“Do you know someone who went to college conservative and turned liberal?”

Morton Blackwell, president of the Leadership Institute, poses that question to conservatives worried about how the next generation of voters and activists — including children and grandchildren of LI donors — will turn out after graduating college.

Morton and his Leadership Institute staff receive story after story of students who enter college conservative and leave college liberal. These accounts come from parents like LI donors Harold and Shirley in Florida, whose daughters went to college and became “very liberal on all social and political issues.”

LI supporter Jennifer in Texas puts it even more bluntly: “We sent our conservative, patriotic son to college. They turned him into an ecocrazy Marxist.”

In the 1960s, radical leftists realized they could push their agenda upon America... by becoming tenured professors and administrators on college campuses, and holding a monopoly over children’s education.

On campus, conservative students must toe the line and embrace radical leftism and rampant immorality — or face ridicule, rejection, and retaliation from professors and administrators.

But the Leadership Institute rolls back the liberal monopoly on college campuses.

Training young conservatives to fight back and win
To help embattled conservative students, the Leadership Institute will deploy at least 15 highly-trained field staff to college campuses across the nation this fall.

Once they hit the campus, Leadership Institute field staff organize and train conservative students to fight back against leftist bias and liberal indoctrination on their campuses.

LI’s national field program gives conservative students the tools to show other students an alternative to the liberal groupthink taught in their classes.

Thanks to funding from generous donors, the Leadership Institute supports these students with training, mentoring, and grants for activism.

And when conservative students stand up against leftist abuses, they almost always win.

LI stands by conservative students from day one
From day one on campus, the Leadership Institute stands side-by-side with conservative students to equip them with strategies and tactics to fight liberal bias.

This issue of Building Leadership shows the life of a typical college student with and without the Leadership Institute.

Pages 2-3 provide snapshots of the difference LI donors make. Pages 4-6 show how the Leadership Institute helps conservative college students not only survive the liberal onslaught, but fight back and win.

By Mitchell Nozka

Leadership Institute field staff deploy to college campuses in September

Leftist college professors turn students liberal.
The Leadership Institute keeps students conservative.

Which one do you want to see after four years of college?
This is Gabby. Gabby’s parents raised her with conservative principles and good morals. However, without fellow conservatives to help her, professors and administrators work to undermine Gabby’s philosophical, religious, cultural, moral, and political beliefs. In just four years, liberals can change her into an entirely different person. But with help from LI donors, the Leadership Institute keeps conservative students conservative.

Gabby goes to a college where the Leadership Institute has no campus programs. Over the next four years, the daily drumming of liberalism spewed by her college professors and fellow students changes Gabby’s attitude and her politics. She becomes a radical liberal.

Gabby goes to a college where LI donors rescue vulnerable conservative students through the Leadership Institute’s programs. Over the next four years, she stays conservative and becomes a successful activist and patriotic American.

Gabby trusts her college administrators, who recruit her as the face of their “Un-Fair Campaign” — to teach students they are inherently racist and privileged. (The “Un-Fair Campaign” was a real indoctrination program at the University of Minnesota.)

Gabby’s professors disparage her conservative principles in the classroom. But a Leadership Institute field staff member meets Gabby and provides her with the skills and resources to start a conservative group on campus to fight back.

Gabby’s liberal professor offers extra credit to burn the American flag. Gabby learns to hate everything the American flag stands for. (A professor really offered this extra credit at the University of Maine.)

On Constitution Day, Gabby and her new group of conservative students hand out pocket Constitutions, provided by the Leadership Institute. Gabby stands up for her principles and teaches fellow students about Americans’ rights and the limits of government.
After graduating, conservative Gabby interns at the Leadership Institute. A conservative U.S. Senator immediately hires her afterward. She fights against socialism and promotes conservative principles for the rest of her life.

