

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

Society Advancing Personal Intelligence & Enlightenment Now Together

Merit, Excellence & Intelligence (MEI) Program

MEI PROGRAM HANDBOOK

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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.

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1 – The Merit, Excellence & Intelligence (MEI) Program

At the S.A.P.I.E.N.T. Being, we love the diversity and inclusion components in the Diversity, Equity, and Inclusion (DEI) trilogy—and strongly support them. However, the equity part, as in equitable outcomes, is the opposite of equality, as in equality of opportunities—and it’s the “E” in equity and its underlying principles that are racist—which the S.A.P.I.E.N.T. Being is vehemently opposed to.

Unfortunately, most Americans are not aware of the fundamental difference, which is in fact reverse racism, and if they did, they would strongly oppose it. A more appropriate and alternate approach to DEI would be merit based as Elon Musk puts it, “The point was to end discrimination, not replace it with different discrimination.” On the other hand, merit based policies work hand in hand with equality of opportunity, which the United States stands for and exemplifies and excels at.

With rapidity and stealth, the DEI ideology has come to replace the classical liberal values of Merit, Excellence, and Intelligence (MEI). At the S.A.P.I.E.N.T. Being, America’s leading anti-wokeness organization and non-profit think tank, the time for a national debate over the conflicting values of DEI and MEI is long overdue in the education, corporate America, non-profit organizations, media, and government.

DEI is a significant cultural and ideological revolution, one that’s been accomplished with almost no debate or operationalization of terminology. DEI bureaucracies have mushroomed and many operate behind the scenes with ambiguous DEI definitions, goals and policies. The unexamined acceptance of DEI, however defined, is surprising in a free society where critics are encouraged to challenge and debate significant social changes.

Furthermore, the left-wing media, woke Marxist academia, and the progressive wing of the Democratic Party avoid debating the criticisms of DEI and the merits of MEI. Just as Alabama segregationist governor George Wallace never debated Martin Luther King, DEI backers with institutional power show no enthusiasm for defending their ideas in real debates. Without vigorous open and civil debate, DEI bureaucracies will continue to impose doctrinal training programs, litmus tests, censorship and discrimination. Unless this is challenged, we risk entering a new era of institutionalized McCarthyism.

DEI is Derivative of Neo-Marxist Identitarian Ideologies

In its most radical forms, DEI is derivative of neo-Marxist identitarian ideologies that attribute virtually all average group differences—from arrest rates to medical school admissions—to systemic discrimination. However, average group differences in outcomes can reflect a variety of factors (see Thomas Sowell’s *Social Justice Fallacies*).

Furthermore, unlike classical Marxism that divides the world into a bourgeois oppressor class and a proletarian oppressed class—that is capitalists oppressing workers—neo-Marxist “social justice” theory divides the world into gender, racial, sexual, and religious classes: male oppressors and female victims; white oppressors and people of color victims; heterosexual oppressors and gay, lesbian, transsexual, etc. victims; Christian and Jewish oppressors and Muslim victims.

“Social justice” ideology leads to the rejection of oppressive institutions such as capitalism and Western Civilization. Universalistic criteria such as merit, achievement, and excellence are rejected today in universities and beyond because they allegedly disadvantage members of victim categories.

In the academy, DEI and other identitarian orthodoxies like CRT, LGBTQ+ and wokeness are often mandated to be taught in student orientations and required courses, and enforced by campus DEI bureaucrats who now outnumber history faculty. By categorizing virtually any criticism of these orthodoxies as “prejudiced,” DEI bureaucracies can chill free speech and have empowered some college presidents to slander their critics as bigots and then terminate them. Program renewals for academic departments, and thus continued employment for professors and graduate students, are increasingly tied to embracing DEI rhetoric and goals.

And the cost? One day after winning the national college football championship, the University of Michigan was recognized as a leading competitor in another popular collegiate sport: wasteful diversity, equity and inclusion spending. Having recently embarked on a new five-year DEI plan, UM is paying more than \$30 million to 241 DEI staffers this academic year alone, Mark Perry found in a recent analysis for the College Fix.

That represents an astounding expansion of the school’s already-infamous DEI bureaucracy, which had a mere 142 employees last year. And the price tag accounts for neither the money spent on programming and office expenses nor the hundreds of other employees who use some of their time to assist with DEI initiatives.

Many more examples abound, and as you move on to the next section, and the next, never forget that America is founded on the principle of equal opportunity (equality—and not the neo-Marxist and reverse racism aspect of enforcing equality of outcomes (equity)).



2 – Moving from DEI to MEI: An Alternative Approach

Since reaching a high-water mark a few years ago, “diversity, equity, and inclusion” (DEI) initiatives are being rolled back across America. Critics like Elon Musk and investor Bill Ackman have called DEI efforts inherently unfair, illegal, and discriminatory. Companies like Tesla, Google, and Meta, and many others, have either eliminated or drastically scaled back their DEI programs.

Initially conceived as a beacon of hope against historical inequalities, DEI initiatives in academia promised inclusive environments where marginalized voices could resonate. However, the trajectory of these initiatives has veered sharply, morphing into ideological battlegrounds, as aptly observed by Fareed Zakaria. Universities, once the bastions of intellectual freedom, now find themselves ensnared in a web of ideological conformity, often at the behest of DEI advocates.

The University of Chicago’s Kalven Report, a seminal document underscoring the importance of ideological neutrality in academia, seems a distant memory in today’s DEI landscape. The report’s call for academic freedom and open inquiry stands in stark contrast to the current state of affairs, where dissenting voices are stifled, and ideological alignment is often enforced.

This ideological drift in DEI initiatives is not just a matter of academic concern; it reflects a broader societal shift. What began as an earnest effort to rectify past injustices has, in some cases, evolved into a tool for enforcing conformity. This trend raises alarm bells, signaling a need for urgent reform to reclaim the original vision of DEI—one that truly fosters diversity of thought and promotes a pluralistic society.

Historical Context: Unveiling the Dark Side of DEI

One of the primary legal risks associated with DEI programs is non-compliance with existing anti-discrimination laws. While aiming to foster diversity, these initiatives can sometimes inadvertently create scenarios where discrimination occurs in reverse—favoring one group over another based on characteristics such as race, gender, or ethnicity. This can lead to legal challenges, as the authors note: “DEI goals, especially when poorly framed, can sometimes clash with the legal framework designed to prevent discrimination.”

A root cause of DEI is wokeness, a mindset from Progressivism madness, and progressivism’s illiberal foundations are rooted in Marxism, and Marxism has, is, and always will be, a political disaster and human nightmare of epic proportions, as its history is testament to.

