

To: President Welty

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



Date: September 1, 2011

**Re: Maddy Institute – Annual Report (2010-11)**

Attached is the Annual Report of the Maddy Institute as is required for all ancillary units. I believe the Institute has contributed to the overall mission of the University through providing the community and students with research and knowledge of public policy concerns and issues of importance to the San Joaquin Valley. Further, we are engaged with the community and region with:

- the daily *Maddy Daily*—a public affairs e-newsletter with over 11,000 subscribers
- the weekly *The Maddy Forum*—a public affairs FM radio/podcast program
- the weekly *The Maddy Political Insider*—a public affairs AM radio program
- the weekly *The Maddy Report*—a public affairs television program
- the quarterly *Maddy Associates*—a public affairs speakers program
- the quarterly *Maddy Webinars*—a series of discussions on critical public policy issues with a panel of experts.

Each of these programs discusses topics of critical concern to the region where experts discuss the key public policy issues of the day. We are also continue 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*.

The Maddy Institute dedicates much of its resources and efforts to providing support for *Maddy Legislative Intern Scholars Program* to provide students a unique experience to work with legislators in local offices throughout the Valley, in Sacramento and Washington, D.C. In the next year, it is our intention to maintain and enhance what we have built.

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

September 2011

## **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 20<sup>th</sup> Century by engaging, preparing and inspiring a new generation of governmental leaders for the 21<sup>st</sup> Century.

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

The Institute's work is focused in three key areas: Citizen Participation, 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.

- Practical training for local officials and civic leaders
- Intern scholarships for university students in public service positions
- Symposia and extension courses on politics, policy, civic engagement and public administration
- Forums featuring current and former elected officials
- Recognition of outstanding public officials
- Research, publications, and outreach efforts on public policy issues, particularly those that impact Central 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 Fresno State, 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 deletes 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.

Mark Keppler was appointed the Institute's Executive Director on June 1, 2004.

Don Jackson, Chair of the Institute since its inception, stepped down in 2010 and former Sen. Minority Leader Dave Cogdill was voted Chairman of the Board in 2010.

## **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.

We are currently working on a \$48,000, 24-month Workforce Investment Act grant to support green jobs in the San Joaquin Valley. The grant will end on December 31, 2011. In the future, the Institute will continue to seek funds from foundations and government agencies.

## Board of Directors

*Chairman:* Dave Cogdill

*Vice-Chairman:* Henry Barkett

*Treasurer/CFO:* Don Jackson

*Secretary:* John Welty

*Board Members:* Sen. Tom Berryhill, Jim Boren, Cong. Jim Costa, Arnold Gazarian, Dianne Hardisty, Paul Hurley, Bill Lyles, Jamie Moncayo (Student Rep), Sal Russo