After the student government denies Gabby’s group official recognition, the Leadership Institute sends out staff to train Gabby in a Campus Election Workshop. Gabby and her friends win election to student government, and secure official recognition and funding for conservative groups on campus.

Inspired by the socialism she learns in class, Gabby shouts down and intimidates new conservative students at student rallies.

Liberal Gabby appeared on TV … when she was arrested at an Occupy protest.

Liberal Gabby fully rejects the principles her parents taught her and continues to parrot the liberalism professors indoctrinated her with. She works to train a new generation of socialist-loving voters and agitators.

After her campus group holds successful activism events, a TV talkshow invites Gabby to discuss her stand against liberal campus bias. To prepare, Gabby takes the Leadership Institute’s Public Speaking and On-Camera Workshops.

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How do Leadership Institute donors keep conservative students conservative? See pages 4-6 for details on how Leadership Institute achieves what no other organization does.
Leadership Institute Keeps Conservative Students Conservative

LI stands side-by-side with students on campus from day one

When a young man or woman first sets foot on campus, he or she steps into a place where liberal professors and administrators work to undo 18 years of conservative upbringing – through a constant onslaught of leftist bias and indoctrination. Surrounded by liberals, an embattled student often finds he or she has no refuge. But thanks to dedicated donors, the Leadership Institute changes that.

LI FIELD STAFF

LI mounts a rescue mission to college campuses

“Sending your child to college now would be like sending them to Moscow during the height of the Cold War!” says Leadership Institute donor Albert Sterling, Jr. of Texas.

A conservative student on campus is surrounded on all sides. But the Leadership Institute mounts a rescue mission for conservative students. Since 1997, the Leadership Institute deploys highly-trained field staff every fall to organize, train, and support tens of thousands of conservative students – the largest program of its kind in America.

A conservative student breathes a sigh of relief when he or she finds out there are other like-minded students on campus. LI’s field staff bring those students together to help them form conservative groups on their campuses – joining LI’s unique network of more than 1,500 conservative campus organizations. Well-organized conservative students then fight back and break the liberal monopoly on campus.

ONLINE JOURNALISM

CampusReform.org rolls back the liberal monopoly on campus

The Leadership Institute uses the latest techniques in investigative journalism to assist embattled conservative students on campus. While the field staff train and strengthen conservative students “on the ground,” LI’s CampusReform.org journalists assist with an “air assault.”

The nation’s largest campus news website, LI’s CampusReform.org, uncovers and exposes leftist bias and indoctrination on college campuses. For example:

- University of Southern California student Tyler Talgo captured his professor on video delivering a semester-long attack against conservatives, characterizing them as “old racist losers.” This professor even advocated illegal acts to suppress Republican voters.

Through LI’s CampusReform.org, USC student Tyler Talgo exposed on national TV his liberal professor’s anti-conservative classroom rants.

Tyler knew he could turn to the Leadership Institute. LI’s CampusReform.org staff posted his video online. The story made national news, and Tyler appeared on several Fox News programs and ABC’s talkshow The View. LI staff trained Tyler how to stay on point even in the midst of liberal talkshow hosts Whoopi Goldberg and Barbara Walters, and he exposed the professor’s liberal indoctrination and intimidation against conservative students.

- Brevard (FL) Community College math professor Sharon Sweet forced her students to sign an election pledge that read: “I pledge to vote for President Obama and Democrats up and down the ticket.”

CampusReform.org coverage of this leftist intimidation forced the college to react. Brevard’s Board of Trustees found the professor guilty of “harassment, incompetence, misconduct, and unprofessional behavior” – and fired her.

COLLEGE COURSE

Conservatism 101 balances the academic curriculum on campus

When students select classes, they often have limited options – liberal, socialist, or communist. They must pick from courses like American Imperialism, Modern Marxist Philosophy, and Lesbian-Gay-Bisexual-Transgendered Feminist Sex Studies.

The Leadership Institute’s Conservatism 101 course gives conservative students another option. The course focuses on the four areas of modern conservatism – traditional, social, neo-conservatism, and libertarianism.