The legal landscape for DEI is changing, too. Last year, the U.S. Supreme Court barred colleges and universities from using race as a factor in admissions. In a concurring opinion, Justice Gorsuch wrote that the same result should apply to private employers, and that race should not be a factor in hiring decisions. Meanwhile Florida and Texas have banned DEI in their colleges and universities.

The reason for the backlash is simple: DEI doesn't work. In fact, it runs against the mandate to hire regardless of race, ethnicity, gender, class, or sexual orientation. Moreover, studies show that DEI has negative consequences, including lower quality, lower productivity, and less innovation. It can also lead to lower product safety, as has happened at Boeing.

Instead of continuing a failing policy, leaders should look for ways to ensure they hire the best, brightest, and most qualified, regardless of background. This article will discuss an alternative to DEI and how leaders can make sure they are making the best hiring decisions now and in the future.

DEI Often Leads to Illegal Activities

The University of Washington recently revealed, for example, that its psychology department actively discriminated against faculty candidates based on race, elevating a lower-ranked candidate for a position over others because of a desire to hire a black scholar.

In another case, a former assistant director of multicultural student services (MSS) at the University of Wisconsin-Eau Claire recently filed a lawsuit alleging that despite exemplary performance reviews, she was harassed and discriminated against simply for being white, until she resigned.

"We don't want white people in the MSS office," a student reportedly said during an open house. Even with the failures and the excesses, Michigan is not the only school ramping up its DEI expenditures:

- Another College Fix analysis found that Ohio taxpayers are spending \$20.38 million annually on DEI salaries and benefits at UM's famous rival, Ohio State University, where the number of DEI bureaucrats has grown from 88 in 2018 to 189 in 2023.
- Oklahoma's public universities spent \$83.4 million on DEI over the last 10 years.
- Florida's public universities reported spending \$34.5 million during the 2022-23 academic year.
- The University of Wisconsin was poised to spend \$32 million over the next two years.

Why not use all that money to give students a much-needed tuition break? Or why not fund need-based scholarships for promising students instead of giving cash to bureaucrats who are actively damaging our higher education institutions?

Fortunately, some states are taking action.

Florida and Texas passed laws eliminating DEI bureaucracies, and Wisconsin lawmakers recently curbed DEI in the state university system by compelling the board of regents to agree to DEI staff cuts and a hiring freeze.

Many other state systems have ended the use of DEI statements in hiring, recognizing they are used to screen out heterodox thinkers when studies show ideological diversity is beneficial to the search for knowledge, which is a university's core purpose.

And that points to the greatest cost of DEI: While the financial waste is appalling, the price of expecting everyone on campus to conform to an ideology that undermines free expression and excludes intellectual diversity, two foundational values of the academy, is one we should be unwilling to pay.

The MEI Alternative

There is a better way. It has been called “Merit, Excellence, and Intelligence” (MEI). According to Scale AI Chief Executive Alexandr Wang, MEI calls for hiring the best candidates for open roles, regardless of background. Just as supporting DEI doesn’t make a person tolerant of differences, supporting MEI doesn’t make a person racist, sexist, or intolerant of differences.

As Wang says, “A hiring process based on merit will naturally yield a variety of backgrounds, perspectives, and ideas.” He cautions, “We will not pick winners and losers based on someone being the ‘right’ or ‘wrong’ gender, race, and so on.” As Elon Musk puts it, “The point was to end discrimination, not replace it with different discrimination.” Even proponents of DEI concede that a large proportion of diversity interventions don’t generate measurable positive results. Moreover, DEI “has been found to backfire on marginalized groups’ feelings of belonging and weaken support for diversity programs when organizational performance drops,” according to the *Harvard Business Review*.

In the MEI approach, hiring decisions are based strictly on merit. Diversity, whether of race, gender, or worldview, emerges naturally as the best candidates rise to the top. In other words, diversity isn’t a goal to be chased by picking winners and losers in advance. It is simply the result of picking the best people for each role.

Misguided Focus and Unintended Outcomes of DEI Initiatives

While intended to promote workplace and societal harmony, Diversity, Equity, and Inclusion (DEI) initiatives can ironically lead to various unintended and adverse consequences when flawed execution can result in favoring certain groups over others, contradicting the principles of equality and fairness. This can create resentment and undermine the very goals of DEI initiatives.

The overemphasis on physical attributes in some DEI programs, instead of focusing on individual qualities and merit, is another concern. Such practices can diminish the overall talent pool and decrease performance by prioritizing external characteristics over skills and experience. This not only undermines meritocratic principles but can also foster divisiveness within organizations.

Additionally, attributing individual accomplishments to demographic factors rather than personal merit can be demotivating and counterproductive. Dapelo observes that “such practices can belittle individual achievements, creating a workplace culture that prioritizes labels over individual contributions.”

Finally, the potential for DEI initiatives to distract from core organizational goals is another critical point. An excessive focus on DEI can lead to a dilution of focus and resources, hindering the achievement of primary objectives.

These critiques raise serious questions about the effectiveness of conventional DEI approaches. While the intentions behind such programs are often commendable, their implementation can lead to outcomes that are directly counterproductive to the goals of fairness and inclusivity.

A Call for Recalibration and Responsible DEI

This comprehensive analysis has exposed the potential pitfalls and unintended consequences of current Diversity, Equity, and Inclusion (DEI) initiatives. While the pursuit of inclusivity is undeniably noble, the current approach, with its emphasis on superficiality, conformity, and ideological adherence, poses serious threats to fundamental freedoms and societal cohesion.

The evidence presented throughout this analysis paints a sobering picture:

- **Impingement on Free Speech and Open Debate:** DEI initiatives can inadvertently stifle open dialogue and critical discourse, creating environments of intellectual conformity.
- **Legal Ramifications and Reverse Discrimination:** Poorly designed DEI programs can lead to legal challenges and unintended consequences, undermining the very principles of fairness and equity they aim to promote.
- **Unintended Reinforcement of Biases:** Generic DEI training may inadvertently reinforce existing biases instead of dismantling them, further exacerbating societal divisions.
- **Superficial Diversity Efforts:** Focusing on quotas and superficial changes without addressing underlying systemic issues fails to create genuine inclusivity and perpetuates the feeling of tokenism.
- **Economic Misallocation and Inefficiency:** The substantial resources allocated to DEI initiatives may not be yielding proportional benefits, raising concerns about the economic viability and effectiveness of these programs.

Therefore, a call for mere reform is insufficient. A fundamental reevaluation of the entire DEI paradigm is essential. This requires a shift from:

- **Superficiality to substance:** Moving beyond tokenism and quotas to address underlying systemic issues that perpetuate inequality.
- **Conformity to diversity of thought:** Encouraging open dialogue, critical thinking, and the acceptance of diverse viewpoints.
- **Ideological adherence to merit:** Focusing on individual merit and potential rather than enforcing a specific set of beliefs.
- **Economic inefficiency to effectiveness:** Implementing cost-effective and evidence-based strategies that maximize the impact of DEI initiatives.

