

To: President Castro

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



Date: June 15, 2016

Re: Maddy Institute – Annual Report (2015-16)

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 KFSN – Fresno ABC. The program also airs on the California Channel (public affairs channel for California) statewide and Charter Communications (public affairs channel for Southern California), as well as being posted on YouTube (14,000 viewers/week)
- *El Informe Maddy*—a weekly half-hour public affairs Spanish language television program broadcast on KFTV– Fresno Univision, as well as being posted on YouTube (10,000 viewers/week)
- *The Maddy Report – Valley Views* – a one hour weekly public affairs radio program broadcast on Newstalk 580 KMJ and podcasted on iTunes (10,000 listeners/week)
- *The Maddy Daily*—a daily public affairs e-newsletter with over 13,000 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 civic participation, as well as the quality of life and economic development for the Valley. In particular, we have also established a *Citizenship Academy* to assist documented residents seeking citizenship and civic integration. We also 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. In addition, we recently selected the second cohort the Wonderful Public Service Graduate Fellowship which will provide \$56,000 for up to three more graduate students in public policy/administration who plan on returning to the Central Valley upon graduation.

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

June 2016

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 5241 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 Sen. Ken Maddy exemplified.

- Intern scholarships for university students in public service positions
- Graduate fellowships for Valley students to attend top universities
- 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

State 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. Larry Martin became Chairman on January 1, 2015.

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 31, the amounts in each account are:

- State Endowment: \$761,193 (compared to \$796,303 last year).
- Costa Endowment: \$290,131 (compared to \$302,112 last year).

Board of Directors

Chairman: Larry Martin

Vice-Chairman: Henry Barkett

Treasurer/CFO: Don Jackson

Secretary: Joseph Castro

Board Members: Lynne Ashbeck, Sen. Tom Berryhill, Jim Coleman, Cong. Jim Costa, 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 Deputy Director, and student assistants support the Kenneth L. Maddy Institute. The Institute also benefits by volunteer support from the Board and community.