Since 2009, as a result of the Leadership Institute’s efforts, three colleges have offered a for-credit Conservatism 101 course. At American University, Conservatism 101 has the largest waitlist of students clamoring to enroll.

The newest Conservatism 101 course will begin in Fall 2013 at the University of Texas at Austin. And an online Conservatism 101 course will launch later this year so a student anywhere in the nation can access lectures through the internet.

Year-by-year, college-by-college, the Leadership Institute rolls back the liberal monopoly to help conservative students stay conservative.

A group of conservative students in Michigan fight for right-to-work laws and lower taxes.
Rising conservative students stem the tide of liberalism

Students learn strategies to fight the left on campus — and win

When students have a safe place to go on campus (a group of fellow conservatives), they stand strong for their conservative principles — no longer remain on defense, but go on offense. The Leadership Institute gives students the tools to fight against liberal bias and actively champion conservative principles to the entire student body.

Fighting the left through campus activism

An LI-trained conservative student knows just because his or her principles are correct doesn't mean conservatism will advance on campus. To defeat the left, that student must learn how to win.

LI staff travel across the country to conduct “the boot camp of politics” – LI’s Flagship Youth Leadership School. This intensive training teaches conservative students how to organize large numbers of volunteers and voters, increase the size and effectiveness of their campus group, and host successful speaker events. LI helps students turn their principles into action with activism grants. A conservative student group at Fresno State (CA) used a monetary activism grant made possible by Leadership Institute donors to educate students about the consequences of labor unions by setting up two hot dog stands. The “right-to-work” stand charged just $2 for a hot dog. The “union” stand illustrated how unions drive up costs through inefficient work practices and unreasonable demands for higher wages – increasing the cost of the union hot dog to $25.

The students won an award at the fair for their stand and demonstrated successful activism and free-market principles.

Conservative students at Fresno State (CA) champion free market principles through a successful right-to-work hot dog stand – made possible by LI donors.

ACTIVISM

Extra! Extra! Read all about conservatism!

Not only do liberal professors dominate the classroom curriculum, but liberal students dominate student newspapers on campus. Liberal students push the same leftist ideology they hear in the classroom: free markets exploit people, socialism cures the world ills, and conservatives are racist.

But now, conservative students have a voice through the printed word. The Leadership Institute’s Student Publication School staff travel to colleges to teach students how to write and edit a student newspaper and do investigative journalism. Students can launch their own new conservative newspaper with LI’s $750 “Balance in Media” grant to pay for the first issue’s startup costs. LI staff mentor these student journalists to successfully engage the student body.

Former U.S. Senator Jim DeMint says, “These papers are often the only strong conservative voice on college campuses dominated by liberals … and they make a difference.” The 80 active conservative newspapers LI has started or supports on campus show an alternative the students would otherwise not hear, and break the liberal monopoly.

Conservatives win election to student governments

On campus, conservative students face heavy-handed leftist bias not just from professors and administrators, but also liberal students. Student governments often control the purse-strings when it comes to funding student groups. They can also deny official recognition of a conservative student group. The Burke Society at the University of Virginia experienced this twice. First the student government denied the Burke Society’s request for a Conservatism 101 class to balance the heavily-liberal curriculum.

With the help of the Leadership Institute, the Burke Society’s members reversed both denials. LI staff held a Campus Election Workshop for the Burke Society students to train them to win election to the student government – and fight this liberal bias from within.

Conservatives elected to student governments can vote to formally recognize conservative groups and fairly allocate funding to these students to promote conservative principles.

Former Senator Jim DeMint endorses the Leadership Institute’s efforts to start student newspapers: “These papers are often the only strong conservative voice on college campuses dominated by liberals … and they make a difference!”

