

To: President Welty
From: Mark Keppler
Date: August 14, 2009
Re: Maddy Institute – Annual Report (2008-9)

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 3,000 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 plan programs that we may be able to launch in a better economic climate, such as the *Maddy Monthly*—a monthly public affairs white paper series, as well as a track in the Executive MBA program in Social Entrepreneurship/Civic Leadership.

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.

Sincerely,



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

Enclosure

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

CALIFORNIA STATE UNIVERSITY, FRESNO

August 2009

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 2743 E. Shaw Avenue, Suite 107 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, 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

this fiscal year. In the future, the Institute will continue to seek funds from foundations and government agencies.

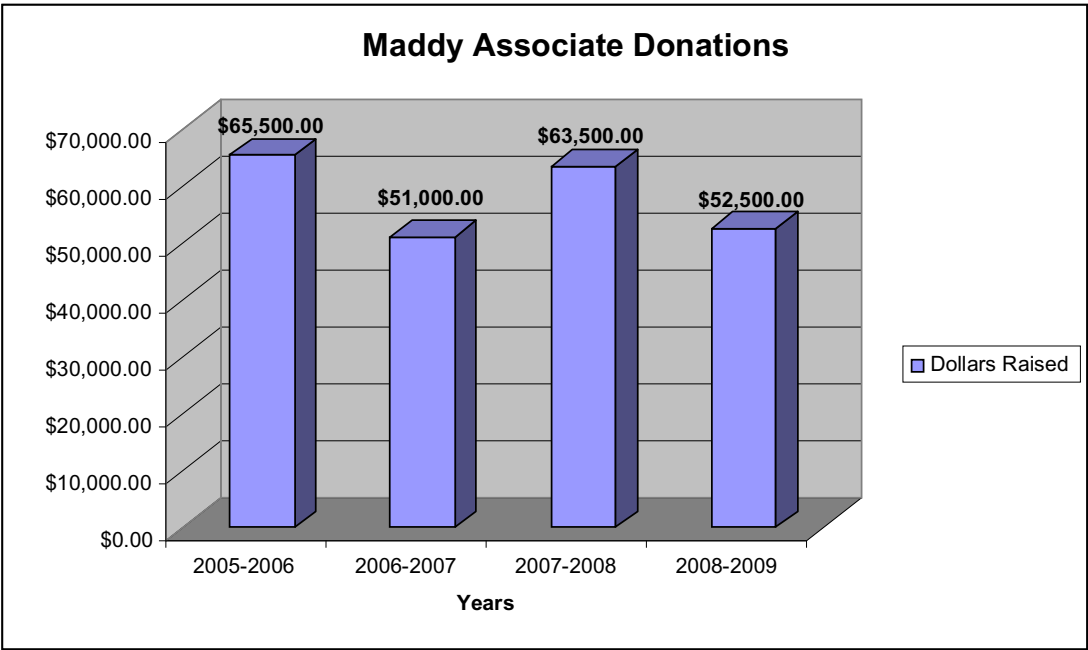
Staffing

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 positions are filled. The Institute also benefits by volunteer support from the Advisory Board and Community.