Programs & Activities

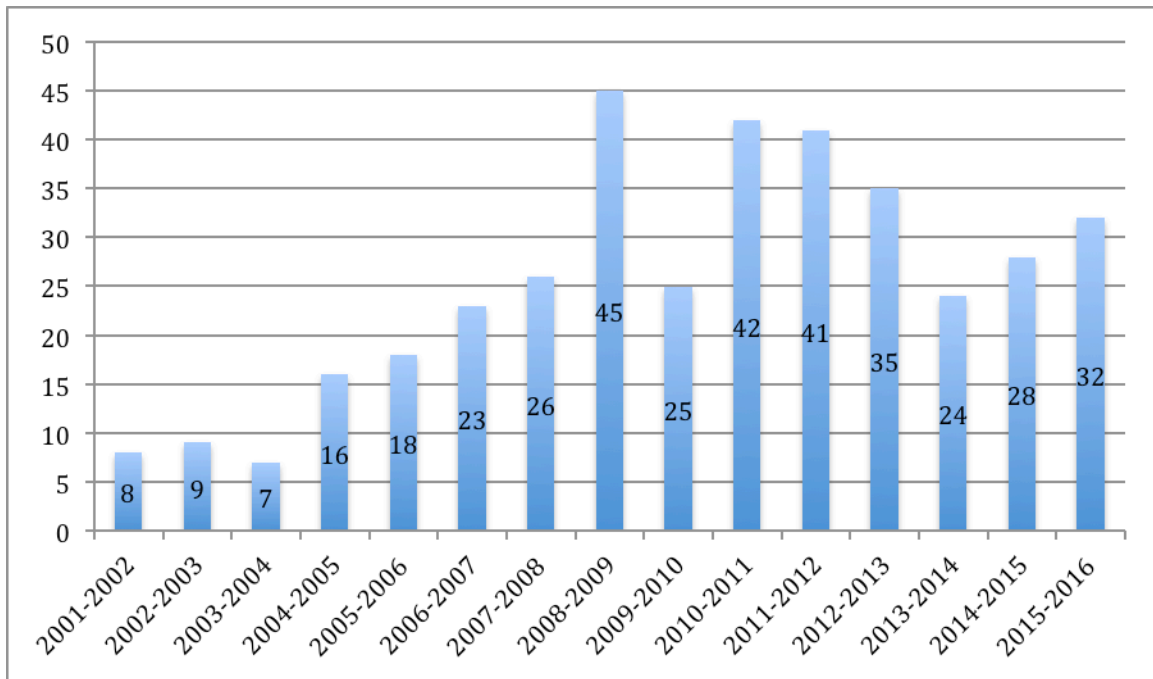
1. Civic Engagement

- *Maddy Associate* seminars organized in 2015-2016:
 - California Secretary of State Alex Padilla
 - Public Policy Institute of California
 - State Mental Health Commission
 - Sacramento Political & Legislative Update
 - California Secretary of Health & Human Services Diana Dooley
- *Citizenship Academy:* The Maddy Institute also launched the Citizenship Academy, part of a community-wide program to assist in the civic, social and economic integration of documented immigrants. Specifically, the Citizenship Academy hosted a special Naturalization Ceremony on June 18th at California State University, Fresno in conjunction with U.S. Citizenship and Immigration Services and the Central Valley Network for Integrating New Americans (one of five networks sponsored nationwide under a White House/Department of Education Initiative). 200 immigrants were sworn in as new citizens at the Satellite Student Union with an audience of 800 in attendance. Approximately 75 individuals from community organizations provided assistance in the form of volunteers and multicultural entertainment. The keynote speaker was Merced County Judge Paul Lo, the first Hmong American judge in the country's history.

2. Government Leadership

- During the 2015-2016 academic year, the *Maddy Legislative Intern Scholar* program:
 - Received 112 applications (compared to 84 applications last year).
 - Awarded 32 scholarships (compared to 28 scholarships last year).
 - As a result, the program became more selective (21% acceptance rate this year compared to a 33% acceptance rate last year).
 - Expanded the programs at the following offices:
 - State Asms. Rudy Salas & Das Williams (Santa Barbara), Cong. Jerry McNerney, Cong. Denham, Fresno City Mayor Swearengin
 - The Institute, through its Legislative Intern Program, awarded \$51,000 in scholarships to students in FY 2015-2016 (compared to \$51,250 last year).

Number of Legislative Scholar Interns by Academic Year:



3. Policy Analysis

- *Maddy Report*: Weekly half-hour public affairs television program researched, written and hosted by the Executive Director and taped at the California Channel in Sacramento. Previously, this program was a production of KSEE 24 and Valley Public Television and aired on those stations. In the Spring of 2014, the production was moved in house and the program was moved to ABC30 – KFSN since it has the largest market share of any English-language tv station in the Valley. The program was also picked up by Charter Communications in Southern California (Santa Barbara to San Diego) in the Spring of 2015. The Cal Channel continued to broadcast episodes state-wide four to six days a week (depending on when legislative sessions are being televised). We produced 28 programs (our goal is 26). Industry rating services report that the program has approximately 10,000 to 14,000 viewers per week on KFSN. It is also available on YouTube. This season included the following shows:
 - 501 - I Didn't Vote!?: Civis (Dis)Engagement and the (Dis)Interested Voter
 - 502 - Year 2 of Obamacare: How's the Patient Doing?
 - 503 – Highway Funding: Still Stuck in Political Gridlock
 - 504 – Climate Change Legislation: Changing Political Climate?

- 505 – Political Influence in California Politics: The Good, the Bad, and the Ugly
 - 506 – Unintended Consequences: Do Open Meeting Laws Undermine Good Decision Making?
 - 507 – Californian’s View of State Regulation and the Environment: Too Much, Too Little or Just Right?
 - 508 – Employment Conditions Post-Recession: Same As It Ever Was
 - 509 – The Senior Boom: Preparing for the Baby Boom Aftershock
 - 510 – California’s End of Life Law: New Law, Old Question
 - 511 – Flunking College: California’s Looming Higher Ed Skills Gap
 - 512 – Eliminating Fraud, Waste and Abuse: Who You Gonna Call?
 - 513 – Bad Apples: Blowing the Whistle on Improper Government Activities
 - 514 – Mission Possible: Making Government More Customer Friendly
 - 515 – How Political Influence is Changing California’s Political Landscape
 - 516 – The Governor’s 2016 Budget: Sunny Today, Rain Tomorrow?
 - 517 – The Price of Education
 - 518 – Cap and Trade
 - 519 – El Nino and the Drought
 - 520 – Senate Legislative Leaders: 2016 Agenda
 - 521 – Cancelled
 - 522 – California Establishes Nation’s (Max) Min.Wage: Economic Boom or Bust?
 - 523 – California’s Looming Housing Crisis
 - 524 – Eureka!: Exposing the Secret Money in California Politics
 - 525 – 2016 May Revise: The Governor’s Aesop Fable
 - 526 – High Speed Rail’s New Business Plan: Necessary Detour or Off the Tracks?
 - 527 – Corporate Tax Breaks
 - 528 – Democracy at Risk: Voter Registration and Turnout Really Do Matter
- *El Informe Maddy*: Weekly half-hour public affairs Spanish-language television program. Prof. Keppler is the Managing Editor and Deputy Director Ana Melendez is the host. We try to cover the same topics as those we cover on *The Maddy Report*. Like *The Maddy Report*, this program is primarily taped at the California Channel studios in Sacramento. We handle the production in-house. The program airs on Univision 21 – KFTV, which has the largest market share of any Spanish-language tv station in the Valley. Our goal is to eventually produce 26 programs a year. Industry rating services report that the program has approximately 10,000 viewers per week on KFTV. It is also available on YouTube. This season included the following shows:
 - 9 – Administration of the California Courts: What’s the Verdict?
 - 13 – Redistricting in California
 - 14 – Public Employee Retiree Healthcare
 - 15 – Clean Energy Alternatives
 - 16 – IT Issues in State Government
 - 18 – Poverty in California
 - 22 – High Speed Rail in California
 - 24 – Medi-Cal Issues in California
 - 25 – Californians and Civic Engagement
 - 27 - Workforce in California
 - 28 – Senior Citizen Boom
 - 29 – Improper Activities (State Auditor)