CAMPUS ELECTIONS

CAMPUS PUBLICATIONS

Carolina Review

2013 Campus Election Workshops

Terrapin News

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Already in 2013, LI staffer Danielle Saul has taught 24 Campus Election Workshops on campuses across the U.S. Danielle trained 183 conservative students how to run for positions on student governments. At the University of Tennessee, Knoxville, a remarkable 39 conservatives were elected to student government. And students even elected a conservative to student government at liberal University of California, Berkeley.
After a student graduates from college, the Leadership Institute teaches that student skills for a lifetime of conservative activism and leadership. Whether in politics, government, media, or any other God-given career path, LI's training teaches conservatives to fight back against liberalism and restore a conservative America.

INTERNSHIPS

LI's internship: valuable real-world experience

As graduation approaches, the Leadership Institute offers unique opportunities to jump-start a student's conservative career. Former interns call the Leadership Institute's intern program the best internship in the Washington, D.C. area. Each year, LI selects three dozen high-potential conservative students out of a pool of hundreds for a semester of intense, real-world training.

The interns don't stand around making copies and coffee. They apply their campaign, grassroots, organizational, journalism, technology, and social media skills to vital projects in their chosen departments at the Leadership Institute.

Because of their LI training, LI's interns become hot commodities. Nine out of eleven Spring 2013 interns accepted job offers within the conservative movement before the end of their internships. Jean Morrow became the Development Associate at the Institute for Justice, a constitutional liberties law firm. Jean says, “I obtained my job because of the new skills I learned at the Leadership Institute.”

Leah Courtney landed the Social Media Analyst position with DC London, a campaign management and brand development firm.

TRAINING

Turning principled conservatives into successful activists

After graduating from college, many principled conservative students want to change politics, government, and the media, but don't know how. With over 40 different types of training programs, the Leadership Institute takes these principled conservatives and gives them the tools to articulate the conservative message, rally grassroots support, fight the left, and win.

LI grad Nick Dyer (left) helped propel Ted Cruz (right) to the U.S. Senate in 2012.

From Campaign Management and Future Candidate Schools, to Public Speaking and On-Camera Television Workshops, the Leadership Institute trains conservatives to succeed in their chosen fields.

“I would be nowhere if it wasn't for LI,” said Nick Dyer, a young conservative from Texas. After taking LI's Youth Leadership School, he joined the Ted Cruz for U.S. Senate campaign. “Our campaign had many LI graduates on staff – that was key. We had real grassroots activists working 14-15 hour days.” Nick and the campaign team propelled Ted Cruz from 2% in the polls to the newest conservative stalwart in the U.S. Senate.

CAREER SERVICES

Trained conservatives matched with outstanding organizations

Even after extensive LI training, principled conservatives must put their skills to work. The Leadership Institute helps conservatives land positions with hard-charging organizations that achieve conservative victories. LI's Career Services staff provide jobseekers with free one-on-one career counseling, résumé editing, job fairs, and low-cost career trainings.

At LI's headquarters in Arlington, Virginia, Alyssa Condrey coordinates interns and assists principled conservative jobseekers.

Generous donors make possible all of the Leadership Institute's programs and trainings that lead to conservative victories – from a freshman student's first day on campus, through graduation, and beyond.

By Mitchell Nozka
Mark Mix: Works On The Right Side For The Right To Work

Trains LI students to hold elected officials accountable

Mix recruited by LI graduate on college campus

“If it wasn’t for the Leadership Institute, I would not be where I am today,” says Mark Mix, president of the National Right to Work Committee and Legal Defense Foundation. Across all 50 states, Mark and his staff fight leftist laws that require compulsory union membership as a condition for employment.

Mark recounts how, as a new student at James Madison University, he met the person who changed his life. “I walked to the student union and there was a table. Someone stood in front of the table, reached out his hand, said there was a meeting of conservative students that night, and asked if I’d like to come,” says Mark. “Sure enough, I had been recruited by someone who used Leadership Institute training to get me to attend that meeting.”

