having a speaker).
- Materials and Supplies.
- Invite the speaker AFTER you confirm that your finances are in order.

Develop a plan to raise sufficient funds. Refrain from committing to expenses you may not be able to afford.

- Request funding from student government.
- Request activism grants if you plan to apply for them.
- Find local or state donors.

Select a date and time for your event.

- Verify that the event date does not conflict with major campus events (check your school's calendar).
- Pick a date that isn't too close to fall/spring break, midterms, or finals.
- Coordinate with key players (speakers, partner organizations, officers, etc.). Make sure the date works for people who need to be there.

Invite the speaker and confirm his/her attendance (in many cases, SAPIENT Being HQ will handle some and/or all of this for you).

- Confirm the details of the speaker's participation.
- Will he/she talk then answer questions?
- Do you want to offer a meet and greet?
- Do you want to have a photo line-up?
- Ask the speaker if he/she requires A/V equipment and/or plans to show slides.
- If the speaker has slides, ask for the files ahead of time so you can test them on the day of your event.
- Ask the speaker for day-of contact information (and their mobile phone number is a must).
- Coordinate travel reservations if applicable.

Reserve a venue for your event.

- Pick a space that accommodates less people than you expect. Standing room only is better than empty seats.
- Pick a central, well-known location on campus.
- Be sure that you request the space at least 90 minutes prior to your event start time so you have time to set up.
- If you plan to offer food, be sure that the venue allows food in the event space.
- Submit A/V requests to your venue if applicable (microphones, projectors, etc.).

Send the room set-up requests to the venue coordinator at your school. Specify if/when you need the following:

- Chairs

- Easels
- Tables
- Podiums
- Plan a way to incorporate SAPIENT Being branding into the backdrop/stage (project the logo on a projector screen, use banners, etc.).

Place an order for food/beverages if you plan to offer them.

- If ordering outside food, be sure food is allowed. Some schools require student groups to order from in-house catering.
- Assign someone to pick up the food if it isn't being delivered to the venue.
- Assign someone to buy/bring "extras" like plates, napkins, cups, and cutlery.
- Verify that you'll have tables for the food. If your event is taking place in a theatre or auditorium, you may need to make a special request for tables.

Develop an agenda for your event.

- Determine when doors will open and who will introduce your speaker.
- Plan a time for a group picture.
- Plan a time for a reception/photo line-up (if applicable).
- Determine if/when you'll make organization announcements.
- Determine how you'll run Q&A (if applicable).
- Share your agenda with your team.

Consider adding security for your event (or asking your speaker(s) and your school if they require it). Security can be a large hidden cost and sometimes the school will not tell you that they require it until a few days before.

Gather materials that you'll need for the event.

- SAPIENT Being Giveaways (rally signs for each chair).
- SAPIENT Being Sign-Up Materials (every attendee should sign-in).
- SAPIENT Being Branding Materials (posters for the main stage, etc.).
- Ask your SAPIENT Being HQ for additional branding items (photo back-drop walls, pull-up banners, etc.) as a special order if your budget permits.
- Food/Beverages (and serving supplies and cutlery).
- Signage (for doors, entryways, etc.).

Assign roles to your team for the day of your event. Consider assigning members to:

- Greet/pick up the speaker.

- Even if the speaker is reporting directly to the event venue, designate an officer to greet him/her and escort the speaker backstage.
- Set up for the event.
- Place SAPIENT Being giveaways on every chair.
- Set-up the check-in/sign-up table.
- Set-up a SAPIENT Being informational table.
- Manage check-in/sign-ups at the door.
- Staff the SAPIENT Being Information table.
- Emcee the event and/or introduce the speaker.
- Run audience Q&A.
- Set-up and serve food.
- Take pictures and document the event.
- Broadcast the event on Facebook live.
- Clean up after the event.

Step 3: Advertise

3 – 4 + Weeks Before Your Event

Create a Facebook event (or an Eventbrite page if you're offering tickets).

- Include the event date, time, location, and other pertinent details.
- Invite all of your friends to attend the event.
- Ask your officers and members to invite all of their friends to attend the event.
- Email your members with a link to the Facebook event. Ask them to RSVP.
- Share the event on your organization's Facebook page.
- Ask like-minded organizations to share the Facebook event.

Email your membership with weekly reminders.

- Email your membership once per week to remind them of your event. Include a graphic with the date, time, and location so the details are easy to find. Email your membership with weekly reminders.

Ask each officer to commit to bringing 5 friends.

- Ask each officer to submit names, emails, and phone #'s for their confirmed RSVP's. This will give you "guaranteed" attendance.

Reach out to like-minded groups.

- Invite them to attend your event and/or co-sponsor (co-sponsoring leads to higher turnout).

- Ask them directly to email their membership and/or mention it at a meeting.

Ask professors to help you advertise the event.

- Email the Political Science, Liberal Arts, Economics, Business, and other like-minded departments with a flyer for your event. Ask them to circulate it to students and post it in their offices/classrooms.
- Ask professors that may have an interest in your event (regardless of their field) if they would be willing to offer extra credit and/or encourage their students to attend. Attach a flyer with all relevant event details.

Step 4: Mobilize

1 – 2 + Weeks Before Your Event

Meet with your officer team and event participants to determine the timeline, member responsibility and clearly defined deliverables as follows:

Canvassing your campus.

- Cover your campus in posters. Hang posters around campus on bulletin boards, walls, windows, and inside classrooms. Replace posters if they get taken down.
- Prepare video recording equipment, fully charged smart phones, multiple camera angles as if you were producing and shooting your own movie video. Guess what? You are already doing this!
- Create a promotional video for Facebook and run ads with the video if you can.
- Chalk your campus with event details. Cover all high-traffic sidewalks and walkways.
- Distribute flyers with event details to students as they walk by. This becomes more effective as the event gets closer.

Reach out to and collaborate with your freedom of speech partners on campus.

- Get the event posted on your SGA calendar and/or TV screens on campus.
- Ask SGA for access to any and all promotion avenues they may offer.
- Reach out to Greek Life on campus. Offer to give out service hours to students who help with your event.
- Invite activists from local SAPIENT Being organizations. If your school allows outside guests, encourage SAPIENT Being members from other organizations to attend.
- Contact SAPIENT Being HQ if you need help finding nearby SAPIENT Being organizations contact information.

Arrange for security to prevent disruptors from stopping the speaker from speaking and ruining/cancelling the engagement.

Your organization put a lot of thought, time and effort into this event and lined up a speaker and the last thing you need is at the last minute is it to be cancelled or shut down due to disruptive forces and freedom of speech inhibitors.

- Be on alert for disruptors and watch/secure your venue perimeter if possible at all times. Be observant for suspicious behavior and agitate students attending the event.
- Organize your members to form a “Freedom of Speech Peacekeeping Brigade” to prevent disruption and/or alert campus security there are disruptors attempting to disrupt the event, the participants, and the speaker.
- Form a line of defense around the speaker if necessary and prepare them to be armed with air-horns (for blasting upwards only) and the use of the verbal slogan “Let Them Speak!” (to be shouted at the disruptors if necessary).
- Alert campus security, free speech activists and independent observers, and social media warriors that freedom of speech is being violated and to record it as it happens.
- DO NOT get into any physical altercation unless physically under attack to protect yourself.

Step 5: Execute

Days Leading Up To + Day Of Your Event

Check off your final to do list and verifying nothing got missed.