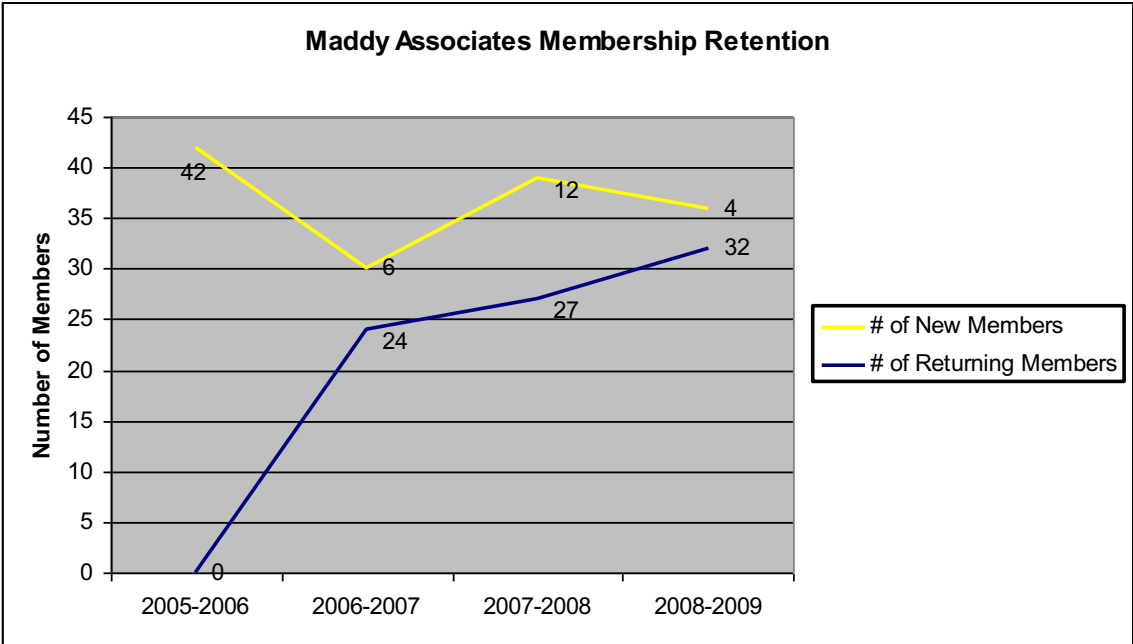
Programs: 2008-2009

1. Civic Engagement

- Maddy Associates: The *Maddy Associates* program convenes experts to discuss the key public policy issues of the day with the community's civic and business leaders. Approximately 50 people attended each event. The *Maddy Associate* program grossed \$52,500 during 2008-2009, with a large portion of those dollars funding the *Maddy Legislative Intern Scholarship Program*. The following *Maddy Associate* seminars were organized in 2008-2009:
 - "Alternative Energy/Energy Independence" with V. John White, Exec Dir of the Center for Energy Efficiency and Renewable Technologies and Dr. Jeff Wright, Founding Dean of Engineering at UC Merced
 - Dan Schnur, Executive Director of the Jesse M. Unruh Institute of Politics at the University of Southern California
 - "Sacramento Update" (with Valley's State legislative delegation)
 - "Washington, D.C." Update (with Valley's Federal legislative delegation)
 - An Evening with Ben Stein, University Lecture Series



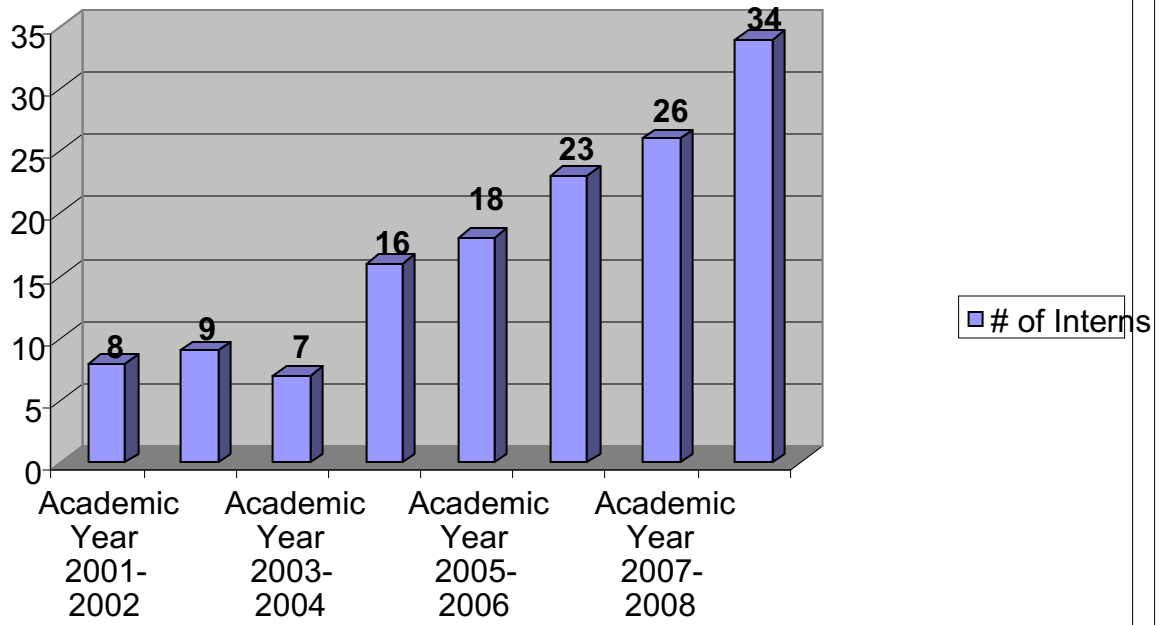
Like many non-profit organizations, the Institute saw a slight decline in donations for 2008-2009. It is important to note that despite the overall decrease, the Institute continues to raise significant amounts and continues to retain and attract new *Maddy Associate* members—indicating that *Maddy Associate* members find significant value in the many programs offered by the Institute.