This recalibration of DEI efforts necessitates:

- **Critical assessment of existing initiatives:** Evaluating the effectiveness of current programs and identifying areas for improvement.
- **Development of data-driven approaches:** Utilizing evidence-based practices and setting clear, measurable goals to track progress.
- **Transparency and accountability:** Ensuring transparency in the implementation of DEI initiatives and holding organizations accountable for their outcomes.
- **Continuous dialogue and feedback:** Fostering open communication and actively seeking feedback from diverse stakeholders.

Ultimately, the goal is to create a society that embraces genuine inclusivity, respects individual dignity, and upholds the core values of equality, freedom, and meritocracy. This requires a collective effort from individuals, institutions, and organizations to move beyond the current flawed DEI paradigm and build a future where diversity is truly valued and celebrated in all its forms.



3 – Why MEI Is Superior To DEI: A Case For Merit, Excellence and Intelligence

Over the years, social scientists who have conducted careful reviews of the evidence base for diversity trainings have frequently come to discouraging conclusions. Diversity, equity and inclusion programs have come under attack in American boardrooms, state legislatures and college campuses—and now broadly across the federal government.

Every company has a DEI program. They cost serious money. But there's no evidence they work, and some evidence that they make things worse as shown in the Rod Dreher “DEI Training: Harmful, Phony, And Expensive” review in the January 2023 issue of *The American Conservative*.

Though diversity trainings have been around in one form or another since at least the 1960s, few of them are ever subjected to rigorous evaluation, and those that are, mostly appear to have little or no positive long-term effects.

The lack of evidence is “disappointing,” wrote Elizabeth Levy Paluck of Princeton and her co-authors in a 2021 Annual Review of Psychology article, “considering the frequency with which calls for diversity training emerge in the wake of widely publicized instances of discriminatory conduct.”

Dr. Paluck’s team found just two large experimental studies in the previous decade that attempted to evaluate the effects of diversity trainings and met basic quality benchmarks. Other researchers have been similarly unimpressed. “We have been speaking to employers about this research for more than a decade,” wrote the sociologists Frank Dobbin and Alexandra Kalev in 2018, “with the message that diversity training is likely the most expensive, and least effective, diversity program around.” (To be fair, not all of these critiques apply as sharply to voluntary diversity trainings.)

While DEI has gained considerable traction in recent years, it's crucial to examine why MEI stands out as a far superior model, and why DEI, despite its good intentions, leads to destructive outcomes.

The Strengths of MEI

President Donald Trump hours after swearing in began making good on promises to wage a war against such policies, inking an executive order banning efforts such as “environmental justice programs,” “equity initiatives” and DEI considerations in federal hiring.

The challenge for many HR Leaders is they have lost sight of their primary responsibilities, which is to create a safe supportive environment, implementing systems which helps the organization succeed, and rewards individuals based on character and outcomes. Many organizations have advocated these responsibilities to focus solely on DEI in lieu of considering and/or implementing MEI programs whose many benefits are described below in more detail.

Merit

At the heart of MEI is merit—a principle that champions individuals based on their abilities, skills, and achievements. Meritocracy ensures that the most competent and qualified people rise to the top, driving excellence and innovation. It creates a clear, objective measure of success, where effort and talent are rewarded.

Excellence

Excellence pushes the boundaries of what's possible. It's about striving for the highest standards in every endeavor. Emphasizing excellence means fostering a culture of continuous improvement, where individuals and organizations are motivated to surpass previous achievements and deliver outstanding results.

Intelligence

Intelligence, in this context, refers to the capacity for critical thinking, problem-solving, and strategic decision-making. When intelligence is prioritized, decisions are based on sound reasoning and evidence, leading to better outcomes and more effective solutions.

MEI creates a robust framework that values hard work, skill, and intellectual capability. It encourages a culture where success is earned through merit, and standards are continually raised. This approach not only drives individual growth but also propels organizations and societies towards meaningful progress. In fact, MEI promote equality based on actual performance not some DEI mandate.

The Challenges of DEI

The shift from DEI to MEI comes as wealthy corporate leaders, including billionaire hedge fund manager Bill Ackman and conservative activist Robby Starbuck, have decried diversity programs on social media. In step, some US companies—including the nation's largest employer, Walmart—have backpedaled on some DEI initiatives, including racial equity training programs for staff and evaluations designed to boost supplier diversity.

Diversity

On the surface, diversity seems like a noble goal—embracing a wide range of backgrounds, experiences, and perspectives. However, in practice, it leads to superficial changes rather than genuine improvement. When diversity initiatives prioritize representation over capability, they risk creating environments where positions are filled based on demographic factors rather than qualifications. This approach undermines the value of merit and excellence.

Equity

Equity aims to level the playing field by addressing perceived imbalances. While the intention is to rectify apparent injustices, the implementation can be problematic. By focusing on equal outcomes rather than equal opportunities (this is a key point), equity initiatives create new forms of bias. Instead

of rewarding individual merit, they enforce policies that prioritize group characteristics over personal achievement, stifling talent and innovation.

Inclusion

Inclusion is about ensuring everyone feels valued and has a seat at the table. However, the push for inclusion can lead to tokenism or the dilution of standards. When organizations focus excessively on making everyone feel included, they inadvertently compromise on the quality of contributions. Inclusion efforts that prioritize comfort over challenge hinder critical discourse and diminish the drive for excellence.

The Destructive Impact of DEI

Some critics argue DEI programs on college campuses have failed to protect Jewish students and faculty from antisemitic bullying and harassment. A 2024 Stanford University report highlighted a case in which Jewish staff reported being pressured to join the DEI program's "whiteness accountability" affinity group.

"They alleged that the program erased Jewish identity," the report said. "There was no space for these Jewish employees to share their lived experience, to raise their concerns about anti-Semitism."

Ackman, the billionaire investor, posted a 4,000-word opus on X criticizing DEI as "inherently a racist and illegal movement in its implementation even if it purports to work on behalf of the so-called oppressed." Musk, the Trump confidant and billionaire Tesla and SpaceX CEO, later reposted it on X, which he owns.

"DEI is just another word for racism. Shame on anyone who uses it," Musk wrote, later doubling down: "DEI, because it discriminates on the basis of race, gender and many other factors, is not merely immoral, it is also illegal."

While DEI is often lauded for its commitment to fairness and representation, its application can lead to unintended negative consequences:

1. Dilution of standards

Prioritizing demographic characteristics over actual competence can dilute standards and undermine the quality of work. When the focus shifts from merit to mere representation, the overall effectiveness and excellence of teams and organizations suffer.

