

To: President Welty

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



Date: July 30, 2012

Re: Maddy Institute – Annual Report (2011-12)

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 public affairs television program broadcast on KVPT – Valley PBS, KSEE – Fresno NBC, The California Channel (public affairs channel for California), and podcast on iTunes
- *The Maddy Daily*—a daily public affairs e-newsletter with almost 10,000 subscribers
- *The Maddy Political Insider*—a weekly public affairs AM radio program
- *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*.

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 2012

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.

Mark Keppler was appointed the Institute's Executive Director 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.

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 April 2012 the amounts in each account are:

- State Endowment: \$905, 470
- Costa Endowment: \$297,382

Board of Directors

Chairman: Dave Cogdill

Vice-Chairman: Henry Barkett

Treasurer/CFO: Don Jackson

Secretary: John Welty

Board Members: Sen. Tom Berryhill, Mark Borba, Jim Boren, Jim Coleman, Cong. Jim Costa, Selena Farnesi (Student Representative), Arnold Gazarian, Luz Gonzalez, Dianne Hardisty, John Harris, Paul Hurley, Bill Lyles, Larry Martin, Melissa Poole, Sal Russo, Mike Villines

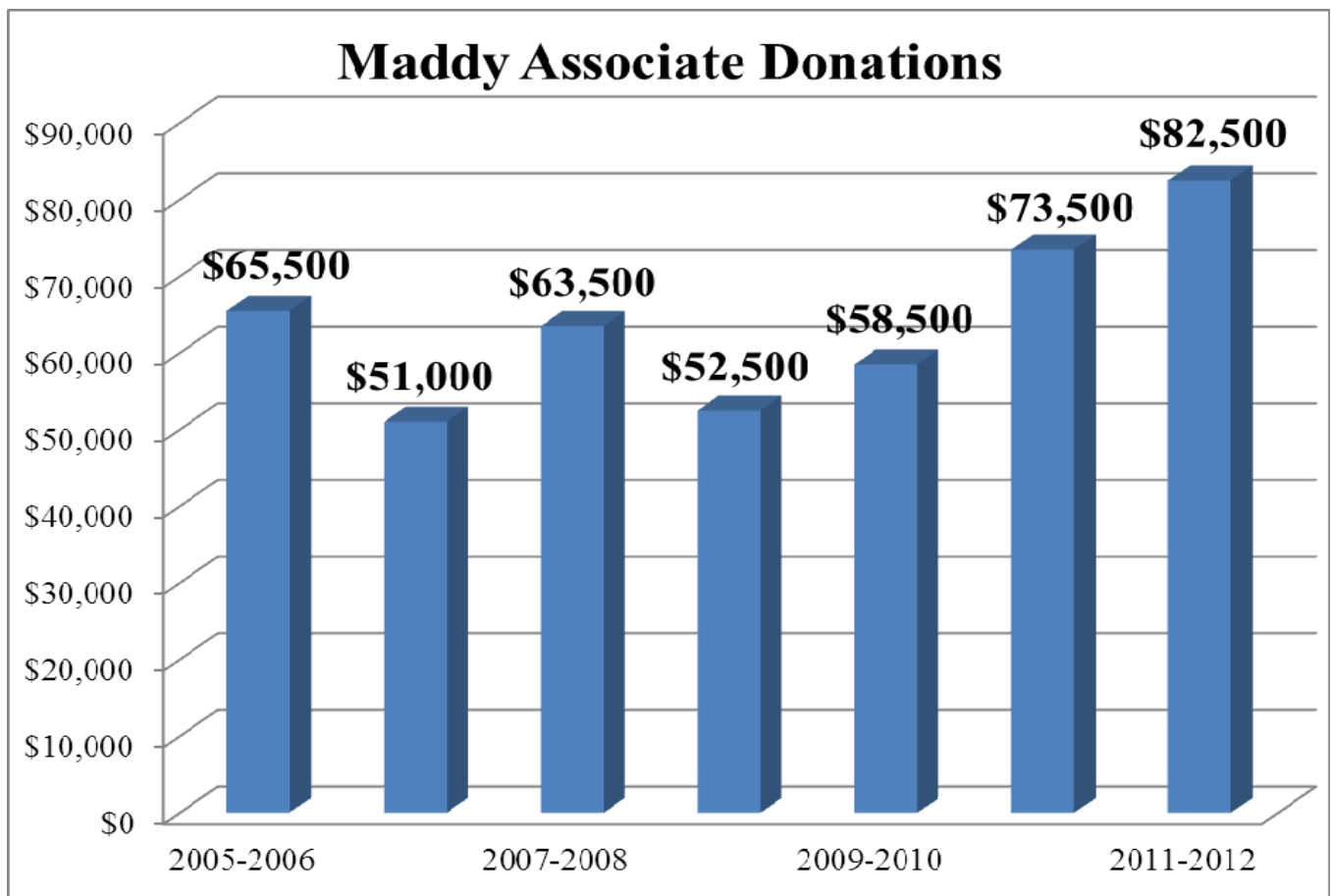
Staffing

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

Programs: 2011-2012

1. Civic Engagement

- *Maddy Associates*: In FY 2011-2012, the Institute secured a record setting \$ 82,500 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 2011-2012:

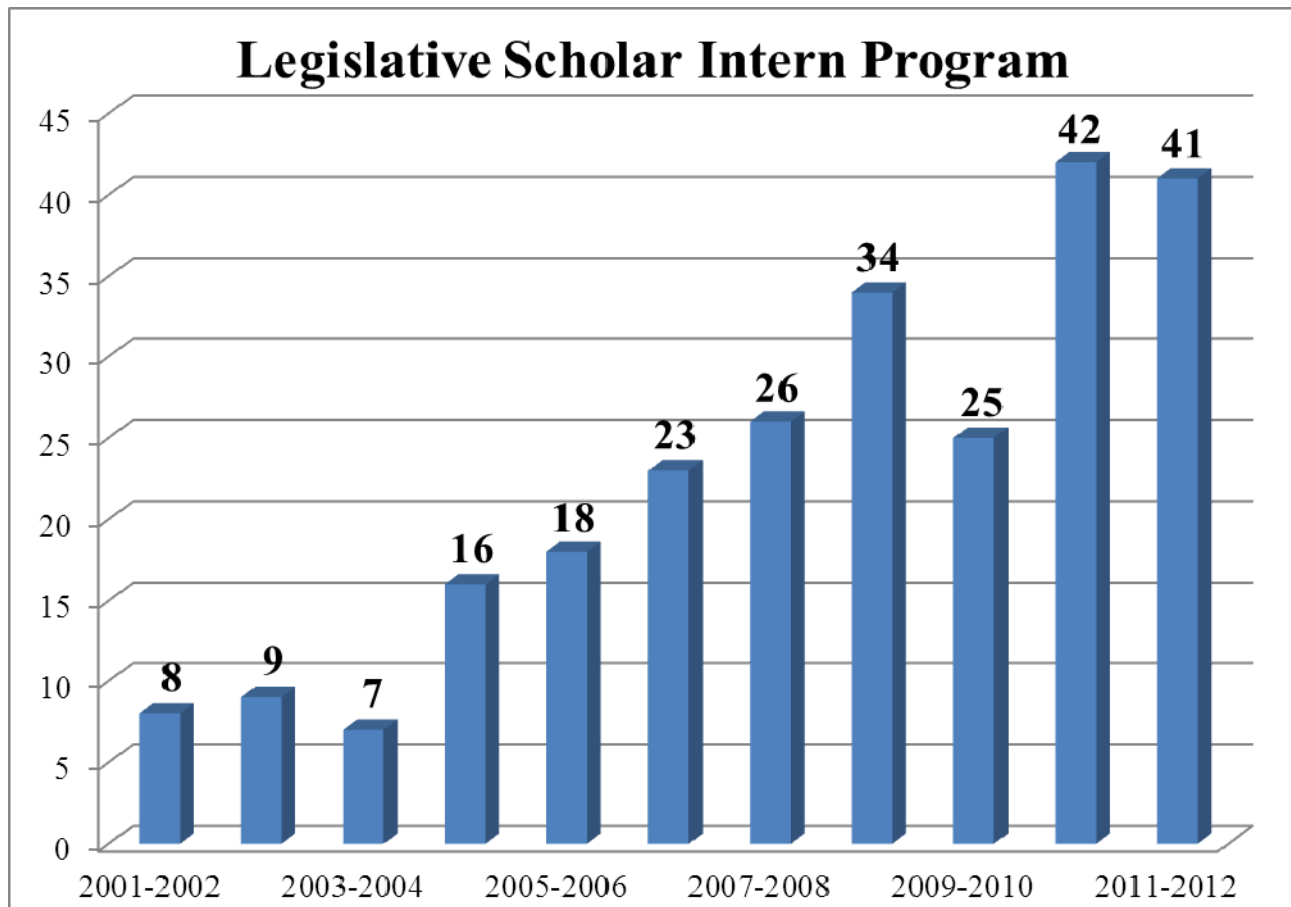
- Collaborating and Problem-Solving in Sacramento: Reclaiming California's Golden Age of Politics: California Governor Jerry Brown spoke to over 250 people on the need to return to a more bi-partisan approach in Sacramento.
- European Union Ambassador Joao Vale de Almeida, Head of the Delegation of the EU to the United States: A collaboration with Fresno Chamber of Commerce for a conversation with the ambassador as he discusses the challenges facing the European Union, as well as trade issues between the United States and the European Union (including its implications for California and the Central Valley).
- The Sacramento Update: 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.
- Jobs Crisis; Job Creation in the San Joaquin Valley: State Senator Anthony Cannella, State Senator Michael Rubio, Dr. Timothy M. Stearns from the Lyles Center for Innovation and Entrepreneurship, and Brad Triebsch from the Central Valley Fund spoke about the Central Valley's creation of jobs.
- The Tea Party: Pendulum Politics or Something More? Sal Russo, the chief political strategist for the Tea Party Express. Discussed the recent Tea Party movement and its current role in politics.
- The California Agriculture Government Update; California's Agricultural Value: Can it Cultivate Economic Growth? Karen Ross, Secretary of the California Department of Food and Agriculture, Dr. Glenda Humiston, California State Director for the USDA Rural Development, and Paul Wenger, President of the California Farm Bureau discussed what government and industry action need to be taken to create the potential jobs within the Ag Value Chain.
- Redevelopment in California without Redevelopment Agencies: What is the Future of Redevelopment in California? Allan D. Kotin, Professor at the USC School of Policy, Planning & Development. Discussed why redevelopment agencies had expanded over the years and what the end of RDA's means for low income, blighted areas of California.
- Making the California Legislature More Effective and Bi-Partisan: Mission Impossible? Karl Kurtz, Ph.D., Director of the Trust for Representative Democracy National Conference of State Legislatures. Discussed how to reform the California Legislature to be more effective and reduce the high levels of bi-partisan politics in the state legislature.

