

To: President Welty

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



Date: September 1, 2010

Re: Maddy Institute – Annual Report (2009-10)

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 5,000 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 monthly *The Maddy Report*—a public affairs television program
- the quarterly *Maddy Associates*—a public affairs speakers program

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. We will also explore the implementation of *Maddy Webinars*—a series of discussions on critical public policy issues with a panel of experts.

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

August 2010

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 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.

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.

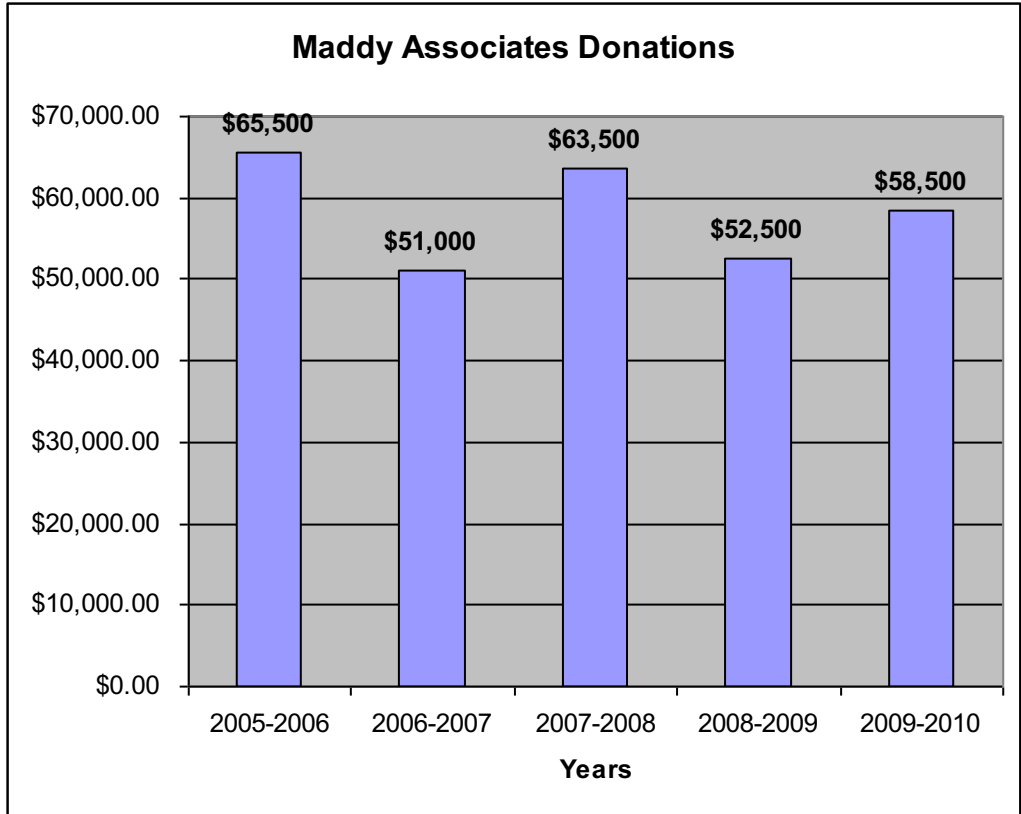
Two years ago, the Institute received two grants from the State of California to help improve air quality in the region: (1) an 18-month \$250,000 for "Air Quality Education and Outreach in Environmental Justice Communities" and (2) a 36-month \$168,000 to provide staffing and logistical support to the Air Quality Work Group of the California Partnership for the San Joaquin Valley. Those grants were completed last fiscal year. We are currently working on a 24-month Workforce Investment Act grant to support green jobs in the San Joaquin Valley. In the future, the Institute will continue to seek funds from foundations and government agencies.

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 and Program Coordinator and a student assistant position is filled. The Institute also benefits by volunteer support from the Advisory Board and Community.