2. Promotion of mediocrity

DEI initiatives that emphasize equity and inclusion without a strong merit-based foundation risk promoting mediocrity. By prioritizing equal outcomes over individual capability, organizations may end up rewarding less qualified individuals, which hinders progress and innovation.

3. Erosion of meritocracy

DEI's emphasis on demographic factors can erode the principles of meritocracy. When decisions are influenced more by identity politics than by performance and ability, it leads to resentment, division, and a lack of motivation among those who feel their efforts are overshadowed by less relevant factors.

4. Increased division

Paradoxically, DEI efforts actually exacerbate divisions rather than healing them. When policies are seen as favoring certain groups over others, it creates a sense of unfairness and division among employees or members of society. The focus on identity overshadows the need for unity and collective progress.

Why MEI Provides a Better Alternative

MEI's emphasis on merit, excellence, and intelligence fosters a culture where everyone is judged by their abilities and achievements. It creates an environment where hard work and talent are recognized and rewarded, leading to higher standards and better outcomes. Unlike DEI, which promotes mediocrity and division, MEI encourages a focus on genuine skill and capability.

In a world where success and progress are driven by the best and brightest, MEI stands out as a superior model. It ensures that individuals and organizations are motivated to excel based on their merits, pushing for continuous improvement and innovation. By valuing intelligence and excellence, MEI paves the way for true advancement and success, without the pitfalls associated with DEI.

While DEI initiatives have been introduced with the intention of creating fairer and more inclusive environments, they usually fall short of their goals and have a detrimental effect on performance and morale. MEI, on the other hand, offers a superior approach by focusing on merit, excellence, and intelligence, ensuring that individuals are recognized for their true capabilities and contributions. By embracing MEI, we can build a culture that truly rewards achievement and drives meaningful purpose and progress both individually and organizationally.



4 – Giving DEI the Pink Slip

Firms including Google, Meta, and Zoom have quietly cut back DEI departments and laid off employees. Manhattan Institute scholar Christopher Rufo has recently spoken with a number of Fortune 500 executives, who explained that, following the summer of George Floyd, companies felt immense pressure to “do something” about racial disparities.

But four years later, they have realized that DEI programs undermine productivity, destroy merit-based systems, and poison corporate culture. Because of Manhattan Institute’s successful campaign to expose the true nature of DEI, they now have the political space—in essence, the social permission—to wind down these programs.

But we need to do much more states Rufo. The best way to conceptualize DEI is as the marriage of ideology and bureaucracy, or, more specifically, as the marriage between critical race theory and affirmative action. On their path to power, DEI activists hijacked the Civil Rights Act of 1964—which, in spirit, enshrines policies of colorblind nondiscrimination—to justify active discrimination against supposed “oppressor” groups. In doing this, they have gained significant leverage.

While the recent firings of DEI employees are a salutary development, the movement to restore colorblind equality can succeed only if we reform civil rights law to reinstate its original focus on individual rights under the law, without regard to race—and dramatically reduce the footprint of critical race ideologies in public universities.

That said, we should celebrate the moment. At the beginning of last year, when the Manhattan Institute formally launched the “abolish DEI” campaign, it was seen as a fringe, right-wing proposal. Since then, it has achieved significant political victories and become the mainstream position, with widespread support. While momentum is on our side, we should press for maximal demands: abolish DEI in all American institutions, terminate the employment of all DEI bureaucrats, and encourage them to find gainful work elsewhere.

Let us hope that this moment is only the beginning of a “pink slip revolution.”

Trump Abolishes DEI for the Feds

On his first day back in the oval office, President Trump signed an executive order abolishing the “diversity, equity, and inclusion” bureaucracy in the federal government. The move marks a stunning

reversal of fortune from just four years ago, when Black Lives Matter, critical race theory, and DEI seemed unstoppable.

Following the death of George Floyd, left-wing race activists made a blitz through America's institutions, rewriting school curricula, altering government policy, and establishing DEI offices in major universities, big-city school districts, and Fortune 100 companies. The Biden administration immediately followed suit, mandating a "whole-of-government equity agenda" that entrenched DEI in the federal government.

No more. President Trump has rescinded the Biden executive order and instructed his Cabinet to "terminate, to the maximum extent allowed by law, all DEI, DEIA, and 'environmental justice' offices and positions," and "all 'equity action plans,' 'equity' actions, initiatives, or programs." In other words, President Trump has signed the death warrant for DEI within the federal government.

The two-year campaign for colorblind equality by the Manhattan Institute notches its biggest win yet.

How did they get here? Through patiently building a movement and winning the public debate. At the beginning of 2023, Rufo worked with Florida governor Ron DeSantis to launch the "abolish DEI" campaign. They began by terminating the DEI bureaucracy at New College of Florida, a small public university in Sarasota, where Rufo serves as a trustee. The reaction from the racist Left was intense. Protesters descended on the campus and the left-wing media published hundreds of articles condemning the move. But he held firm and made the case that public institutions should judge individuals based on their accomplishments, rather than their ancestry.

The Argument Began to Take Hold

The polling data indicated that Americans supported a "colorblind society" over a "race-conscious society" by large margins. Even the *New York Times*, one of the largest boosters of left-wing racism, started publishing pieces that criticized DEI. At the same time, the Black Lives Matter movement was ensnared in scandals and the leading intellectual voices of DEI, such as Ibram X. Kendi and Robin DiAngelo, faced sustained public scrutiny and seemed to disappear from the spotlight.

Rufo pushed onward. Governor DeSantis led the way, signing legislation abolishing the DEI bureaucracy in all of Florida's public universities. A dozen other red states followed, restricting DEI programs and banning DEI-style discrimination in their public institutions. The process became a virtuous cycle: each state that passed an anti-DEI bill reduced the risk of the next state doing the same. The campaign moved from the realm of debate to the realm of policy.

Trump's victory over Kamala Harris on November 5, 2024, sealed DEI's fate. Corporate America, including companies such as Walmart, and Meta, interpreted the event as an incentive to change, voluntarily terminating their DEI programs before Trump took office. Mark Zuckerberg made it explicit, arguing that the country had reached a "cultural tipping point," which convinced him to stop DEI programs. And Zuckerberg, along with numerous other tech titans, were prominently seated at the inauguration yesterday.

None of the aforementioned was inevitable—and nothing will be going forward, either. It has taken courage, hard work, and more than a little luck. But this is undoubtedly a moment to feel optimistic. America's institutions are not beyond correction, as many feared. The American people were wise enough to realize that their country might not have survived four or eight more years of government by DEI. They spoke on November 5, and now President Trump is acting accordingly.