The student becomes the teacher

“I probably have more diplomas as a graduate of LI schools than just about anybody.” Mark Mix took such Leadership Institute trainings as the Youth Leadership School, Legislative Project Management School, Capitol Hill Staff Training School, and numerous media training schools. “I’ve had a chance to attend every school LI offers.”

In 1986, Mark started his Leadership Institute training and became one of LI’s 123,287 graduates. Armed with this training, he landed a position with National Right to Work (NRTW) in 1986 to run grassroots campaigns for state legislators. In 2003, Mark became NRTW’s president. And since 1999, Mark has served as a faculty member of the Leadership Institute to impart his 26 years of conservatism activism wisdom to LI students.

Holding elected officials accountable

In April 2013, Mark taught students at LI’s Holding Elected Officials Accountable Workshop. Mark says, “Government has infringed on every area of our lives. We must stand in the way and say ‘stop.’ We can only do that by understanding the nature of politicians and what we can do to change their behaviors.”

Mark’s tireless energy vitalized more than 50 LI students there who learned how to mobilize grassroots activists to put pressure on elected officials. Unprincipled politicians respond to two stimuli – political pleasure and pain – and Mark taught students “the six steps of getting a politician to do what you want.”

LI and National Right to Work: a longstanding friendship

Mark’s tenure with National Right to Work began in 1986, when he ran 150 grassroots campaigns for state legislators. And the Leadership Institute’s friendship with NRTW goes back even earlier. From 1981 to 1995, National Right to Work generously housed the Leadership Institute in its building. As time passed, LI grew from a single room to the point where it had outgrown available space and purchased its own headquarters in Arlington, Virginia. “But the Leadership Institute’s success is about more than bricks and mortar. It is about the thousands upon thousands of activists LI has trained. National Right to Work continues to reap benefits from our employees who are talented Leadership Institute alumni,” Mark praises.

In April 2013, National Right to Work hired two of the Leadership Institute’s Spring 2013 interns, Faith Doyal and Carmela Martinez, as Directors of Communications.

Mix: Investment in the Leadership Institute pays dividends

“From my days as a Leadership Institute student, to my work now as a member of the faculty at LI training schools, the Leadership Institute has made me more effective.”

A donor to the Leadership Institute in time, money, and effort, Mark Mix supports LI because he knows LI is a solid investment. Mark says to LI donors, “Your support pays dividends. To all of you who financially support LI, the investment you have made over the years puts good conservatives in public policy organizations that fight for freedom and liberty. You make a difference.”

By Mitchell Nozka

“If it wasn’t for the Leadership Institute, I would not be where I am today.”

MARK MIX • President, National Right to Work Committee and Legal Defense Foundation
Dear Friend of the Leadership Institute,

Leftist professors and administrators work to turn students into socialists.

After you read this issue, I hope you have a vivid picture of the leftist indoctrination a conservative college student suffers ... and what your Leadership Institute does to fight back and keep that student conservative.

When a conservative student sets foot on campus, his or her belief in faith, family, and freedom is met with ridicule, rejection, and retaliation by liberal professors.

You may know someone – maybe even in your family – heading off to college soon. That young student is tomorrow’s voter or activist. During years of college, that student will stay conservative or turn liberal. Either way, he or she will shape the future of America.

From day one in a college student’s life through graduation and beyond, the Leadership Institute trains that student to roll back the liberal monopoly on campus, and teaches him or her to:

• Form a strong campus conservative student group
• Fight the left through campus activism events
• Publish a conservative student newspaper to show other students an alternative to liberalism
• Get elected to student government to help conservative students on campus
• Continue his or her lifelong conservative activism through LI’s training and Career Services

On behalf of the 123,287 graduates of the Leadership Institute, thank you for your support. You make LI’s programs successful. Because of you, thousands of LI-trained activists fight for conservative principles today.

Cordially,

Morton C. Blackwell
President