- Send a day-of reminder to your email list and like-minded groups.
- Personally, text or Facebook message each RSVP to confirm that they’re attending.
- Arrive early to set up your event space.
- Test all A/V (microphones, video sound, projector quality, etc.).
- Take pictures of your event. Post the best pictures on social media.
- Collect contact information from everyone who attends your event.
- Import sign-ups from your event to your organization membership database. Email all attendees to thank them for attending.

SAPIENT Being’s Campus Speaker Policy

The SAPIENT Being requires that organizations request approval from SAPIENT Being HQ prior to hosting a speaker on campus. They must approve the event before the organization books the speaker. SAPIENT Being has a list of our partner’s potential speakers for your group to invite to campus and can view this list at the RESOURCES page at www.sapientbeing.org.

Organizations are always permitted to host speakers who are not part of the Recommended Speakers list provided that the speaking event has been approved by SAPIENT Being HQ. The best types of speakers to bring are people who can speak to the importance of freedom of speech and expression and/or educational speakers who have insight to give on a relevant topic or current event. Speakers who represent campaigns and/or people who are currently running for a political office are not permitted and will not be approved.

Host a Speaker on Campus

The SAPIENT Being can recommend a wide range of speakers that organizations can invite to campus. A starter list of potential speakers can be found online at the RESOURCES page at www.sapientbeing.org. Organizations are permitted to invite speakers who are not on the list, provided that they are approved by SAPIENT Being HQ.

Prior to inviting a speaker, be sure to have your organization finances in order. Consider the cost of the speaker's honorarium and travel expenses, as well as miscellaneous event expenses such as food, A/V equipment rentals, and advertising costs. See the "Fundraising For Your Organization" section of this Organization Handbook for advice and guidance on acquiring funds.

A complete overview of how to prepare for a campus-wide event can be found in the "How to Host a Successful Event" section of this Organization Handbook. Abbreviated instructions are provided below.

Once you've decided to host a speaker on campus, select a date and venue. Check your school calendar to make sure there are no major conflicts and be sure to pick a room that you know you can fill (bigger isn't always better). Standing room only is better than empty seats. You'll need to reserve the room a few hours before your scheduled start time, so you have time to set-up. Assume that set-up will take at least one hour.

Prior to your event, you will need to coordinate logistics with the speaker (travel plans, A/V requirements, specific requests, etc.). You'll also need to plan an agenda for your event and designate someone to introduce the speaker.

The most important aspect of preparing for your event is advertising. Be sure to follow the steps in the "How to Host a Successful Event" checklist at the RESOURCES page at www.sapientbeing.org. Consider inviting SAPIENT Being leaders from nearby schools. Encourage each officer to bring a minimum of three friends.

On the day of your event, arrive early to set-up the room. Be sure that the SAPIENT Being logo and/or general SAPIENT Being branding is incorporated into the backdrop. Test any A/V equipment that you're using (microphones, sound systems, etc.). Be sure to collect contact information from every attendee. Events are a great way to get connected with prospective members!

Whenever an organization hosts a speaker on campus, the SAPIENT Being will assign a trigger scale and warning advisory regarding security measures needed to guarantee freedom of speech is maintained and not un-lawfully shouted down by disruptors. The SAPIENT Being HQ will ensure that you're taking full advantage of all the resources offered by SAPIENT Being, your student government association, and campus security as required so you're on track for a successful event.

Ground Rules for Freedom of Speech, Open Dialogue and Civil Discourse Behavior

The SAPIENT Being believes there is an urgent call to civility and community regarding the fundamental principles of the First Amendment and this calling is essential to the security of individual rights and perpetuity of free government.

This is not an appeal for us all simply to get along. We recognize that there are profound differences among us, and that spirited debate is a vital part of American democracy. Participation in American civic and public life does not require us to sacrifice our deepest convictions; rather we best protect our own rights by protecting the rights of others and adhering to high ethical standards.

With that in mind we propose the following ground rules of civic and public engagement that recognize the important place of the rights, responsibilities, and respect inherent in our civic and constitutional compact.

1. Remember the Importance of Rights and the Dignity of Each Individual. Our society is founded upon the proposition that all people are born free and equal in dignity and rights, and that freedom of conscience and expression are at the foundation of our rights.
2. Responsibly Exercise your Rights While Protecting the Rights of Others. Each of us should be responsible both in the exercise of our rights and in protecting the rights of others. Especially on matters of personal faith, claims of conscience, and human rights, public policy should seek solutions that are fair to all.
3. Respect Others. All people - especially our leaders and the media - should demonstrate a commitment to be respectful in discourse and behavior, particularly in civic and public forums. Respect should also be shown by being honest and as inclusive as possible, by mindfully listening to and attempting to understand the concerns of others, by valuing their opinions even when there is disagreement, and by addressing their concerns when possible.
4. Refrain from Incivility. Public discourse can be passionate while maintaining mutual respect that reaches beyond differing opinions. Intimidation, ridicule, personal attacks, mean spiritedness, reprisals against those who disagree, and other disrespectful or unethical behaviors destroy the fabric of our society and can no longer be tolerated. Those who engage in such behavior should be brought to light, held accountable and should no longer enjoy the public's trust.
5. Rekindle Building Community. Our social compact "of the people" and "by the people" is "for the people." Each one of us has a responsibility to build community. On divisive issues, areas of common ground should first be explored. Effort should be given to building broad-based agreement, giving due regard to the concerns of minority points of view.



9 – Organization Campus Approval

Benefits of Being an Official Student Group

While students are usually free to assemble anywhere on campus, there are many advantages to becoming an official student group that is recognized by the school.

Benefits of being an official student group may include official recognition, access to school funding, access to classroom/event space, tabling space, a campus mailbox, listing on your school's student group directory, and much more. It is imperative that every SAPIENT Being organization works to become officially recognized by the school.

Learn About Your School's RSO Process

The process for becoming a Registered Student Organization (RSO) varies at each school. Some campuses require that you fill out a few forms, while other campuses require meetings, presentations, and several documents. As you begin to make plans for your new organization it's important to research and understand the process for becoming a registered student group on campus.

If you are unsure where to start, begin by reaching out to your school's Student Life or Student Activities department contact. The staff in that department should be very familiar with the process.

It is important that someone from your organization is responsible for following up with the school after the paperwork/application has been submitted. In some cases, schools forget to move the application forward or have long delays to process the applications. It is best to follow-up regularly so that you know the status of your group's pending approval.

The SAPIENT Being is committed to helping each and every organization achieve official recognition from their school. If you have any questions about the process at your school or need help navigating the details, please reach out to SAPIENT Being HQ by calling (951) 638-5562 or emailing sapientbeing@att.net.

Write a Constitution/By-Laws

Most schools require new student organizations to submit a Constitution and/or By-Laws as part of the student group registration process. It is important to familiarize yourself with your school's specific requirements; some schools have very specific guidelines for the Constitution that your club must follow.

The SAPIENT Being offers a sample Organization Constitution on the SAPIENT Being website. To access this template, navigate to the RESOURCES page at www.sapientbeing.org. It is recommended that you work with your officer team and tailor the template to fit your organization's individual needs.

When your Constitution is complete, feel free to ask SAPIENT Being HQ to review your document prior to submitting it.

Find and Secure a Faculty Advisor

Most schools require registered student organizations to have a faculty advisor to sponsor and/or sign-off on the club, chapter, or alliance.