Trump Puts Higher Education on Notice for 'Dangerous, Demeaning, and Immoral' DEI Teachings

One of President Donald Trump's earliest executive order seeks to water down diversity, equity and inclusion (DEI) practices in federally funded higher-education institutions in an effort to restore "merit-based opportunity," according to the White House.

During his first two days in office, Trump issued a slew of executive orders, including ordering that all federal agencies close their DEI offices and put employees in those units on paid leave. To further his effort to deter DEI, the president is launching a federal review of such teachings and practices in educational institutions receiving federal funding.

"Institutions of higher education have adopted and actively use dangerous, demeaning, and immoral race and sex-based preferences under the guise of so-called 'diversity, equity, and inclusion,'" reads the White House order.

The order requires that the attorney general and secretary of education identify potential civil compliance investigations among institutions of higher education with endowments over \$1 billion dollars and, accordingly, develop action plans to "deter DEI programs or principles that constitute illegal discrimination or preferences."

Within 120 days, the AG and the secretary of education issued guidance to state and local educational institutions that receive federal funds or grants or that participate in the student loan program. The focus will be on ensuring compliance with the Supreme Court's decision in *Students for Fair Admissions, Inc. v. President and Fellows of Harvard College*, a landmark case that held that race-based admissions practices violate the Fourteenth Amendment.

"Illegal DEI and DEIA policies not only violate the text and spirit of our longstanding Federal civil-rights laws, they also undermine our national unity, as they deny, discredit, and undermine the traditional American values of hard work, excellence, and individual achievement in favor of an unlawful, corrosive, and pernicious identity-based spoils system," the memo reads.

The executive order noted that it will not prevent educational institutions or agencies from engaging in "First Amendment-protected" speech.

The 45 Companies on the MAGA Anti-DEI Hit List

From Amazon.com Inc. to Yum! Brands Inc., 45 companies with a combined market value of almost \$10 trillion have been attacked for their DEI efforts in the past three years by groups led by Stephen Miller, now the White House deputy chief of staff for policy, and anti-affirmative action activist Edward Blum. Corporate lawyers and advisers are now poring over the list for clues as to which companies may eventually end up being investigated by the government.

Companies spotlighted in recent lawsuits and complaints are a good indication of "who they're going to go after," said Michael Elkins, who represents businesses on employment law issues as founder and partner at MLE Law in Fort Lauderdale, Florida. "They have a blueprint."

Miller and Blum's groups America First Legal (AFL) and American Alliance for Equal Rights (AAER) respectively, highlighted what they described as "unlawful" practices at the 45 companies, including hiring based on gender or race, scholarships based on race, and funding for startups owned by underrepresented groups.

“This is a target-rich environment,” said Blum, whose lawsuits helped convince the US Supreme Court to end affirmative action in college admissions in 2023 and supercharged right-leaning groups’ assault on DEI in corporate America. Companies are exposing themselves to risk by keeping their DEI programs, he said.

Miller’s group, America First Legal (AFL), has been the most active in its pursuit of company DEI programs that it says discriminates against White men. AFL has filed more than half a dozen lawsuits and more than 30 requests for federal or state investigations of companies.

It says that race, sex and national origin aren’t supposed to be “a motivating factor in employment practice,” according to Reed Rubinstein, senior vice president at America First Legal. The Trump administration used similar language in a Feb. 5, 2025, memo clarifying instructions to agency heads on how to identify prohibited DEI.

Most of AFL’s complaints against DEI practices at companies such as Walt Disney Co., Nike Inc. and IBM Corp. were sent to the US Equal Employment Opportunity Commission, the federal agency that enforces workplace anti-discrimination laws. The companies didn’t respond to requests for comment.

The Trump administration will likely go after companies that are high profile and have made strong statements in support of DEI in the past, he said. The best a company can do is examine both external and internal communications—and be prepared.

“If you go running from DEI in a very public way, after having embraced it over the last three years, you might be hit by traffic going both ways,” Goldstein said. “The worst thing that can happen to a company is: You’re still on that list, but you’ve lost all your good faith and credibility with folks on the other side of these issues.”

Companies With Outstanding Lawsuits:

Company	Complainant	Key Complaint
Ally Financial Inc.	AFL	Hiring based on gender
Amazon.com Inc.	AFL	Race based driver stipend
American Airlines Group Inc.	AAER	Supplier-diversity programs
Bally’s Corp.	AAER	Investment based on race
Expedia Group Inc.	AFL	Hiring based on race
IBM Corp.	AFL	Firing based on race
Meta Platforms Inc.	AFL	Hiring based on race and gender
Paramount Global (multiple)	AFL	Hiring/firing based on race
Progressive Corp	AFL	Race based vehicle grants
Southwest Airlines Co.	AAER	Free Flights for Hispanic Students
Target Corp.	AFL	Shareholder risk allegations from DEI

Companies With Federal or State Complaints Made:

Company	Complainant	Key Complaint
Alaska Air Group Inc.	AFL	Hiring based on race
Anheuser-Busch InBev SA/NV	AFL	Hiring based on race and gender
BlackRock Inc.	AFL	Race-based scholarship
Crowdstrike Holdings Inc.	AFL	Promoting based on race
Dick’s Sporting Goods Inc.	AFL	Gender discrimination via paid abortion travel
Hasbro Inc.	AFL	Hiring based on race and gender
Hershey Co	AFL	Hiring based on race

Hy-Vee Inc.	AFL	Minority supplier program
Kellanova	AFL	Hiring based on race and gender
Kontoor Brands Inc.	AFL	Hiring based on race
Lyft Inc.	AFL	Gender discrimination via paid abortion travel
Macy's Inc.	AFL	Gender discrimination via paid abortion travel
Major League Baseball	AFL	Race and gender discrimination
Mars Inc.	AFL	Hiring and promoting based on race
Mattel Inc.	AFL	Hiring and promoting based on race
McDonald's Corp.	AFL	Hiring based on race and gender
Microsoft Corp. (Activision)	AFL	Hiring based on race and gender
Morgan Stanley	AFL	Apprenticeship program
NASCAR	AFL	Race and gender discrimination
National Football League	AFL	Rooney Rule is illegal
Nike Inc.	AFL	Hiring and promoting based on race
Nordstrom Inc.	AFL	Hiring based on race and gender
PricewaterhouseCoopers LLP	AFL	Hiring based on race and gender
Salesforce Inc.	AFL	Hiring based on race and gender
Sanofi SA	AFL	Hiring and promoting based on race
Shake Shack Inc.	AFL	Hiring based on race
Smithfield Foods Inc.	AFL	Hiring and promoting based on race
Starbucks Corp.	AFL	Hiring based on race
Twilio Inc.	AFL	Firing based on race
Tyson Foods Inc.	AFL	Hiring based on race
Unilever PLC	AFL	Hiring based on race and gender
Walt Disney Co	AFL	Hiring based on race and gender
Williams-Sonoma Inc.	AFL	Hiring based on race
Yum! Brands Inc.	AFL	Hiring based on race

Office for Civil Rights Initiates Title VI Investigations into 45 Institutions of Higher Education

The U.S. Department of Education's Office for Civil Rights (OCR) opened investigations into 45 universities under Title VI following OCR's February 14, 2025, Dear Colleague Letter (DCL) that reiterated schools' civil rights obligations to end the use of racial preferences and stereotypes in education programs and activities.

