

To: President Castro

From: Mark Keppler, M.S./J.D.
Executive Director



Date: July 14, 2014

Re: Maddy Institute – Annual Report (2013-14)

Attached is the Annual Report of the Maddy Institute as is required for all ancillary units.

The Institute has contributed to the overall mission of the University through policy analysis, civic engagement and leadership training.

We provide policy analysis on issues of importance to the San Joaquin Valley in a number of ways, including:

- *The Maddy Report*—a weekly half-hour public affairs television program broadcast on KVPT – Valley PBS, KVIE – Sacramento PBS, KSEE – Fresno NBC, The California Channel (public affairs channel for California), and posted on YouTube
- *The Maddy Report – Valley Views* – a one hour weekly public affairs radio program broadcast on KMJ and podcasted on iTunes
- *The Maddy Daily*—a daily public affairs e-newsletter with over 11,000 subscribers
- *The Maddy Associates Speaker Series*—a public affairs speaker program

We provide civic engagement by continuing to partner with, and provide research and staffing for, bi-partisan regional initiatives focused on increasing the quality of life and economic development for the Valley. In particular, we continue to staff consultants to the *Air Quality Work Group of the California Partnership for the San Joaquin Valley*. We have also begun efforts to establish a *Citizenship Academy* for documented residents seeking citizenship in the Fall of 2014.

Finally, we provide leadership training primarily through the *Maddy Legislative Intern Scholars Program*, which provides students with a unique experience to work with legislators in local offices throughout the Valley, in Sacramento and Washington, D.C.

Our goal in future years is to maintain and enhance these efforts. In sum, we will continue to work toward our goal of being the most comprehensive public affairs institute in the CSU system and an asset to our region.

Enclosure

**REPORT OF
THE KENNETH L. MADDY INSTITUTE**

CALIFORNIA STATE UNIVERSITY, FRESNO

July 2014

Introduction

The Kenneth L. Maddy Institute at California State University, Fresno was established to honor the legacy of one of California's most principled and effective legislative leaders of the last half of the 20th century by engaging, preparing and inspiring a new generation of governmental leaders for the 21st century.

The Maddy Institute is located on the campus of California State University, Fresno at 5214 N. Maple Avenue, Thomas Building, Room 126.

The Institute's work is focused in three key areas: Civic Engagement, Government Leadership and Policy Analysis.

Mission

To inspire citizen participation, elevate government performance, provide non-partisan analysis and assist in providing solutions for public policy issues important to the region, state and nation.

Objectives

The Maddy Institute seeks to carry on the spirit of bipartisanship, effectiveness and commitment to the public good that Ken Maddy exemplified.

- Intern scholarships for university students in public service positions
- Programs and activities that encourage civic engagement
- Forums featuring current and former elected officials, as well as other public policy experts
- Multi-media outreach efforts on public policy issues, particularly those that impact California

Governance History

Senator Charles Poochigian introduced SB733 in the California legislature, which created the Kenneth L. Maddy Institute. The law called for the Institute to be directed by the Kenneth L. Maddy Professor of Public Administration at California State University, Fresno, under the direction of the Dean of the College of Social Sciences. University President John D. Welty appointed Dr. Harold Haak, former President of California State University, Fresno as the first Kenneth L. Maddy Professor. Dr. Haak served from 2000 to 2001. President Welty also appointed an Advisory Board, composed of civic and business leaders in the community.

The University adopted a charter for the Institute in 2000, establishing an Executive Committee, composed of full-time faculty members in the Public Administration Program, the Dean, the Maddy Professor and the Chairman of the Advisory Board. During the period of 2001 through 2002, former Fresno City Mayor Daniel K. Whitehurst served as the Kenneth L. Maddy Professor.

In January 2003, the Institute was reorganized. Under the new structure, the Institute continued to be housed within the College of Social Sciences and an Executive Director position was created to assume the responsibilities of the Executive Committee. Jeanette Ishii was appointed as the new Executive Director, with accountability to the Dean of the College. The duties of the Maddy Professor were modified to free the position from administrative duties and define the role as an adjunct professor. In April, former Senator Jim Costa was appointed to serve as the new Kenneth L. Maddy Professor. The Advisory Board continued to function as appointed by the President of the University.