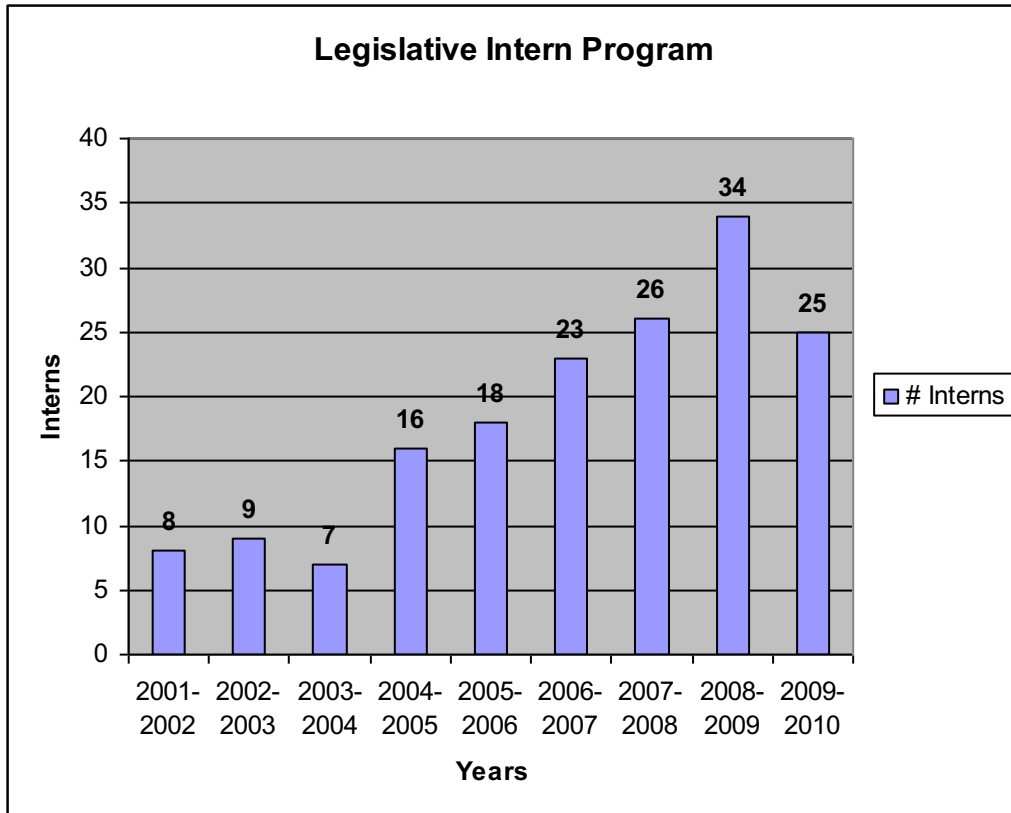
Programs: 2009-2010

- **Civic Engagement**
 - *Maddy Associates*: Secured \$58,500 in *Maddy Associate* pledged donations—an 11.4% increase from last year (\$52,500) and a 67% increase from three years ago (\$35,000). A large portion of those dollars funding the *Maddy Legislative Intern Scholarship Program*. The following *Maddy Associate* seminars were organized in 2009-2010:
 - “Sacramento Update” (with Valley’s state delegation)
 - “Health Care Reform” (with Ken Jacobs Chair of the U.C. Berkeley Labor Center; Patrick Johnston, President/CEO of California Association of Health Plans, Dr. John Capitman, Executive Director of the Central Valley Health Policy Institute Dr. Mark Smith, President of the California Healthcare Foundation; Martin Gallegos, SVP/Chief Leg. Advocate for the California Hospital Association; and Diana Dooley, CEO/President of the California Children's Hospital Association)
 - “Reporting from Sacramento” (with John Meyers, Sacramento Bureau Chief – KQED and Anthony York, Editor of the Capital Weekly and Special Correspondent for the LA Times)
 - “California’s Legislative Analyst: Speaking Truth to Power” Update (with California’s LAO, Mac Taylor)



2. Government Leadership

- During the 2009-2010 academic year, the *Maddy Legislative Intern Scholar* program:
 - Received 50 applications (while down from our record number (70) of applications last year, it is still up from the 39 applications we had two years ago)
 - Awarded 25 scholarships (while decreased funding resulted in fewer scholarships than our record number (34) last year, this number is on par with our numbers (23 and 26, respectively) in the two years previous.
 - Added applicants from UC Merced and Cal Poly, San Luis Obispo
 - Spoke with the following legislative offices in an effort to expand the programs at the following State and Federal legislative offices in 2009-2010:
 - State Assemblymember Jean Fuller
 - State Assemblymember Connie Conway
 - State Assemblymember Danny Gilmore and
 - State Assemblymember Cathleen Galgiani
 - The Institute, through its Legislative Intern Program was able to award \$44,250 in scholarships to students in FY 2009-2010.
 - Awarded \$1,800 Instructional Related Grant for Legislative Intern Program in May of 2010.



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 67% (from approximately 3,000 to 5,000+) over the last year. 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 42 programs.
- *Maddy Political Insider*. Weekly 30 minute public policy radio program on 940-AM KYNO's "The Alan Autry 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*: Had nine (9) "The Maddy Report" public affairs television programs. Each show has been broadcast twice (on Saturday and Sunday after taping). Reached tentative agreement with the Cal Channel to re-broadcast *The Maddy Report* statewide beginning in May of 2010.
- 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:

- Began work on two fundraisers for 2010-2011 fiscal year
 - Aug. 2 Fundraiser in Sacramento to establish intern scholar program for the late Sen. Bob Beverly
 - Sept. 9 Fundraiser in Fresno for three members of the Maddy Board who are leaving the State Legislature (Sen. David Cogdill, Assembly Member Juan Arambula and Assembly Member Mike Villines)

Administration

- Welcomed the addition of new Board member Paul Hurley (Editorial Page Editor – *Visalia Times Delta*)
- Added 1 page description of the Institute and its activities in University Catalog
- Launched *Facebook* and *Twitter* accounts
- Maddy PSA airing on 940-AM KYNO throughout San Joaquin Valley
- Continued revision and update of Institute website
- Moved into new offices in the Thomas Administration Building
- Received political archive donations from Jim Boren (Fresno Bee) and Assembly Member Mike Villines
- Maddy Institute cited in *NY Times* and *Newsweek*
- *Maddy Daily* cited in *Fresno Magazine*'s article "Top 50 Things About Fresno"