- 30 – Higher Education Issues in California
 - 31 – State Watchdogs in California
 - 32 – The Governor’s Budget
 - 33 – California’s End of Life Law
 - 34 – CalTrans Issues in California
 - 35 – El Nino in California
 - 36 – Political Landscape in California
 - 37 – Funding California’s Schools
 - 38 – Corporate Income Taxes
 - 39 – Affordable Housing in California
- *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 (our goal was 26). Industry rating services report that the program has approximately 20,000 listeners each week. This season included the following shows:
 - 501 – Addressing Civil Illiteracy in the Valley
 - 502 – ACA: Valley Issues
 - 503 – Farm to Market: Maintaining the Valley’s Highways
 - 504 – What Climate Change May Mean for the Valley
 - 505 – Is the Valley’s Political Influence Growing?
 - 506 – Sunshine (Laws) in the Valley: A Good Thing?
 - 507 – Adapting to Climate Change: Implications for the Valley
 - 508 – Valley’s Future Workforce: Low Skill/Low Wage or High Skill/High Wage?
 - 509 – Valley Seniors: Programs and Prospects
 - 510 – Hinds Hospice: A Model End of Life Care
 - 511 – College Grads: Can the Valley Grow Its Own?
 - 512 – Discerning Fact from Fiction in State and Local Policy Debates
 - 513 – Exposing Fraud, Waste, and Abuse in State and Local Government
 - 514 – The Multi-Million Dollar Question: Can We Make State and Local Government More Efficient and Effective?
 - 515 – State Politics - Valley Issues
 - 516 – Governor Brown’s 2016 Budget: What It May Mean for the Valley
 - 517 – K-12 Education in the Valley: Rising Expectations and Rising Costs
 - 518 – Cap and Trade: Good or Bad for the Valley?
 - 519 – El Nino, the Perfect or Not So Perfect Storm?
 - 520 – Sacramento Politics, Valley Implications
 - 521 – Cancelled
 - 522 – Keeping Up with the Jones’: Can the Valley Afford a Higher Minimum Wage?
 - 523 – Affordable Housing: Valley Calling Card?
 - 524 – Political Donations and Lobbying: Show Me the Money
 - 525 – 2016 May Revise: Implications for the Valley
 - 526 – High Speed Rail in the Valley: “Head North, My Son!”
 - 527 – Valley Economic Development: Are Business Tax Breaks Cost-Effective?
 - 528 – Valley Voters: Who Are They?

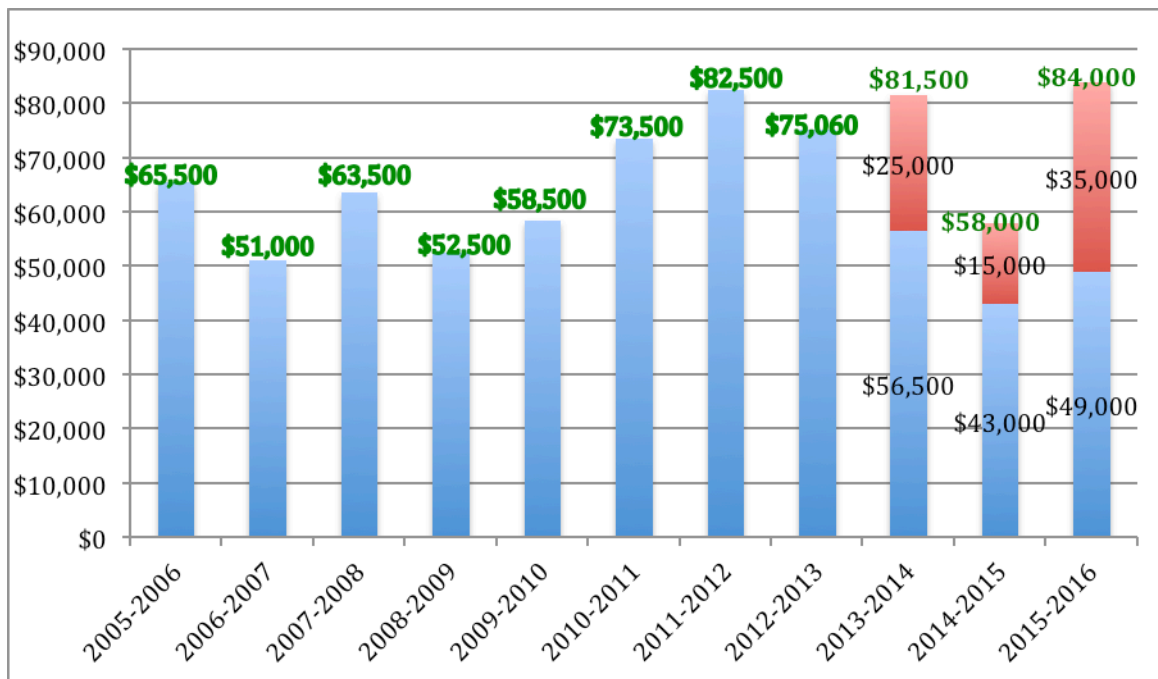
- *Maddy Daily*: Daily e-newsletter that chronicles politics and policy in the San Joaquin Valley. Subscribership is over 13,000 subscribers (total subscribers = 13,230 up 4.5% from last year = 12,661).