If you are having difficulty finding a faculty advisor we recommend:

- Find a faculty member with whom you have an existing relationship with. Any of your student educators from your classes is a potential candidate. Ask them if they can become your advisor after your class or during their office hours.
- Reaching out to like-minded groups on campus. Ask who they have for an advisor. Some professors will sponsor more than one group or may recommended other professors who may be a good fit for your group.
- Emailing professors of Political Science, Liberal Arts, Economics, and Business. Ask them if they would like to be an advisor or if they know someone who would.
- Contacting SAPIENT Being HQ to see if they can recommend professors to serve as advisors. Don't be afraid to reach out if you need help finding an advisor.

Once you have a faculty advisor, meet with him or her to determine his/her communication preferences and ideal role in your club. In many cases, advisors don't intend to have a major role in the student group's activities. Regardless of your advisor's role in the club, be sure to keep him/her updated with major events and club happenings and reassure them your organization will act responsibly.

Tips for Getting Organization Approval

Most schools require registered student organizations to have a faculty advisor to sponsor and/or sign-off on the club.

- Take the time to learn about your school's process and make sure everything gets done on time.
- Be prepared. Sometimes student groups are asked to present in front of a Student Senate meeting and/or prepare a report. Be prepared for whatever may be asked of you; this will show the decision makers that you're committed to your new club.

- Build positive relationships with the key decision makers. Find out who determines student group approvals, and make an effort to build a genuine, positive relationship with them. Don't be disingenuous (or a suck-up) -- just get to know them and be friendly!
- Focus on ROI (return on investment). Be prepared to explain how your organization will positively impact your campus and the student body.
- Contact SAPIENT Being HQ as needed to help you with the process and get your organization approved.

Answers to Your School's Commonly Asked Questions

When you're applying to register your new student group, the Student Activities Department and/or the Student Government Association may require that you answer a few questions about your new group, its purpose, and its value. Sometimes these questions are asked on a paper application, or sometimes they're asked in a face-to-face meeting. Either way, it's important to be prepared and know how to answer these critical questions. Your answers could determine whether or not your organization is approved.

Every school is different, so if you're unsure how to navigate the process please feel free to contact SAPIENT Being HQ at (951) 638-5562 or at sapientbeing@att.net. We are here to help!

Some commonly asked questions (and our suggested responses) are below:

1. What is the purpose of your SAPIENT Being organization?

The purpose of the SAPIENT Being is to educate students and make them wiser about the benefits of freedom of speech and expression and to return free speech, open dialogue and civil discourse as needed to high school and college campuses without intimidation and threat of violence to those with differences in opinion, ideologies, and practices.

2. What kinds of activities would your organization partake in?

Our organization plans to achieve our mission of educating students and promoting our message through tabling and distributing informational materials, providing relevant and non-fake news facts, statistics, and public policy recommendations from a diverse range of topics, and hosting thought provoking events such as petitions, panels, or debates.

3. How is your group unique and unlike other clubs already on campus?

The SAPIENT Being is non-partisan and will never partake in campaign activities of any kind advocating for a specific candidate, making political phone calls, encouraging students to participate in campaign events, etc. The SAPIENT Being does not associate with any political party. The SAPIENT Being is an organization where independent, liberal, and conservative minded students can meet safely and freely together to learn the facts and truth about important public policy issues facing us today and how best to debate and address them with sapience.

4. What value will your student group add to the campus?

We believe it's important to offer a non-partisan educational and activism group for students who are moderates, independent minded or have mixed viewpoints. The SAPIENT Being will

offer a forum for debate and discussions on campus and allow a wide variety of viewpoints to be heard. The corollary benefits of membership are civic involvement, free speech wisdom and leadership development.

5. How do you know there will be support for your club?

Our organization has already prepared a list of {insert number} prospective members and {insert number} officers. These students have signed-up to be part of our organization and/or lead the group if we are approved. Ideally you would have already clipboarded or tabled and you have a list of prospective members. At minimum, having a list of dedicated officers is very helpful.

6. How do you plan to ensure that your group succeeds after the first semester?

We have already identified {insert number} freshman and sophomore members who plan to be part of the organization for the rest of his/her college career. Additionally, we plan to recruit new members on at least a bi-weekly basis. With {insert number}+ executive board members and bi-weekly recruitment efforts, our organization is destined to grow and remain sustainable.

Additionally, the SAPIENT Being's HQ offer a variety of resources to ensure that our organization and is sustainable for a long time. Some of these resources include:

- Online training at SAPIENT Being HQ using on-line and webinar support venues including a session on succession planning.
- Off-campus recruitment and planning support from the executive team.
- Organization Handbook and other online resources (video, webinar, and Google Hangout conferencing).

7. How do you plan to fund your group?

Plan to request funding from the Student Government Association to fund campus-wide events that are designed for the entire student body. Additionally, plan to self-fundraise through {insert ideas such as restaurant fundraisers, bake sales, etc.}.

8. What is your campus organization's relationship with SAPIENT Being HQ?

The SAPIENT Being HQ maintains an open dialogue and direct contact with all of their campus organization leaders and provides free publications and downloads, activism kits and campaign topics, promotional items, freedom of speech awards, best management practices, advice and mentoring to help and ensure they succeed.

What to do if Your Organization Gets Denied?

DON'T GIVE UP! Sometimes a SAPIENT Being organization will get denied by the school when they apply to be a registered student organization.

If you find out that your group was denied because you missed a deadline and/or a key piece of information in your application, make the necessary edits and re-submit your application as quickly as possible.

If the reason was something less specific, ask if you can receive a reason for the denial in writing. Many schools require that this be provided if you request it.

Next, contact the SAPIENT Being executive team and be sure to include the reason for your denial (if it was provided) and any correspondence from the school.

Never worry or feel bad if your organization is denied; the SAPIENT Being will provide assistance and work with you until your group gets approved!



10 – Communication Protocols

Internal Communication

Communicating effectively with your members is a critical part of your organization's success. One of the most common reasons a student leaves an organization is because there isn't enough communication. As you prepare to lead your organization, be sure to form a comprehensive internal communication plan to ensure that everyone feels "in the loop" at all times.

Develop and Maintain a Membership Database

From the moment you start your organization it's important to have an organized and accessible membership database. We recommend organizing a membership database on Google Drive in a Google Spreadsheet so that your file is backed up and multiple people can access the database as it's updated.

At minimum, your membership database should contain the following pieces of information for each member:

- First Name
- Last Name
- Email Address
- Cell Phone Number

We also recommend the tracking of each member's grade level and/or graduation year. If you're tracking this information on a spreadsheet, be sure to separate each item into a separate column for easy sorting.

Designate an officer to update and maintain the membership database. This person should be responsible for adding new members and updating contact information as needed.

Develop a Membership Communication Plan

Meet with your officer team to develop a membership communication plan. Decide how often you will contact your members (weekly newsletters, bi-weekly newsletters, etc.) and how you will make announcements (emails, Facebook posts, text alerts, etc.).

Make your membership communication plan known to members at the beginning of the semester so they know when and where to expect updates.

Designate an Officer to Manage Internal Communication

Keeping people “in the loop” is an important task. Designate an officer to manage internal communication (this may or may not be the person who manages your membership database).

This person should be responsible for announcing meetings and events, sending weekly newsletters, and providing updates on organization operations (everything from when your organization is tabling to when and how elections will be held). Your members shouldn’t have to attend a meeting to know when the organization will be tabling or when the next big event is happening.

Develop an Officer Communication Plan

In addition to maintaining communication with your members, your organization will need a plan for officer communication.