2. Government Leadership

- During the 2011-2012 academic year, the *Maddy Legislative Intern Scholar* program:
 - Received 79 applications
 - Awarded 41 scholarships

- Expanded the programs at the following State and Federal legislative offices:
 - Congressman Kevin McCarthy (Republican Whip)
 - Fresno City Council President Clint Olivier
 - Kern County Supervisor Mike Maggard
 - Kern County Supervisor Karen Goh
 - Madera Mayor Brett Frazier
 - Modesto City Councilmember Dave Cogdill, Jr.
 - Modesto City Councilmember Dave Lopez
 - Stanislaus County Board of Supervisors
 - Office of the Clovis City Manager

- The Institute, through its Legislative Intern Program was able to award \$68,650 in scholarships to students in FY 2011-2012.



3. Policy Analysis

- *Maddy Report*: Weekly public affairs television program (a production of KSEE 24 and Valley Public Television). Will continue to air weekly on KSEE and Valley PBS. The Cal Channel also broadcasts episodes state-wide. Produced 36 programs (the original goal was 26). Industry rating services report that the program has approximately 5,000 viewers. Also downloadable on iTunes as a podcast.
- *Maddy Daily*: Daily e-newsletter that chronicles politics and policy in the San Joaquin Valley. Subscribership is approximately 9,800 subscribers.
- *Maddy Political Insider*: Weekly 30 minute public policy radio program on 940-AM KYNO's "The Bill McEwen Show." Produced 52 programs.
 - Our call in guests are: Senator Tom Berryhill, Jim Boren, Dave Cogdill, Dianne Hardisty, John Harris, Paul Hurley, Don Jackson, Mark Keppler, Sal Russo, Mike Villines.
- Editorial: Mark Keppler – "Ken Maddy Still Inspires Civility and Cooperation in Sacramento" appeared in the *Fresno Bee*, *Bakersfield California*, *Visalia Times Delta*, *Merced Sun Star* and *Modesto Bee* in June of 2012.

4. Other Areas

- Fundraisers:
 - *Bob Beverly Sacramento Legislative Intern Fundraiser*: Held June 26, 2012, the event, "Those Were the Days," recalled the bi-partisan spirit of Senators Ken Maddy and Bob Beverly. \$69,950 was raised for the Beverly Sacramento Legislative Intern Scholarship Fund and the event was attended by 145 people including Governor Jerry Brown, Senate President Pro Tem Darrell Steinberg, Senate Minority Leader Bob Huff, and Assembly Minority Leader Connie Conway. The event was emceed by John Burton, former Senate President Pro Tem and current leader of the California Democratic Party and Jim Brulte, former Assembly and Senate Minority Leader.
- Administration
 - Welcomed Mark Borba, Selena Farnesi (Student Representative), Larry Martin and Melissa Poole to the Board of Directors.
 - Continued revision and update of Institute website