The investigations come amid allegations that these institutions have violated Title VI of the Civil Rights Act (1964) by partnering with "The Ph.D. Project," an organization that purports to provide doctoral students with insights into obtaining a Ph.D. and networking opportunities, but limits eligibility based on the race of participants.

OCR is also investigating six universities for allegedly awarding impermissible race-based scholarships and one university for allegedly administering a program that segregates students on the basis of race.

"The Department is working to reorient civil rights enforcement to ensure all students are protected from illegal discrimination. The agency has already launched Title VI investigations into institutions where widespread antisemitic harassment has been reported and Title IX investigations into entities which allegedly continue to allow sex discrimination; today's announcement expands our efforts to ensure universities are not discriminating against their students based on race and race stereotypes," said U.S. Secretary of Education Linda McMahon.

“Students must be assessed according to merit and accomplishment, not prejudged by the color of their skin. We will not yield on this commitment.”

The universities now under investigation for allegedly engaging in race-exclusionary practices in their graduate programs include:

Arizona State University – Main Campus
Boise State University
Cal Poly Humboldt
California State University – San Bernadino
Carnegie Mellon University
Clemson University
Cornell University
Duke University
Emory University
George Mason University
Georgetown University
Massachusetts Institute of Technology (MIT)
Montana State University-Bozeman
New York University (NYU)
Rice University
Rutgers University
The Ohio State University – Main Campus
Towson University
Tulane University
University of Arkansas – Fayetteville
University of California-Berkeley
University of Chicago

University of Cincinnati – Main Campus
University of Colorado – Colorado Springs
University of Delaware
University of Kansas
University of Kentucky
University of Michigan-Ann Arbor
University of Minnesota-Twin Cities
University of Nebraska at Omaha
University of New Mexico – Main Campus
University of North Dakota – Main Campus
University of North Texas – Denton
University of Notre Dame
University of NV – Las Vegas
University of Oregon
University of Rhode Island
University of Utah
University of Washington-Seattle
University of Wisconsin-Madison
University of Wyoming
Vanderbilt University
Washington State University
Washington University in St. Louis
Yale University

The schools under investigation for alleged impermissible race-based scholarships and race-based segregation are:

Grand Valley State University
Ithaca College
New England College of Optometry
University of Alabama at Birmingham
University of Minnesota, Twin Cities

University of South Florida
University of Oklahoma, Tulsa School of Community Medicine

On February 14, 2025, OCR sent a Dear Colleague Letter to educational institutions receiving federal funding clarifying that, pursuant to federal antidiscrimination law, they must cease using race preferences and stereotypes as a factor in their admissions, hiring, promotion, compensation, scholarships, prizes, administrative support, sanctions, discipline, and other programs and activities.



5 – Starting a New S.A.P.I.E.N.T. Being Club, Chapter or Alliance Organization

Starting a SAPIENT Being MEI 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 free 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 (3 for high school clubs, 4 for two-year community college chapters, and 5 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 \$150, or \$200 or \$250 level depending on your campus type as shown below.

Club Organization Requirements (High Schools)

All clubs must maintain the minimum membership number of three (3) 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.

Chapter Members Responsibilities (2-Year Community Colleges)

All chapters must maintain the minimum membership number of four (4) members and are considered active when they sign their charter agreement and purchase a \$200 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.

Alliance Members Responsibilities (4-Year Colleges & Universities)

All alliances must maintain the minimum membership number of five (5) members and are considered active when they sign their charter agreement and purchase a \$250 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.

SAPIENT Being Membership and Benefits

Lifetime membership in the SAPIENT Being is free and entitles you to many benefits starting with a free Kindle or pdf versions of our flagship book, anti-wokeness series of guidebooks, and our MADNESS series of textbooks listed below. However, before you do you might be wondering what is the definition of woke.

Woke – Or wokeism, is a left-wing racist ideology of attempting to achieve “critical consciousness,” which is a neo-Marxist term, meaning awakening the subject to their own oppression, then recruiting them into left-wing revolution. In reality, per Progressive regressive ideology, if we use “woke” as a stand-in for an illiberal concept such as critical race theory, it literally means subverting the United States into an oppressor nation that divides classes along the lines of race and then endorses active discrimination in order to create racial equity or equality of group outcomes. Being woke is the opposite to being sapient.

Flagship Book

- *The S.A.P.I.E.N.T. Being: A Critical Thinking Guide to Help Stop & Prevent Academia's Neo-Marxist & Racist Progressivist Agenda*

Anti-Wokeness Guidebooks

- *Woke Free Work Places: Removing the Racist “Equity” Aspect of DEI by Promoting “Merit” Based Policies & Woke Free Work Environments*
- *Woke Free Campus Guide: Removing DEI Bureaucracies and Restoring Equality (NOT Equity) at America’s High Schools & Colleges*
- *Winning School Board Elections: How to Create and Run a Successful “Stop Wokeness in K12 Schools Campaign” With an Anti-Wokeness Platform*

MADNESS Textbooks

- *Fake News Madness: A SAPIENT Being’s Guide to Spotting Fake News Media and How to Help Fight and Eliminate It*

- *Crime Rate Madness: A SAPIENT Being's Guide to the Color of Crime, Antifa, BLM, SPLC & OSF Impacts on Criminal Justice*
- *Voting Madness: A SAPIENT Being's Guide to Election Irregularities, Voter Fraud, Mail-In Ballots, HR1 and More*
- *California Madness: A SAPIENT Being's Guide to the State's Recall, Leftist Policies & Progressive Downward Spiral*
- *Free Speech Madness: A SAPIENT Being's Guide to the War Against Truth, Conservative Ideals & Freedom of Speech*
- *Democratic Party Madness: A SAPIENT Being's Guide to the Progressivism Madness of Party Policies & Agendas*
- *Education Madness: A SAPIENT Being's Guide to Fixing America's Dysfunctional & Illiberal Educational Systems*
- *Progressivism Madness: A SAPIENT Being's Guide to the Idiocracy and Hypocrisy of the 'Regressivism' Movement*
- *Immigration Madness: A SAPIENT Being's Guide to the Biden Border Crisis, Illegal Immigrant Costs, Laws, Reform & More*
- *Trump 45 Madness: A SAPIENT Being's Guide to Trump's 1st Term, Election, Populism, MAGA Movement, TDS & More (In production)*

All of these books are published by Fratire Publishing at www.fratirepublishing.com/books and members are provide the coupon code to access the Kindle and pdf versions for free.