We recommend setting a schedule for in-person meetings (for example, every other Monday at 5:00pm).

Since most people are busy, try to keep meetings to a minimum and use digital communication for quick announcements. When you do host officer meetings, be respectful of people’s time and come prepared with an agenda.

Some officer teams communicate via email, while others prefer email for announcements and a Facebook Group or Google Hangouts for brainstorming and discussions. Pick something that works well for your team.

Email Tips & Strategies

Email is one of the most common ways you will communicate with your members. Use the following tips and strategies to maximize your effectiveness at communicating via email:

- BCC recipients to protect privacy and prevent spamming.
- Use Gmass or Mail Merge to personalize your emails.
- Be as brief as possible (without leaving out key details).
- Use lists and bullet points to highlight key information.
- Use MailChimp, Wix or Word Press (or other mass email services) for emails out to longer lists.

External and Social Media Communication

Having a plan for external communication is an important part of managing your organization's brand and reputation on campus.

The SAPIENT Being organizations are encouraged to create a group social media Facebook, Snapchat, and Instagram pages to communicate with members and the general public. Be sure to create a public media page rather than a private one (groups are best for member-only communication).

For more information and details, please visit Chapter 6-MEMBER RECRUITMENT & RETENTION and the Your Online Presence section.

The SAPIENT Being requires that social media page titles follow this standard format: "SAPIENT Being at (insert university name here)." An example of a proper page title would be: SAPIENT Being at Cal Poly Pomona University.

The SAPIENT Being lists each organization's social media page link (and the organization email address if one exists) on the SAPIENT Being Organization Directory. Facebook messages are an easy way for prospective members to get in touch.

Once you create a social media page, be sure to designate an officer to update the social media page on a regular basis. An inactive page can make your entire organization look inactive, so be sure to post 1 - 3 times per week and respond quickly to private messages.

Once you create your group, you standardize it by uploading your own organization's custom 851 x 315 pixel size jpg image (called a Facebook cover photo/image) that SAPIENT Being HQ will provide you. This is an image that has the combined SAPIENT BIENG logo on the left and your school's logo on the right, complete as one file.

Note: We recommend that group admins share any commercial or business affiliations in the group, as well as updating the group if affiliations change. You can update the group by changing the group description and making an announcement.

Organization Email Account

If more than one person will be emailing your members, we recommend creating an organization email account. You can create a free email account at www.gmail.com. The SAPIENT Being recommends using Google Gmail because of the additional Google apps available such as Google Calendar, Google Contacts, Google Drive, Google Docs, Google Photos, Google Forms, Google Hangouts, etc. Using one common denominator of apps makes integrations easier and more efficient.

Your organization's email address should be easy to remember. For example, SAPIENTBeingatCalPolyPomona@gmail.com.

The SAPIENT Being lists each organization's email address (and the media page links for all that exist) on the SAPIENT Being Organization Directory. Listing an organization email is a great way for prospective members to get in touch.

Once you set up your organization email account, be sure to designate an officer to check the account and respond to emails on a regular basis.

Organization Website

While most students prefer to get updates via email, phone, or social media, an organization website may be beneficial depending on your school. If most student organizations on your campus have a website, it's recommended that you create one for your SAPIENT Being organization.

Some schools offer a website platform to registered student organizations. If your school offers this service we recommend that you create a basic website for your organization on that platform. If you want a website and your school does not provide a service, you can design one for free at Wix.com or Weebly.com. Both of these website services are free and easy to use.

If you create a website for your organization, be sure to assign an officer to update the website on a regular basis.

Media Communication

SAPIENT Being organizations are permitted to give comments to school press or local press on behalf of their individual organization, provided that comments do not violate SAPIENT Being's 501(c)(3) restrictions. SAPIENT Being organizations are not authorized to give a comment on behalf of the SAPIENT Being HQ. The SAPIENT Being prefers that organizations bring requests from national media outlets to the attention of someone at SAPIENT Being HQ.

How to Write a Press Release

A press release is an official statement issued to media outlets to provide information about the new SAPIENT Being organization on your campus. When writing a press release, always remember that you are writing a pitch about the SAPIENT Being goals and objectives on your campus. The quality of your press release will determine whether or not your event is covered.

Suggested Press Release and Story Ideas:

- New SAPIENT Being freedom of speech campus organization starting on our campus this (insert semester).
- Our (campus name) has an unfavorable freedom code ranking. New campus organization helping to improve it.
- New campus organization leads freedom of expression petition for (your campus) to adopt the Chicago Statement.
- The new SAPIENT Being freedom of speech campus organization sets a venue for a public policy debate.
- New freedom of speech organization forming an alliance with other first amendment champions on campus.
- New SAPIENT Being freedom of speech organization debates if there is freedom of speech suppression on campus.
- New SAPIENT Being freedom of speech organization debates if there is a liberal bias on campus.

- New SAPIENT Being freedom of speech organization debates if our campus has snowflake madness.
- New SAPIENT Being freedom of speech organization debates the pros and cons of socialism.
- New SAPIENT Being freedom of speech organization debates the pros and cons of progressivism.

Tips for Writing a Press Release

- Keep it short. A press release should never be longer than one page.
- Write a short, descriptive, and engaging headline. Your press release is a pitch, and your headline must grab your reader's attention.
- Get to the point in the first paragraph. Assume that your reader will scan the press release and only read the first sentence or two. Get your message across quickly and use the following paragraphs for supporting information.
- Use exact dates. For example, state that your event is on "Friday, August 28, 2020" rather than "next Friday."
- Make it flawless. Proofread multiple times to avoid spelling and grammar errors.
- Include contact information. Be sure to list a name, number, and email for someone who can quickly field and respond to requests from the press. Be sure that your contact person is accessible and prepared to take calls and emails.

Sample Press Release

{Organization Logo as Header}

FOR IMMEDIATE RELEASE

Date

Contact: FirstName Last Name, Title, Email, Phone

Descriptive and Engaging Headline

CITY, STATE -- Insert a brief description of your event. Be sure to include the who, what, where, when, and why. Be brief and descriptive.

Provide additional important details in the second paragraph. Do not put any opinion statements here.

"If you have a quote from an authority figure like a professor or a famous person who is coming to your event, put it here. Quotes should be the only location where opinion is expressed," said Famous Person.

"Here's a quote from a leader or member of your organization," said Organization Member. "But don't make it the same person as the Contact at the top of the page."

Provide any additional, less important information about the event here. End with the below footer.

The SAPIENT Being is one of the nation's fastest growing freedom of speech and expression youth organizations. Learn more at www.sapientbeing.org.



11 – Organization Resources

Organization Logos

The SAPIENT Being will provide school-specific logos for each organization. In order to ensure that all SAPIENT Being organizations have consistent and uniform graphics, it's important that organizations only use the logo provided by the SAPIENT Being and do not attempt to create their own.

An organization's unique campus logo must be completed first with SAPIENT Being HQ before your group can order their activism kit. Once it's approved by HQ and your organization, a pdf, jpg, or jpeg file we be emailed to each organization for their use. A typical campus organization logo looks like the following with your school name/log image (jpeg or pdf file) added to the right half under the "at -----" section.



Organization Banners

The SAPIENT Being will provide the design of the organizations with school-specific 4 ft. wide (club) or 4.5' wide (chapter) or 5' wide (alliance) by 2 ft. high vinyl banners that can be used for tabling and decoration at events. This one banner is included with each activism kit per year. To order additional banners and additional activism supplies as needed, they can be purchased at the SHOP page at www.sapientbeing.org.