In September 2003, the Governor signed SB 452, authored by Senator Charles Poochigian. Effective January 1, 2004, the legislation requires the Maddy Institute be administered by the President of California State University, Fresno, and organized as a nonprofit organization governed by a board of trustees. The bill provides that an Executive Director be responsible for implementing the Institute's mission and supervising its daily operations. Instruction at the Institute would be provided primarily by California State University, Fresno. It deleted the requirement that the Institute and its curriculum be directed by the Kenneth L. Maddy Professor of Public Administration, under the Direction of the Dean of College of Social Sciences.

Prof. Mark Keppler was appointed the Institute's Executive Director and the Kenneth L. Maddy Professor of Public Affairs on June 1, 2004.

Don Jackson, Chairman of the Institute's Board of Directors since its inception, stepped down in December 31, 2010 (and assumed the role of Treasurer/CFO) and former Sen. Minority Leader Dave Cogdill became Chairman of the Board on January 1, 2011. Former Assemblymember Juan Arambula became Chairman of the Board on January 1, 2013.

Funding

The original legislation established a \$1 million endowment for the Maddy Institute. The earnings of the endowment are transferred to the Institute for annual operations. In addition, Senator Jim Costa raised \$284,000 to create an endowment for a student internship program. Other sources of funds include: support from the University; donations; proceeds from fundraising events and conferences; and revenues from grants and contracts.

The Institute's strategic plan is to spend five percent of the State Endowment and the Costa endowment each year. The State Endowment funds that are pulled are used each year to stabilize cash flow. As of May 2014 the amounts in each account are:

- State Endowment: \$869,175
- Costa Endowment: \$284,536

Board of Directors

Chairman: Juan Arambula

Vice-Chairman: Henry Barkett

Treasurer/CFO: Don Jackson

Secretary: Joseph Castro

Board Members: Lynne Ashbeck, Sen. Tom Berryhill, Jim Coleman, Cong. Jim Costa, Arnold Gazarian, Dianne Hardisty, John Harris, Paul Hurley, Bill Lyles, Don Maddy, Larry Martin, Lali Moheno, Hilda Montoy, Melissa Poole, Sal Russo, and Chris Woolf.

Staffing

The Executive Director, a Program Coordinator, and student assistants support the Kenneth L. Maddy Institute. The Institute also benefits by volunteer support from the Board and community.

Programs & Activities

1. Civic Engagement

The following *Maddy Associate* seminars were organized in 2013-2014:

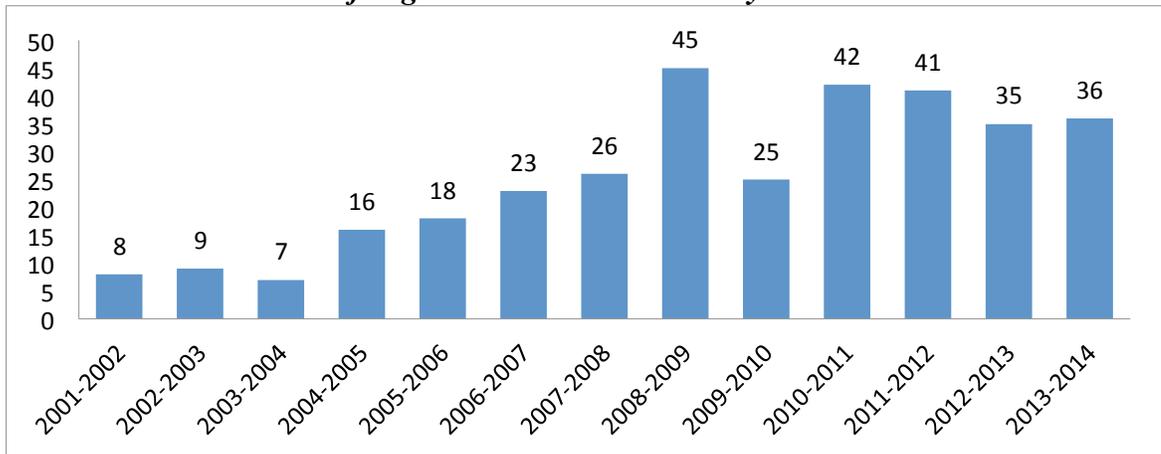
- **The Future of California State University, Fresno.** Joseph Castro, President of California State University, Fresno
- **California Business Roundtable: Economic Trends for the Valley and State.** Ron Lapsley, Executive Director of the California Business Roundtable
- **A Conversation with California Republican Legislators: A Minority Report** Sen. Tom Berryhill, Assemblymember Kristin Olsen and Assemblymember Frank Bigelow
- **Impact of the EU on the Valley and State.** German Ambassador Peter Ammon
- **California's Drought: Political and Economic Implications.** Mark Grossi, environmental reporter for the Fresno Bee, Jason Peltier from the Westlands Water District, Tim Quinn from the Assoc. of Calif. Water Authorities, Mario Santoyo from the Friant Water Authority and David Zoldosky from the California Water Institute
- **California's Education Reforms: The Common Core and the Local Control Funding Formula,** John Fensterwald, Editor-at-Large for *California EdSource*