The SAPIENT Being understands the importance and relevance in providing a voice to be heard wherever they're located in the USA by offering them free membership in our non-profit organization (NPO). 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.

Some of the other benefits of SAPIENT Being membership include free Kindle or pdf versions of all of the MADNESS series of reference books for the Sapient Conservative Textbooks (SCT) 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.

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, at sapientbeing@att.net, or the FAQ subpage on the CONTACT page.

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.

MEI Program Handbook

Make sure to have on hand both as a digital file and hard copy (in 3 ring binder notebook with 15 tabs) a copy of the MEI Program Handbook. This handbook is your go-to source for most everything about the MEI Program and the SAPIENT Being.

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.



6 – Member Recruitment & Retention

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 give 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. Use your online time sapiently (wisely) by checking out the SAPIENT Being's X (formerly Twitter) site at <https://x.com/CoreyLeeWilson1> and comment and repost making sure to use the hashtag #USAmey.

A lot of them use Tik-Tok as well, but until this social media giant is free and clear of Communist China Party (CCP) control, it's banned from use, until notified otherwise.

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

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 Charter Agreement for S.A.P.I.E.N.T. Being Club or Chapter or Alliance 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 Starting a S.A.P.I.E.N.T. Being Campus Club, Chapter, or Alliance Organization 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 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 Charter Agreement for S.A.P.I.E.N.T. Being Club or Chapter or Alliance 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 Charter Agreement for S.A.P.I.E.N.T. Being Club or Chapter or Alliance form and Organization Obligations can be accessed online at the START A CHAPTER page at www.sapientbeing.org.

Once the Charter Agreement for S.A.P.I.E.N.T. Being Club or Chapter or Alliance form is signed, and you activate your organization by the purchase of a yearly Activism Kit at either the \$150, \$200 or \$250 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 Charter Agreement for S.A.P.I.E.N.T. Being Club or Chapter or Alliance form and the Organization Obligations below it are followed along with the purchase of next year's Activism Kit at either the \$150, \$200 or \$250 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

SAPIENT Being MEI campus organizations are required to conduct at least one (1) activism event each semester on the merits of MEI and the demerits of DEI. Some excellent resources used for this handbook for your MEI vs. DEI topics can be found in Section 15: Appendix & Resources and our series of books below.

Flagship Book

- *The S.A.P.I.E.N.T. Being: A Critical Thinking Guide to Help Stop & Prevent Academia's Neo-Marxist & Racist Progressivist Agenda*

Anti-Wokeness Guidebooks

- *Woke Free Work Places: Removing the Racist "Equity" Aspect of DEI by Promoting "Merit" Based Policies & Woke Free Work Environments*
- *Woke Free Campus Guide: Removing DEI Bureaucracies and Restoring Equality (NOT Equity) at America's High Schools & Colleges*
- *Winning School Board Elections: How to Create and Run a Successful "Stop Wokeness in K12 Schools Campaign" With an Anti-Wokeness Platform*

MADNESS Textbooks

- *Fake News Madness: A SAPIENT Being's Guide to Spotting Fake News Media and How to Help Fight and Eliminate It*
- *Crime Rate Madness: A SAPIENT Being's Guide to the Color of Crime, Antifa, BLM, SPLC & OSF Impacts on Criminal Justice*
- *Voting Madness: A SAPIENT Being's Guide to Election Irregularities, Voter Fraud, Mail-In Ballots, HR1 and More*
- *California Madness: A SAPIENT Being's Guide to the State's Recall, Leftist Policies & Progressive Downward Spiral*
- *Free Speech Madness: A SAPIENT Being's Guide to the War Against Truth, Conservative Ideals & Freedom of Speech*

- *Democratic Party Madness: A SAPIENT Being's Guide to the Progressivism Madness of Party Policies & Agendas*
- *Education Madness: A SAPIENT Being's Guide to Fixing America's Dysfunctional & Illiberal Educational Systems*
- *Progressivism Madness: A SAPIENT Being's Guide to the Idiocracy and Hypocrisy of the 'Regressivism' Movement*
- *Immigration Madness: A SAPIENT Being's Guide to the Biden Border Crisis, Illegal Immigrant Costs, Laws, Reform & More*
- *Trump 45 Madness: A SAPIENT Being's Guide to Trump's 1st Term, Election, Populism, MAGA Movement, TDS & More (In production)*

If you need help executing any of these events, please feel free to contact SAPIENT Being HQ for assistance.

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

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

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 for Your Organization

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.

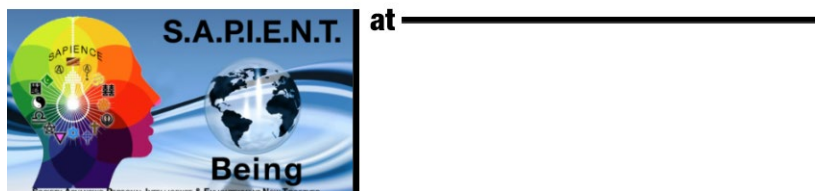


11 – Campus Organization Resources

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.

Organization Logos & Banners

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.



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 <https://www.sapientbeing.org/resources>

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 following links and they are tax deductible:

- ✓ High School Club: <https://givebutter.com/SAPIENT-Being-Club>
- ✓ Community College Chapter: <https://givebutter.com/SAPIENT-Being-Chapter>
- ✓ University Alliance: <https://givebutter.com/SAPIENT-Being-Alliance>

Each Activism Kit consists of a 4 ft. x 2 ft. banner, 18 in. x 24 in. posters, 8-1/2 in. x 11 in. flyers, 3-fold brochures, peel-n-stick nametags, book marks, and sticky notepads, and except for the single banner, the quantity of items increases between a Club, Charter, and Alliance.

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 <https://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 following the links above under Activism Supplies. 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

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.

Creating an Organization Plan & Setting Goals

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 their organizations such as the 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 and subpages at www.sapientbeing.org.

However, additional and extra merchandise and supplies not already included in the activism kits can be purchased at the links below for each type of organization:

- ✓ High School Club: <https://givebutter.com/SAPIENT-Being-Club>
- ✓ Community College Chapter: <https://givebutter.com/SAPIENT-Being-Chapter>
- ✓ University Alliance: <https://givebutter.com/SAPIENT-Being-Alliance>

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 www.sapientbeing.org.