Activism Supplies

The SAPIENT Being offers a wide range of free electronic download resources to organizations such as custom graphics, flyers, sign-up cards, pamphlet's, press release template, business card template and this Organization Handbook at the RESOURCES page at www.sapientbeing.org.

However, non-downloadable merchandise and supplies like SAPIENT Being referenced books, banners, posters, t-shirts, caps, pens, flash drives, book marks, stickers, buttons, etc. must be purchased at the SHOP page at www.sapientbeing.org.

Social Media Graphics

The SAPIENT Being offers a wide range of pre-made social media graphics, including cover photos, profile images, and post graphics. These graphics can be used on organizations' social media accounts. To download these graphics please visit www.sapientbeing.org/Resources.

Additional Activism Kits

The purchase of at least one activism kit per year is mandatory, however, additional ones can be purchased at the SAPIENT Being as needed at www.sapientbeing.org. By doing so, it shows to your members, the campus, and SAPIENT Being HQ that your organization is committed and serious about being a strong leader and active defender of free speech, viewpoint diversity and intellectual humility on campus and will invest and utilize the essential activist supplies that the kits contain in order to do so.



12 – Maintaining Your Campus Organization

Creating an Organization Plan & Setting Goals

Before the start of every semester, your officer team should meet to set plans, priorities, and goals. We recommend hosting at least one major event each semester and organizing several activism and/or tabling events per semester as well.

Be sure to select realistic, attainable goals. If you try to take on too much, your team will be stretched too thin. If you don't solidify plans early enough, nothing will get done. Take the time to develop a definitive plan and delegate tasks immediately.

Having a plan and realistic goals should motivate your members. Be sure to share your vision with them and allow them to play a role. Whether your goal is to grow your organization by 50 members or bring a big name speaker to campus, find a way for your members to get involved.

Consistent Recruitment

The key to building and maintaining a successful organization is to consistently recruit and expand your membership base. Your group is only as strong as its members, and it's in your interest to have as many members as possible.

One of the primary ways to ensure that your group is always growing is to consistently recruit new members while tabling and hosting activism events. Whenever you organize an organization activity such as a meeting or event, be sure to have a clipboard with a sign-up sheet ready to go that you can download at the RESOURCES page at www.sapientbeing.org. Never miss out on an opportunity to recruit new members.

Tabling Tips & Strategies

The SAPIENT Being encourages every organization to table on a regular basis. Tabling allows you to educate your peers about important issues, initiate powerful public policy discussions, recruit new members for your club, and have a great time with your members.

Below are some tips to make your tabling experience as positive and effective as possible:

Organize a Team of Activists to Help You

Tabling is a lot to take on by yourself. Before you organize your tabling event, find a core group of activists to help you. Effective tabling usually requires at least 2-3 people. If you plan to table for several hours, you may want to schedule shifts so that the table is staffed throughout the day and your team doesn't get tired.

Pick a Good Location

It's important to select a high-traffic area on campus to set up your table. Some common areas include the quad, the student union, or outside a popular academic building. It is best to table when students are in class. We recommend tabling between the hours of 9 am and 3 pm.

Some colleges and universities restrict where you can table to a "Free Speech Zone." The SAPIENT Being believes that "Free Speech Zones" are unconstitutional as the First Amendment should apply to every square inch of America.

Many SAPIENT Being organizations choose to challenge or speak out against Free Speech Zones (petitioning to eliminate the zone, organizing a pro-free speech campaign, etc.).

If you would like help challenging a free speech zone, be sure to first contact SAPIENT Being HQ for advice, strategy, and tactics.

Be Prepared With the Proper Supplies

Effective tabling requires the right supplies.

The SAPIENT Being offers a wide range of free electronic download resources to organizations such as [Are You a Sapient Being?](#) (booklet), [Make Free Speech Again on Campus Program](#) (booklet), Org Handbook for Clubs/Chapters/Alliances (booklet), Charter Agreement, Constitution Sample, Logos for Clubs/Chapters/Alliances, Proposal Template for Clubs/Chapters/Alliances, Five-Star Event Checklist, Graphics for Clubs/Chapters/Alliances, Recommended Speakers List, Request a Speaker Form, Sign-up Sheets, Nametags, and Activism Campaigns at the RESOURCES page at www.sapientbeing.org.

However, additional and extra merchandise and supplies not already included in the activism kits can be purchased at the SHOP page at www.sapientbeing.org.

If you're tabling at a big event like your school's annual organization fair, be sure to have hundreds of giveaways, posters, buttons, and stickers. You will go through materials faster than you can imagine! If you need additional supplies, feel free to contact SAPIENT Being HQ for questions and additional info at (951) 638-5562 or sapientbeing@att.net.

Be Sure That Your Members Are Well-Versed in Policy/Talking Points

Prior to tabling on campus it's important to ensure that your activists are well-versed in the issues that you will be discussing. Nothing is more unprofessional (or damaging to our movement) than having unprepared activists making illogical arguments. The introduction to this handbook is perfect for this purpose and a good starting point.

Do your research ahead of time so that your team is well-versed and prepared to discuss and debate the issues. Develop a few talking points for everyone to use so that your message is uniform. Be sure to

communicate these talking points to everyone who will be tabling. If you're short on time, ask your members to watch a quick video on the topic by F.I.R.E., Campus Reform, Learn Liberty, PragerU and others are great for this. You can also get more ideas from the list of news stories on SAPIENT Being website NEWS page at www.sapientbeing.org.

Have Sign-Up Sheets Ready and Easy to Access

As you are tabling you will meet students who express interest in your cause and/or group. Be sure to make these students a top priority and collect contact information (name, cell phone number, and email) from each student. You can collect sign-up information on sign-up cards/sheets, a laptop, or tablet. Whatever you do, make sure that your sign-up method is reliable and easy to use.

Stand in Front of Your Table

Stand in front of your table as you engage students. It is easier to engage people in conversations if you're able to approach them (respectfully, of course).

Think of engaging questions that you can ask students as they pass your table. Some questions we suggest include:

- "Would you consider yourself a sapient being?"
- "Are you the kind of person who can rise above political party lines and ideologies?"
- "Have you heard about our new student organization?"
- "Are you willing to fight for reason as opposed to identity politics?"
- "Do you believe that common centric solutions can address public policy issues?"

Be friendly and cheerful to everyone who walks by, even if they disagree with you. It is hard to ignore people who are friendly and kind.

Put Your Phone Away

If you are texting while tabling you will miss valuable opportunities to connect with students who may be interested in your organization. Students will be much more willing to talk to your team if cell phones are away and everyone looks approachable.

Follow Up Immediately With Your New Members

After tabling be sure to enter each new sign-up into your membership database. Once you have entered the new sign-up information, be sure to follow up with a text or email inviting them to a meeting or event. It is important to follow up within 24 hours before people lose interest or forget their interaction with your members.

Planning and Executing Successful Organization Meetings

Throughout the semester you may need to host general membership meetings to conduct organization business and prepare for upcoming events.

It is important to make your meetings interesting and worthwhile. If students feel that meetings are boring they will stop showing up.

Select a Good Venue

Select a date and time that works well for your officer team. Check your university's calendar to make sure your meeting doesn't conflict with a major campus-wide event.

When selecting a venue, consider your expected attendance and the audio-visual equipment you will need (projectors, screens, laptop connections and cables, etc.). Be sure to pick a room that you know you can fill with people. Standing room only is better than empty chairs. Smaller rooms also offer more opportunity for members to socialize and get to know each other before and after the meeting.