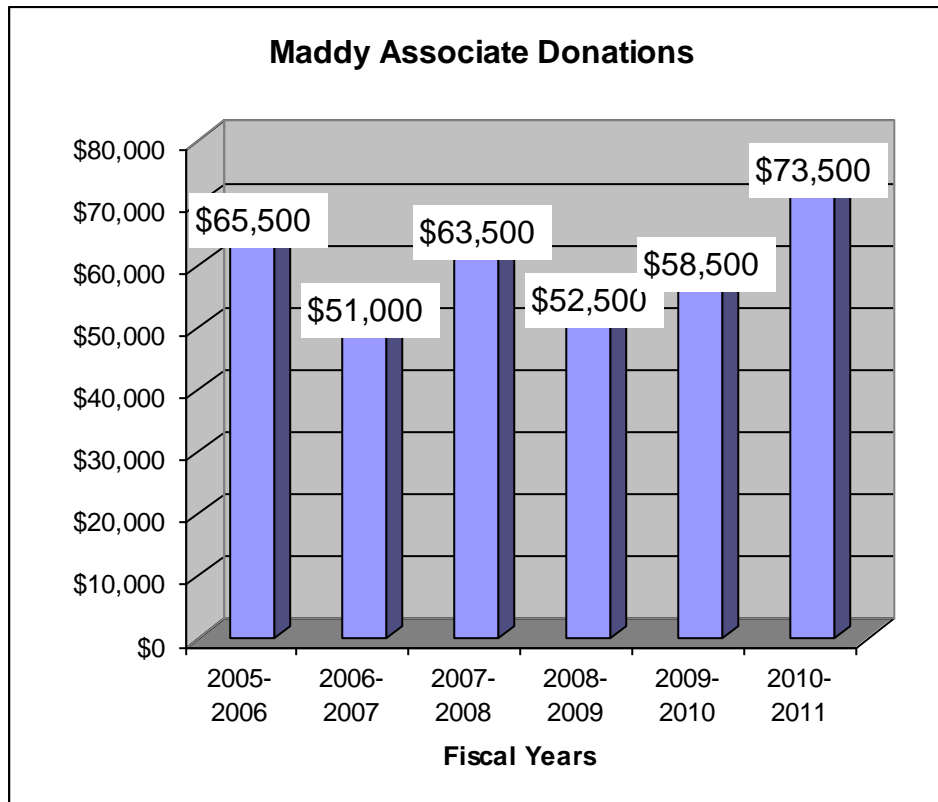
## Staffing

The Executive Director, the Maddy Professor, a Program Coordinator, a Government Relations Coordinator, an Executive Assistant and student assistants support the Kenneth L. Maddy Institute. Currently, only the Executive Director (Prof. Mark Keppler) and Program Coordinator (Ian Wieland) and a student assistant position are filled. The Institute also benefits by volunteer support from the Advisory Board and Community.

## Programs: 2010-2011

- **Civic Engagement**

- *Maddy Associates:* We secured a record setting \$ 73,500 in *Maddy Associate* pledged donations. A large portion of those dollars funding the *Maddy Legislative Intern Scholarship Program*.