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.

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.



13 – Finance & Fundraising For Your Campus 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 – Hosting a Campus Debate: The Pros and Cons of MEI vs. DEI

Outlined below is a convenient checklist for managing and hosting a debate tournament on campus. Hosting a debate tournament is a great way to establish your organization's name recognition with students and faculty, not to mention, hosting a meaningful debate about many of the issues and topics concerning free speech suppression on campus is essential.

Planning: Before the Semester Starts

- ✓ Select a date - ask advice, check for conflicts, see if nearby schools will attend, see what kind of tournament (divisions, rounds, days) people want.
- ✓ Contact a nearby hotel - shop around, gain a good price for rooms, reserve some, establish a date they will hold them until, gain any free rooms or special offers they might grant.
- ✓ Create a tournament schedule - leave lots of time, consider movement time from building to building, 2 hours per debate (2.5 hours college), extra-long lunch breaks if they have to leave campus, consider power pairing breaks.
- ✓ Distribute invitations - mail them, put them in results packets at other tournaments, distribute them by hand to other coaches you see, add it to league or other calendars,, put the invitation of a debate listserv, make a webpage for it.
- ✓ Plan a budget. Make your fees reflect your costs.

Implementing: In the Weeks Before the Tournament

- ✓ Reserve rooms to fit your needs and schedule. Always get more rooms than you need.
- ✓ Awards - shop around, get a good price, don't wait to order them, keep engraved parts separate from awards so you can use them again if fewer teams show up.
- ✓ Ballots - get ballots from NFL or make your own, make sure you have enough, include elimination rounds.
- ✓ Plan refreshments - negotiate with campus catering or provide your own, make sure coffee gets started brewing very early in the AM, consider providing snacks for power pairing breaks. Buy bulk candy and snacks to have available.
- ✓ Put out a publicity release to local press, but especially to campus publicity and send it to all

- ✓ administrators you want to know about your event.
- ✓ Accept entries as they come in, call people to confirm they are coming even if they don't know precisely which teams, create a file and list of teams and judges.

Staging the Event: In the Days Before

- ✓ Reconfirm room reservations, make extra copies of your supporting documents to show to teachers who "just assume" they can use rooms, alert custodial and security.
- ✓ Plan registration for hotel or campus, have people to staff it, prepare receipts and have change in a cash box. Take good records of all funds received. Whenever possible, have all checks made payable to your school, not to you. Deposit it in your team account.
- ✓ Reconfirm refreshments and who is responsible for them.
- ✓ Count numbers of teams and judges and make sure you have enough judges. If not, start recruiting them.
- ✓ Put out another publicity release.
- ✓ Make sure you have a copier near the tabulation room to copy pairings and results.
- ✓ Prepare a welcome book with entries, schedules, and maps of campus and how to get to local eateries. Print it for distribution at registration and have them available during the tournament.
- ✓ If using computerized tab software run a dummy tournament several days in advance to make sure you understand it and there are no bugs.

During the Tournament: When It All Happens

- ✓ Have your students and supporters signed up for specific tasks and/or on call to help with things.
- ✓ Establish a ballot distribution and collection table.
- ✓ Use computerized pairing software (Mac = TRM, PC = SMART Tournament Administrator, - or -
- ✓ Create team and judge cards.
- ✓ Randomly pair preset rounds.
- ✓ Record results on cards as they come in.
- ✓ Pair power paired rounds.
- ✓ Determine top teams and speakers.
- ✓ Prepare elimination round bracket (1-8, 2-7, 3-6, 4-5).
- ✓ Have awards assembly: thanks, awards, keep it short.
- ✓ Prepare and distribute results sheets and ballots in a packet for each school.

After the Tournament: In the Week Following

- ✓ Publicize the results to the debate community and also in a press release.
- ✓ Prepare a financial balance sheet to have on hand in case anyone asks.
- ✓ Send thank you notes to those who helped you.
- ✓ Start planning your next tournament and use what you learned.



15 – Appendix & Resources

DEI Exposed: The Dangers of Forced Conformity in Diversity Equity & Inclusion: <https://gwmac.com/dei-exposed-forced-conformity/>.

Executive Order: Ending Radical and Wasteful Government DEI Programs and Preferencing: <https://www.whitehouse.gov/presidential-actions/2025/01/ending-radical-and-wasteful-government-dei-programs-and-preferencing/>.

Giving DEI the Pink Slip: <https://www.city-journal.org/article/giving-dei-the-pink-slip>.

Moving from DEI to MEI: An Alternative Approach for Enhancing Workforce Performance: <https://www.linkedin.com/pulse/moving-from-dei-mei-alternative-approach-enhancing-porak-de-varna-w6coe/?trackingId=ldt67chERv6WqVmfJwc%2F5w%3D%3D>.

Office for Civil Rights Initiates Title VI Investigations into 45 Institutions of Higher Education: <https://www.ed.gov/about/news/press-release/office-civil-rights-initiates-title-vi-investigations-institutions-of-higher-education-0>

President Donald J. Trump Protects Civil Rights and Merit Based Opportunity by Ending Illegal DEI: <https://www.whitehouse.gov>.

Reforming the Federal Hiring Process and Restoring Merit to Government Service – Executive Order 14170: <https://www.federalregister.gov/documents/2025/01/30/2025-02094/reforming-the-federal-hiring-process-and-restoring-merit-to-government-service>.

SAPIENT BEING ANTI-WOKENESS GUIDEBOOKS: <https://www.fratirepublishing.com/anti-wokeness>.

SAPIENT BEING MADNESS TEXTBOOKS: <https://www.fratirepublishing.com/textbooks>.

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

The 45 Companies on the MAGA Anti-DEI Hit List: <https://fortune.com/2025/02/19/maga-anti-diversity-dei-hit-list-companies-list/>.

Trump Abolishes DEI for the Feds: <https://substack.com/home/post/p-155346530?source=queue>.

Trump Puts Higher Education on Notice for 'Dangerous, Demeaning, and Immoral' DEI Teachings:

<https://www.foxnews.com/politics/trump-puts-higher-education-notice-dangerous-demeaning-immoral-dei-teachings>.

Trump's Executive Orders on Diversity, Equity, and Inclusion, Explained: <https://civilrights.org/resource/anti-deia-eos/>.

What do we really mean by 'diversity, equity and inclusion'?: <https://thehill.com/opinion/education/3718803-what-do-we-really-mean-by-diversity-equity-and-inclusion/>.

Why MEI Is Superior To DEI: A Case For Merit, Excellence And Intelligence:

<https://www.brainzmagazine.com/post/why-mei-is-superior-to-dei-a-case-for-merit-excellence-and-intelligence>.