If possible, select a meeting location in a well-known, central location on campus. If your meeting room is hard to find, plan to hang up signage so people can easily find the room.

Promote Your Meeting

Start promoting your meeting as soon as you confirm your venue. Some ways to promote your meeting include:

- Sending an email (every week and on the day of your meeting) to everyone in your membership database.
- Sending follow-up text messages to everyone in your membership database (personal follow-up is highly effective).
- Handing out flyers and/or hanging posters to promote your meeting.
- Chalking about your meeting on a high-traffic sidewalk.
- Meetings are a great way to get new members involved. Always encourage your members and officers to bring a friend.

Gather The Right Materials

Start promoting your meeting as soon as you confirm your venue. Some ways to promote your meeting include:

- Signage for outside the meeting room.
- Sign-up sheets to collect names, emails, and phone #'s from all attendees.
- A/V equipment (if needed) to show slides and/or videos during the meeting.
- "What is SAPIENT Being?" Slides (if it's your first meeting and/or a new member meeting, download a template from the SAPIENT Being website and customize the presentation to fit your organization's needs).
- SAPIENT Being giveaways (buttons, stickers, rally signs, etc.).
- Snacks and drinks.

Prepare an Agenda

It's important to prepare your meeting agenda ahead of time. Meet with your officer team to develop a list of everything that needs to be covered. Check out our Sample Organization Meeting Agenda below for ideas on what to include.

We recommend making sure that every officer gets a chance to talk (no one wants to hear one person talk for 45 minutes). As you plan your agenda, be sure to designate who will lead each activity and presentation.

The ideal organization meeting is 30-45 minutes in length. Be sure to set time limits on each activity so that your meeting stays on time.

Follow-Up After the Meeting

After your meeting, be sure to add all new members to your membership database. If new people attended, designate an officer to send a personal follow-up/welcome message to the new members. A sample message is below:

Hey (Name)!

Thank you for coming by our SAPIENT Being meeting last night! It was great to meet you!

I'll be tabling with the SAPIENT Being on Monday from 1:00pm-3:00pm. If you're available, I'd love for you to stop by so I can tell you more about some events we have coming up!

We're having our next meeting on Thursday, May 4th at 7:00pm in McCormick 301. Will you be able to make it? Thanks again for coming! I hope to see you soon!

In sapience!

(Your name)

Sample Organization Meeting Agenda

1. Sign-In Reminder
 - a. Ask members to sign-in as they arrive. Remind members who didn't sign in to do so before the meeting starts.
2. Officer Introductions
 - a. Introduce the officers.
3. Organization Update
 - a. Provide a brief update on the activities of the organization; summarize the success of previous events and recognize the people who made those events possible.
 - b. Promote upcoming events and activities.
 - c. Invite members to sign up for committees, tabling shifts, and upcoming events.
 - d. Invite members to suggest ideas for upcoming events or activism initiatives.
4. Speaker/Main Activity (ideas below)
 - a. Bring an educational speaker to your meeting to lead a public policy discussion.
 - b. Organize a debate, panel, or video screening/discussion.
 - c. Discuss talking points for an upcoming tabling event. Ask members to contribute ideas.

- d. Divide members into groups to help make protest signs, hang up promotional posters, or chalk the sidewalks for an upcoming event.
5. Closing/Swag Giveaway
 - a. Take a group picture to document your meeting.
 - b. Close the meeting and invite members to take some SAPIENT Being swag on their way out.

Dealing with Pushback on Campus

It's no secret that higher education is not always friendly to freedom of speech advocates and activists. If you ever feel that your group is being treated unfairly by your school, a faculty member, and/or the administration, please reach out to SAPIENT Being HQ immediately. We will review the facts and advise you on next steps.

When organizing activism on campus, be sure to remember your first amendment rights. You and your members should be allowed to freely discuss ideas and principles anywhere on campus, especially on public university campuses. The SAPIENT Being is here to help and support any and all of our organizations that face pushback on campus. If you have any questions or would like information about how the SAPIENT Being can help, please reach out at (951) 638-5562 or sapientbeing@att.net.

Working with Like-Minded Groups

The SAPIENT Being recommends reaching out to like-minded groups on campus that may have a similar mission and/or message. While each student group on your campus has a different purpose, there may be opportunities to work together on events, recruitment, and activism initiatives.

At minimum, you should introduce yourself and your officer team to the leadership of like-minded organizations on your campus. If you are unsure of how to find other groups, start by reviewing your school's organization list, which is usually found on your school's website.

SAPIENT Being Campus Awards

Every semester, each SAPIENT Being organization's primary goal is to implement the Make Free Speech Again On Campus Program. During that process, there will be opportunities to recognize, vote on, and issue awards to students, administration and faculty who deserve recognition for championing free speech empowerment and protection on campus or its ideals in general in three different categories of public policy leadership, journalistic reporting, and debating excellence as outline below.

These are separate awards as well for clubs, chapters, and alliances because it's not fair for high school members to compete with colleges members, and vice versa so the competition should be peer oriented based on the type of campus.

SAPIENT Being Freedom of Speech Activism Awards

The three different freedom of speech awards are the Public Policy Leadership Award, Journalism Achievement Award and Debating Excellence Award. These awards are a great opportunity to recognize achievement for SAPIENT Being organization members and recognition can also be extended to

educators, administrators, and staff as well as other campus organizations who have partnered and aligned with the SAPIENT Being's primary goal to Make Free Speech Again on Campus Program. As previously mentioned, these are separate awards for clubs, chapters, and alliances

- *Freedom of Speech - Public Policy Leadership Award*. An award each semester for the student, educator or faculty member who demonstrates public policy leadership on or off campus.
- *Viewpoint Diversity - Journalism Achievement Award*. An award each semester for the student, educator, or faculty member whose stories help expose the fake news in the media.
- *Intellectual Humility – Debating Excellence Award*. An award each semester for the student, educator, or faculty member whose debates prove to be the freedom of speech champion.

How to Contact the SAPIENT Being

If you have any questions or require additional info starting a SAPIENT Being organization on your campus and/or becoming a member, please contact the SAPIENT Being HQ at (951) 638-5562 or at sapientbeing@att.net. Please visit the SAPIENT Being website for frequently asked questions (FAQs) at the CONTACT page at www.sapientbeing.org.



13 – Fundraising For Your Organization

Running an impactful SAPIENT Being organization takes money, and fundraising can be a daunting task. With proper planning and a thorough understanding of all the resources available to you, your organization can secure funding for big events and impactful activism and activism kits as well depreciated supplies and merchandise.

Creating an Organization Bank Account

If your organization plans to make financial transactions (which most do), it's important to set up a bank account for your group. A bank account will make it easier for your group to receive funds, pay for organization expenses, and manage organization funds in a responsible manner.

Some schools have an on-campus bank that will work with student organizations. Check with your Student Life/Student Activities department if you are unsure. If your school does not recommend any particular bank, you may go to a banking institution of your choice.

To set up a checking account, most banks only require your group to have an organization constitution, two co-signers (your treasurer and faculty advisor), and an Employer Identification Number (EIN) for your group which can be created here: <https://sa.www4.irs.gov/modiein/individual/index.jsp>. You will not be able to use SAPIENT Being's EIN number for your bank account.

Remember to make arrangements with your bank to update signers and debit cards when you transition annually your organization's leadership.