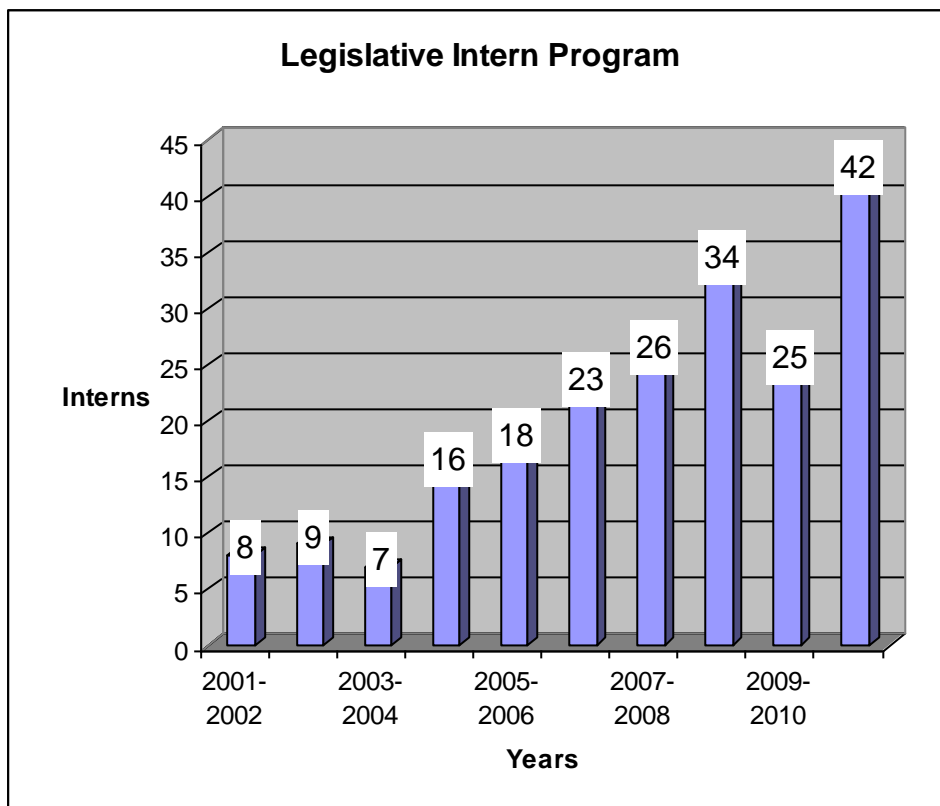


- The following *Maddy Associate* seminars were organized in 2010-2011: The annual "Sacramento Update" with State Senate and State Assembly members from throughout the San Joaquin Valley. Past participants have included Assembly members Linda Halderman, Kristen Olsen, David Valadao, Juan Arambula, Bill Maze, Nicole Parra, Mike Villines, Danny Gilmore, Connie Conway, as well as Senators Chuck Poochigian, Dean Florez and Dave Cogdill. The program is designed so that the Maddy Associates will have the opportunity to meet with each of the legislators in small groups to learn and discuss the regional issues currently being addressed in Sacramento. We also had a new Members Sacramento Update this year to introduce the Valley's new state delegation.
- The San Joaquin Valley Newspapers Editorial Round Table: What will be making news in the Valley and State in the current year? A conversation with the Editorial Boards of the region's leading newspapers from Bakersfield, Visalia, Fresno and Modesto on the key issues impacting the San Joaquin Valley. With Fresno Bee editorial editor Jim Boren, Visalia Times-Delta senior editor Paul Hurley, Modesto Bee editorial editor Judy Sly and former editorial editor of the Bakersfield Californian Dianne Hardisty for our 2011 San Joaquin Valley Newspapers Editorial Round Table.
- California High Speed Rail: On Track?: What is the status of High Speed Rail? With Roloef van Ark, Executive Director, California High Speed Rail Authority, Professor David Brownstone, UC Irvine Economics Department Chair, Congressman Jim Costa, Congressman Jeff Denham, Assemblymember Cathleen Galgiani, Julia Berry, Madera County Farm Bureau.
- Reforming California: How do we fix the Golden State? With California Forward Executive Director Jim Mayer, former Senate Republican Leader Dave Cogdill, former Assembly Republican Leader Mike Villines, and UC Merced Professor of Political Science, Nathan Monroe.

## 2. **Government Leadership**

- During the 2010-2011 academic year, the *Maddy Legislative Intern Scholar* program:
  - Received a record 81 applications (up from our record number (70) of applications two years ago, and up from the 50 applications we had last year)
  - Awarded a record 42 scholarships (Added applicants from UC Merced and Cal Poly, San Luis Obispo)
  - Expanded the programs at the following State and Federal legislative offices in 2010-2011:
    - State Assemblymember Cathleen Galgiani
    - State Assemblymember David Valadao
    - State Assemblymember Henry Perea
    - State Assemblymember Linda Halderman
    - State Senator Anthony Cannella
    - State Senator Sam Blakeslee (San Luis Obispo)
    - State Senator Michael Rubio and

- State Senator Tom Berryhill
- And in the following local political offices:
- Fresno Mayor Ashley Swearengin
  - Fresno County Supervisor Debbie Poochigian and
  - Fresno City Councilmember Larry Westerlund
- The Institute, through its Legislative Intern Program was able to award \$68,650 in scholarships to students in FY 2010-2011.
  - Awarded \$5,000 Instructional Related Grant for Legislative Intern Program in May of 2011.
  - Added a comprehensive Orientation Program for Legislative Interns with training from legislative staff and a speaker series.



### 3. Policy Analysis

- *Maddy Daily*. Daily e-newsletter that chronicles politics and policy in the San Joaquin Valley. In the last year, we have increased subscribership from approximately 5,000 to 11,000+ subscribers. We began in 2008 with slightly over 300 subscribers.
- *Maddy Forum*. Weekly 30 minute public policy radio program/podcast on 90.7-FM KFSR. Produced 32 programs.

- *Maddy Political Insider*. Weekly 30 minute public policy radio program on 940-AM KYNO's "The Bill McEwen Show". Produced 52 programs (note: KYNO increased its signal from 5,000 to 50,000 watts and now reaches the entire San Joaquin Valley)
- *Maddy Report*: Weekly public affairs television program (a production of KSEE 24 (Fresno NBC Affiliate and Valley Public Television). Will continue to air weekly on KSEE and Valley PBS this year. The Cal Channel also broadcasts episodes state-wide. Produced 12 programs.
  - *Webinar with California's LAO on the May Revise*: One hour webinar broadcast statewide with Mac Taylor, California's LAO, discussing the latest financial numbers for the State. Executive Director Mark Keppler hosted.
  - Awarded \$48,000 Workforce Investment Act grant through the California Partnership for the San Joaquin Valley for Air Quality and training for "green jobs." Began implementation in November 2009.

#### 4. Other Areas

##### Fundraising:

- Sept.9<sup>th</sup> Maddy Gala (Net = \$41,566)
- Sacramento Event: Bob Beverly Event (Net = \$29,749)
- Don Jackson Leadership Fund: (Net = \$28,300)

##### Future Fundraisers:

- Modesto- North Valley Legislators Reception
- Bakersfield- Maddy Associates Legislators Reception
- Sacramento Fundraiser

##### Administration

- Diana Dooley and Juan Arambula resigned as Board members. Welcomed Sen. Tom Berryhill and Dianne Hardisty to the Maddy Board of Directors
- Renamed "Fundraising Committee" to "Finance Committee"
- Maddy PSA airing on 940-AM KYNO throughout San Joaquin Valley
- Continued revision and update of Institute website