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.

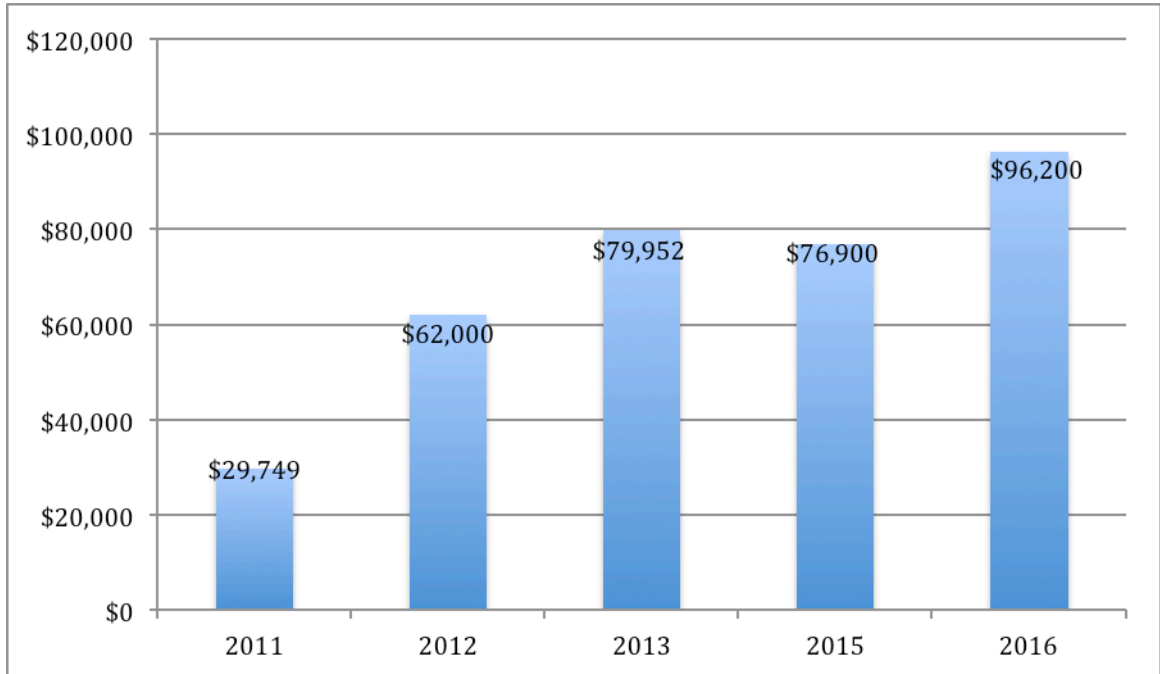
- The Maddy Associate/Maddy Report Sponsorships: In FY 2015-2016, the Institute secured \$84,000 in total Maddy Associate donations (\$49,000) and Maddy Report sponsorships (\$35,000). A large portion of the Maddy Associate donations fund the *Maddy Legislative Intern Scholarship Program*. (Note: We have bifurcated the contributions from the Maddy Associates (in blue) and those who sponsored the Maddy Report (in red). We have segregated 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. After three successive years of dramatic increases, and one year of plateau, the amount raised this year increased significantly.

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



5. Other Activities

- Administration
 - Ana Melendez left the Institute as our Deputy Director in June of 2016 to become District Director for Joaquin Arambula (D-Fresno)
 - Chistine Bedell and Susan Benham agreed to join the Maddy Institute Board for FY 2016-17