School/Student Government Association (SGA) Funding

Have you ever noticed that fee tacked onto your tuition bill called the "Student Activities" fee? At most schools, students are required to pay a fee (typically ranging from \$40 - \$500) for "Student Activities." These fees typically go to the Student Government Association (SGA) on campus who then manage and allocate the funds to various student groups. Take advantage of this incredible resource and request funding from your school.

SGA's often manage a funding application process in which student groups can apply for funding for events, initiatives, and special projects. SAPIENT Being organizations should ALWAYS start the fundraising process by requesting money from the school/SGA. Just think of it, if you don't use that funding, someone else will. Don't pass up on this fiscally prudent opportunity.

Tips for Securing SGA Funding

Make your request early! Most schools require you to submit funding requests at least one (1) semester in advance.

Follow all of the necessary application steps. Some organizations miss out on massive funding opportunities because they don't follow instructions or complete all of the (often tedious) steps. Take the time to learn about your school's funding application process and make sure everything gets done on time.

Build positive relationships with the key decision makers. Find out who determines funding allocations, and make an effort to build a genuine, positive relationship with them. Don't be disingenuous (or a suck-up) just get to know them and be friendly!

Make the case for ROI (return on investment). Be prepared to explain how your event or initiative will positively impact your campus and student body.

Some schools offer general funding to every official student group on campus. This is not always well-advertised (you either claim it or lose it). Check with your Student Life or Student Activities department to find out if this benefit is offered at your school.

School Resources

Be sure to take advantage of perks and benefits offered by your school that can help you save money. Some schools offer free printing, free poster board and craft supplies, and other money-saving benefits to official student groups. Contact your Student Life/Activities Department to find out what perks and benefits your school offers.



14 – Become a Sapient Being

Hello! My name is Corey Lee Wilson and I'm the Founder and CEO of the SAPIENT Being and the driver for this program's success. Here's why.

From a professional perspective, I know how to lead, develop, and implement a project successfully from beginning to end. I've been a project manager for 30 years constructing over \$150 million in a projects in Southern California.

I can do the same for our new SAPIENT Being clubs, chapters, and alliances and our projects and programs. I get things done!

As the President of the Delta Tau Chapter of the Phi Kappa Tau in 1984-85, I led my fraternity to win the first Poly Gold Award for most outstanding service fraternity on campus at the California State Polytechnic University, Pomona, California.

To honor my level of service and success, I was recognized as a Who's Who Among Students in American Universities and Colleges in 1984, received the Shideler Award for the most outstanding graduating senior in the USA by the Phi Kappa Tau Fraternity in 1985, as well as their Phi Award for meritorious alumni service in 1988.

From a personal viewpoint, I'm no stranger to viewpoint diversity, intellectual humility, and free speech suppression. Here's why I had a head start with my own journey towards sapience.

I was raised an Atheist by my liberal Playboy Bunny mother, have three Anglo-Hispanic siblings, a brother who died of AIDS, baptized a Protestant by my conservative grandparents, attended temple with my Jewish foster parents, baptized again as a Catholic for my first Filipina wife, attend Buddhist ceremonies with my second Thai wife, became an Agnostic on my own free will for most of his life, and a lifetime independent voter who has never registered as a Democrat or Republican.

I also felt the sting of intellectual humility early on by repeating the fourth grade in elementary school because I couldn't read proficiently enough in the third grade. I know adversity having attended 18 different schools before putting myself through college (without parents). Privilege of any kind is alien to me.

I'm the only college student in the USA to graduate with honors (on triple-secret probation for retribution by *The Poly Post* for my freedom of speech opinions that clashed with their orthodox ones in the early 1980's). My battle against fake news journalism started then and continues now and is my inspiration for starting Fratire Publishing in 2012 and becoming the author of *The S.A.P.I.E.N.T. Being* in 2020.

Using my PhD in life (PhD standing for personal-human-drama), I started a higher state of being known as the Society Advancing Personal Intelligence & Enlightenment Now Together (S.A.P.I.E.N.T.) Being in 2019 that is promoting two movements, the Make Free Speech Again On Campus and World of Writing Warriors (WOWW) programs.

With that noted, thank you for considering being a SAPIENT Being member and/or starting or joining a SAPIENT Being organization on your campus. If a campus organization is not for you, and you consider yourself more of an independent and/or investigative journalist, please check out the SAPIENT Being's World of Writing Warriors (WOWW) Program at the Fratire Publishing website at www.fratirepublishing.com for another option.

If you have any questions or require additional info in regards to starting a SAPIENT Being organization on your campus and/or becoming a member, please contact the SAPIENT Being HQ at (951) 638-5562 or at sapientbeing@att.net. We're here to help!

In sapience,

Corey Lee Wilson
Founder & CEO





15 – Resources

Below are a number of important resources that also provide value for reports, debates, and research topics that are utilized (as well as many others that are not listed here) as being crucial to the three SAPIENT Being programs consisting of the Make Free Speech Again On Campus (MFSAOC) Program, World Of Writing Warriors (WOWWW) Program, and the Sapient Conservative Textbooks (SCT) Program. To one degree or the other on the intellectual playing field and marketplace of ideas—they are diverse, equitable, and inclusive and all have as their foundation the telos of truth.

1619 Project—Frederick Douglass vs. the 1619 Project: <https://youtu.be/ajJlu3eoRIk>

1776 ORGANIZATIONS:

- **1776 Action:** <https://www.1776action.org/>
- **1776 History Project:** <https://the1776historyproject.com/>
- **1776 Project:** <https://1776project.org/>
- **1776 Unites:** <https://1776unites.com/>
- **1776 White House Commission:** <https://trumpwhitehouse.archives.gov/wp-content/uploads/2021/01/The-Presidents-Advisory-1776-Commission-Final-Report.pdf>

50 MADNESS Book Titles: <https://www.fratirepublishing.com/madnessbooks>

AllSides: “From the Left” and “From the Center” and “From the Right” News Comparison:
<https://www.allsides.com/unbiased-balanced-news>

American Council of Trustees and Alumni (ACTA): <https://www.goacta.org/>

Civics Renewal Network (Annenberg Public Policy Center): <https://www.civicsrenewalnetwork.org/>

***Coddling of the American Mind, The: How Good Intentions and Bad Ideas Are Setting Up a Generation for Failure* (Haidt, Jonathan and Lukianoff, Greg):** <https://www.thecoddling.com/>

College Fix, The : <https://www.thecollegefix.com/>

College Free Speech Rankings – 2021 (FIRE, RealClearEducation and College Pulse):

<https://reports.collegepulse.com/college-free-speech-rankings-2021>

Content and Media Release Form: [https://d68a3b84-6415-475d-818c-](https://d68a3b84-6415-475d-818c-ab8cdd34b311.filesusr.com/ugd/3c625c_be3170ab7bb745a89d261e9009a4553c.pdf)

[ab8cdd34b311.filesusr.com/ugd/3c625c_be3170ab7bb745a89d261e9009a4553c.pdf](https://d68a3b84-6415-475d-818c-ab8cdd34b311.filesusr.com/ugd/3c625c_be3170ab7bb745a89d261e9009a4553c.pdf)

Craziest College Courses of 2019: <https://www.campusreform.org/?ID=14146>.