2. Government Leadership

- During the 2013-2014 academic year, the *Maddy Legislative Intern Scholar* program:
 - Received 64 applications
 - Awarded 36 scholarships
 - Expanded the programs at the following offices:
 - Assemblymember Adam Gray
 - City of Fresno Finance Department (The initial Jackson Public Finance Scholarship)

- The Institute, through its Legislative Intern Program, awarded \$61,650 in scholarships to students in FY 2013-2014.

Number of Legislative Scholar Interns by Year:



3. Policy Analysis

- *Maddy Report*: Weekly half-hour public affairs television program (a production of KSEE 24 and Valley Public Television). Will continue to air weekly on KSEE and KVPT – Valley PBS. We discontinued our broadcast on KVIE – Sacramento PBS because they were unwilling to move the program from their secondary to their primary channel. The Cal Channel also broadcasts episodes state-wide four to six days a week (depending on when legislative sessions are being televised). We produced 32 programs (the goal was 26). Industry rating services report that the program has approximately 5,000 viewers. It is also available on YouTube.
- *Maddy Report – Valley Views*: Weekly one hour public affairs radio program on KMJ. Also available as a podcast through iTunes. We taped 28 original programs (the goal was 26).
- *Maddy Daily*: Daily e-newsletter that chronicles politics and policy in the San Joaquin Valley. Subscribership is almost 12,000 subscribers (total subscribers = 11,987, up over 9% from last year).