Critical Race Theory Is Dangerous. Here's How to Fight It:

<https://www.nationalreview.com/2021/03/critical-race-theory-is-dangerous-heres-how-to-fight-it/>

Documentaries: <https://curiositystream.com/>

Fact Check Review Methodology (RealClearPolitics):

https://www.realclearpolitics.com/fact_check_review_methodology.html

FOUNDATION for INDIVIDUAL RIGHTS in EDUCATION (FIRE): <https://www.thefire.org>

- **Chicago Statement, Adopting:** <https://www.thefire.org/get-involved/student-network/take-action/adopting-the-chicago-statement/>
- **Faculty Legal Defense Fund:** <https://www.thefire.org/legal/faculty-legal-defense-fund/>
- **FIRE Legal Network:** <https://www.thefire.org/legal/fires-legal-network/>

HERITAGE FOUNDATION, THE: <http://heritage.org/>

- **Critical Race Theory, the New Intolerance, and Its Grip on America:** <https://www.heritage.org/sites/default/files/2020-12/BG3567.pdf>
- **Intolerance as Illiberalism:** <https://www.heritage.org/political-process/commentary/intolerance-illiberalism>
- **The Truth About Critical Race Theory:** https://youtu.be/vxTMNu31DHU?list=PLBs6_t5NjudRVTmj4r05v41k0LEEclKyp

HETERODOX ACADEMY (HxA): <https://heterodoxacademy.org>

- **Campus Expression Survey:** <https://2cnzc91figkyqqeq8390pgd1-wpengine.netdna-ssl.com/wp-content/uploads/2020/04/CES-Student-Manual-FINAL-.pdf>
- **Curiosity U:** <https://heterodoxacademy.org/blog/curiosity-u/>
- **OpenMind Platform:** <https://openmindplatform.org/>

HILLSDALE COLLEGE: <https://www.hillsdale.edu/>

- **Civil Rights in American History:** <https://online.hillsdale.edu/landing/civil-rights-in-american-history>
- **Constitution 101 – The Meaning and History of the Constitution:** <https://online.hillsdale.edu/landing/constitution-101>
- **Constitution 201 – The Progressive Rejection of the Founding and the Rise of Bureaucratic Despotism:** <https://online.hillsdale.edu/landing/constitution-201>

iCivics (SCOTUS Sonia Sotomayor): <https://www.icivics.org/>

Journalism Code of Ethics, Practical Logic & Sapience Guidelines: https://d68a3b84-6415-475d-818c-ab8cdd34b311.filesusr.com/ugd/3c625c_9f3c5441388c4cddb88f7935e6798262.pdf

Judicial Watch: <https://www.judicialwatch.org/>

LEADERSHIP INSTITUTE, THE: <https://www.leadershipinstitute.org>

- **Activism:** <https://www.leadershipinstitute.org/Training/?Training=Activism>
- **Campus Reform:** <https://www.campusreform.org/>
- **Evil Empire on Campus, The: Leftist Abuses and Bias (Leadership Institute):**
https://www.leadershipinstitute.org/img/writings/Left_Bias_and_Abuse.pdf

MEDIA RESEARCH CENTER (MRC): <https://www.mrc.org/>

News Bureaus:

- **CNSNews:** <https://www.cnsnews.com/>
- **NewsBusters:** <https://www.newsbusters.org/>
- **MRC Business:** <https://www.newsbusters.org/business>
- **MRC Culture:** <https://www.newsbusters.org/culture>
- **MRC Latino:** <https://www.newsbusters.org/latino>
- **MRCTV:** <https://www.mrctv.org/>
- **MRC Action:** <https://www.mrc.org/action>

Reports:

- **Special Report: Columbia University:** <https://www.mrc.org/special-reports/special-report-columbia-university>
- **Journalists Denying Liberal Bias—Parts One, Two & Three:**
<https://www.mrc.org/media-bias-101/journalists-denying-liberal-bias-part-one>
<https://www.mrc.org/media-bias-101/journalists-denying-liberal-bias-part-two>
<https://www.mrc.org/media-bias-101/journalists-denying-liberal-bias-part-three>
- **CENSORED! How Online Media Companies Are Suppressing Conservative Speech:**
<https://cdn.mrc.org/static/censored/mrc-censorship-report.pdf>

National Assessment of Educational Progress (NAEP) in Civics:

https://www.nationsreportcard.gov/hgc_2014/

PEW RESEARCH CENTER: <https://www.pewresearch.org/>

- **How Americans Get Their News:** <https://www.journalism.org/2016/07/07/pathways-to-news/>
- **How We Evaluated Americans' Trust in 30 News Sources:** <https://www.pewresearch.org/fact-tank/2020/01/24/qa-how-pew-research-center-evaluated-americans-trust-in-30-news-sources/>
- **The Modern News Consumer:** https://www.journalism.org/wp-content/uploads/sites/8/2016/07/PJ_2016.07.07_Modern-News-Consumer_FINAL.pdf

PRAGER U: <https://www.prageru.com/>

- **Critical Race Theory: How Worried Should You Be?:** <https://www.prageru.com/video/james-lindsay-on-critical-race-theory-how-worried-should-you-be>
- **Restricted: How Big Tech is Taking Away Your Freedom:**
https://www.prageru.com/video/restricted?utm_source=Iterable&utm_medium=email&utm_campaign=campaign_2942810
- **What is Fake News?** <https://www.youtube.com/watch?v=FOZ0irgLwxU&app=desktop>

Research Report Proposal Template: https://d68a3b84-6415-475d-818c-ab8cdd34b311.filesusr.com/ugd/3c625c_5776f5c96fb64c1092b3403a565be19e.pdf

SAPIENT BEING PROGRAMS: <https://www.sapientbeing.org/programs>

- **Make Free Speech Again On Campus (MFSAOC)**
- **Sapient Conservative Textbooks (SCT)**
- **World Of Writing Warriors (WOWW)**

State of Civics Education, The: <https://www.americanprogress.org/issues/education-k-12/reports/2018/02/21/446857/state-civics-education/>

Teaching Tolerance—Civil Discourse in the Classroom:

<https://www.tolerance.org/magazine/publications/civil-discourse-in-the-classroom/learn-more>

TEMPLETON FOUNDATION, JOHN: <https://www.templeton.org>

- **Intellectual Humility:** <https://www.templeton.org/discoveries/intellectual-humility>
- **Science of Virtues:** <https://www.templeton.org/project/science-of-character-virtue>
- **The Joy of Being Wrong:** <https://youtu.be/mRXNUx4cua0>

The S.A.P.I.E.N.T. Being: <https://www.fratirepublishing.com/books>

Top 10 Steps For Advancing Diversity In Higher Education:

<https://peopleadmin.com/2016/03/diversity-guide-top-10-practical-steps-for-advancing-diversity-equity-and-inclusion-in-higher-education/>

Williams, Hayden; Assault by Zachary Greenberg at Berkeley:

<https://www.youtube.com/watch?v=daN9ZWtTBlc&list=PLx8YzONmb4AvVJVryfxPiauNsWm0pFVGH&index=2>.

YALE UNIVERSITY 2015 STUDENTS PROTEST HALLOWEEN COSTUMES:

- **Silence U Part 2: What Has Yale Become? We the Internet Documentary:**
<https://www.youtube.com/watch?v=xK4MBzp5YwM>
- **Cancel Culture/Woke Mob Video:**
https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DiAr6LYC-xpE&psig=AOvVaw2kHI7M_kdG-2OTtldg_Kt&ust=1633445009998000&source=images&cd=vfe&ved=0CAsQjRxqFwoTCIjY0_7-sPMCFQAAAAAdAAAAABAD