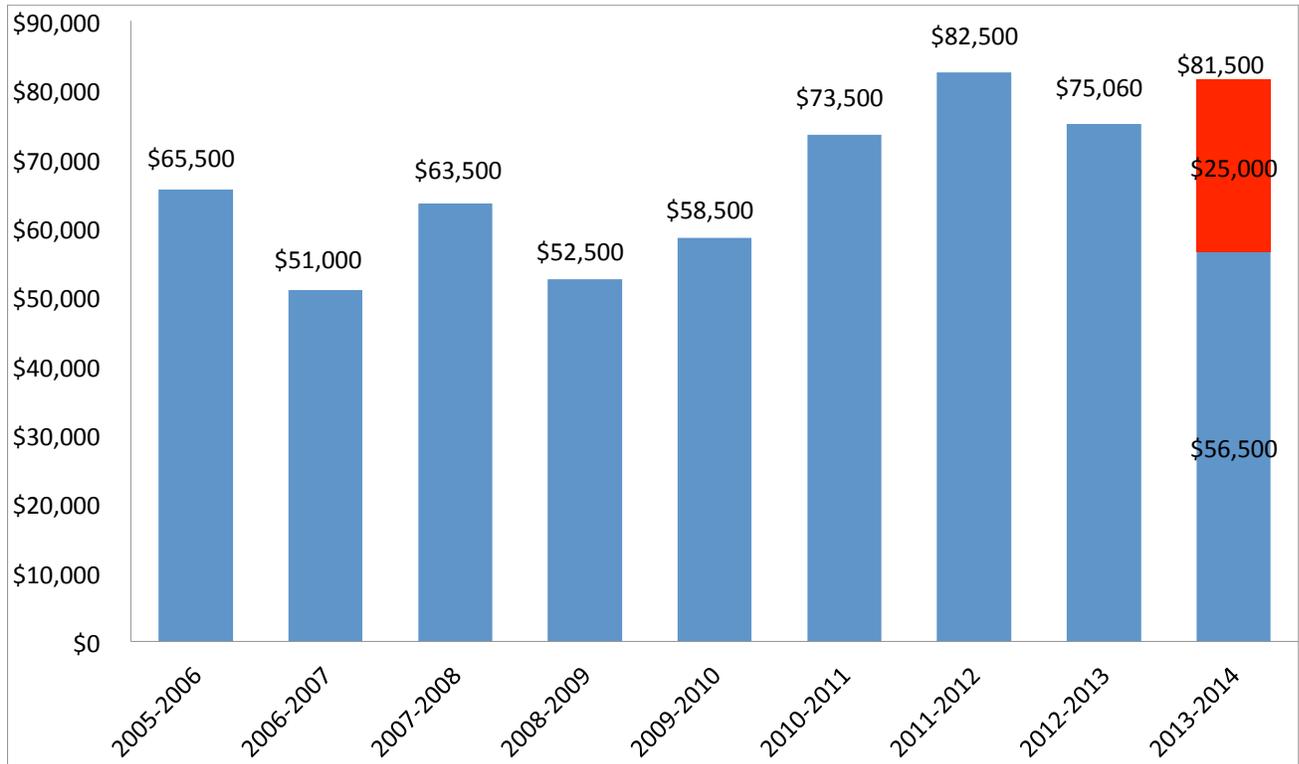
4. Fundraising

We have developed two key fundraising sources: (a) the Maddy Associates/Maddy Report sponsorships and (b) the annual Bob Beverly “Big Five” Fundraiser in Sacramento.

- The Maddy Associate/Maddy Report Sponsorships: In FY 2013-2014, the Institute secured \$81,500 in total Maddy Associate donations (\$56,500) and Maddy Report sponsorships (\$25,000). A large portion of the Maddy Associate donations fund the Maddy Legislative Intern Scholarship Program. (Note: We have bifurcated the contributions from the Maddy Associates (in blue) and those who sponsored the Maddy Report (in red). Since this was the first year having Maddy Report sponsorships, we

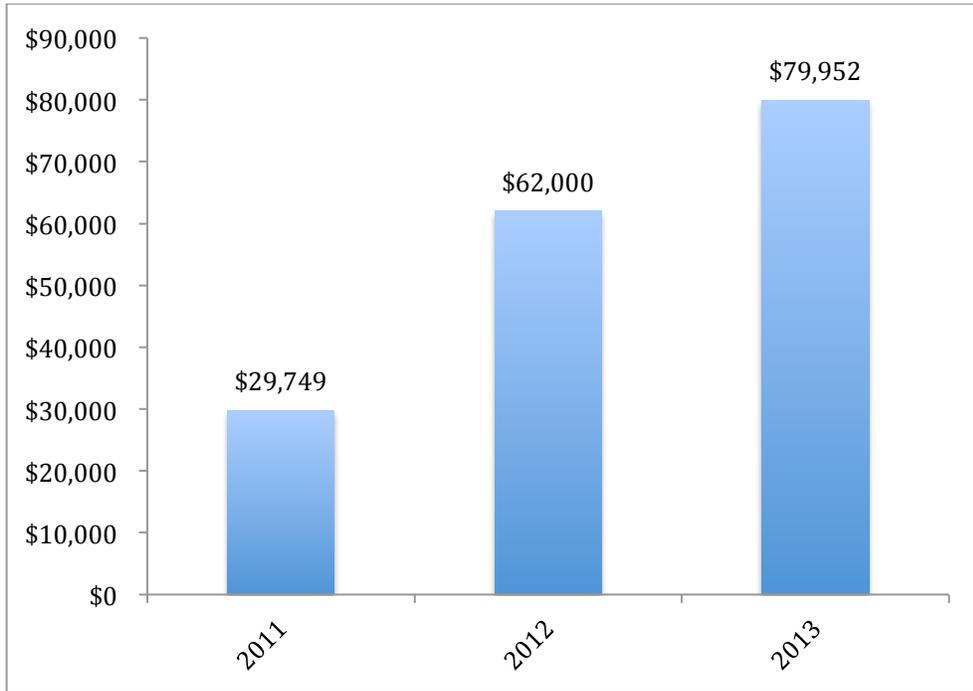
thought it would be helpful to segregate the amounts to more clearly show the growth in each.)

Maddy Associate Donations and Maddy Report Sponsorships by Year:



- The Bob Beverly “Big Five” Sacramento Fundraiser: In 2011, we held a fundraiser in honor of Sen. Ken Maddy’s good friend, Sen. Bob Beverly who had recently passed away. This fundraiser was going to be a one-time event to help fund our internships at the State Capitol each summer. Given the outpouring of support for both Sen. Maddy and Sen. Beverly, we decided to try to make this an annual event. The amounts raised have increased each year.

Sen. Bob Beverly “Big Five” Sacramento Legislative Intern Fundraiser by Year:



5. Other Activities

- Administration
 - Welcomed Lali Moheno to the Board of Directors.
 - Continued revision and update of Institute website.