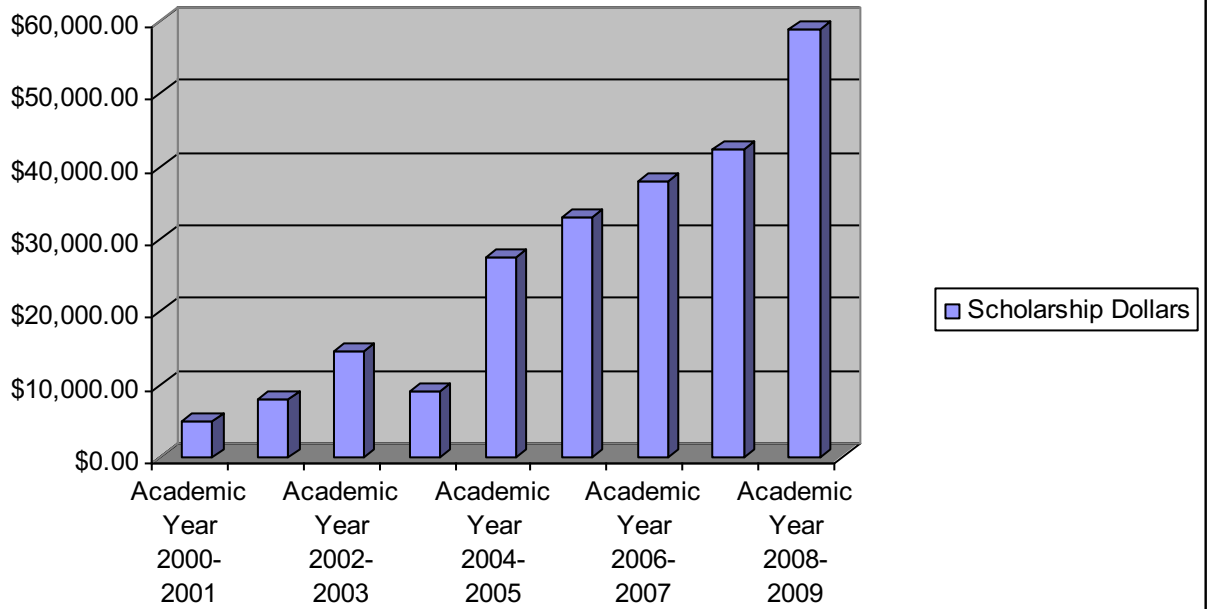
2. Government Leadership

- *Maddy Legislative Intern Scholar Program*: The Maddy Institute offers legislative intern experiences at the federal or state governments in Washington, D.C., Sacramento, Fresno, Visalia, Hanford, Merced, Modesto, and Ripon. We also offer executive branch experience with both the state (e.g., Governor's Office) and the federal (e.g., USDA) government.
- The Costa Scholarship Federal Intern Program is a highly selective program that applies to students who are doing an internship with the federal government offices in Washington, D.C.
- The Maddy Scholarship Intern Program is a highly selective program that applies to students who are doing an internship in all other state and federal government offices in Sacramento, Fresno and other cities in the San Joaquin Valley.
- During the 2008-2009 academic year, the *Maddy Legislative Intern Scholar* program:
 - Received a record number of applications—70 compared with a total of 39 applications for 2007-2008.
 - Continued to increase the number of scholarships offered during 2008-2009 by 24%.
 - Met and spoke with officials from the following campuses in order to expand the *Maddy Legislative Intern Scholar* program to those campuses in 2008-2009 and beyond:
 - California State University, Bakersfield
 - California State University, Stanislaus
 - University of California, Merced
 - Also spoke with the following legislative offices in an effort to expand the programs at the following State and Federal legislative offices in 2008-2009:
 - State Assemblymember Jean Fuller
 - State Assemblymember Connie Conway
 - State Assemblymember Danny Gilmore and
 - State Assemblymember Cathleen Galgiani
 - The the Institute, through it's Legislative Intern Program was able to award \$58,750 in scholarships to students in FY 2008-2009.

Legislative Intern Program



Legislative Intern Program Scholarship Figures



3. Policy Analysis

- California Partnership for the San Joaquin Valley “Staffing Grant” for the Air Quality Work Group (\$168,000): The Staffing Grant was completed on June 30, 2009. Highlights of the grant for 2008-2009 include:
 - Formed in September 2005, over 300 organizations/individuals have participated in the Air Quality Work Group (“AQWG”). The AQWG meets quarterly, and ad hoc as necessary, with a core of approximately 35 stakeholder groups representing a diverse set of interests.
 - The AQWG submitted 29 recommendations to accelerate attainment of federal Clean Air standards, all of which were accepted by the Air District and incorporated in their Ozone Plan.
 - The AQWG has also participated in evaluation of new diesel emission technologies.
 - The AQWG has played an important role in the generation of new incentive funding sources which could generate in excess of \$200 million/year when fully implemented.
 - Members of the AQWG serve on the board of the established San Joaquin Valley Clean Energy Organization (“SJVCEO”) and continue to participate in meetings and provide input as necessary.
 - Together with the Transportation Work, the AQWG worked to ensure that the high speed rail system serves the needs of the entire San Joaquin Valley.
 - The AQWG is working within the Air District's Fast Track Task Force as well as the SJVCEO to accomplish these goals, including promoting green contracting with Valley cities and counties (model ordinance), clean energy audits, and helping facilitate use of the Energy Efficiency and Conservation Block Grant funding by smaller cities and counties.
 - Worked with congressional delegation to provide funding in the Farm Bill to assist in meeting federal and state emissions regulations
- California Partnership for the San Joaquin Valley “Air Quality Education in Environmental Justice Communities” (“EJ”) Grant (\$250,000): The EJ Grant was completed on December 31, 2008. Highlights for 2008-2009 include:
 - Avenal Tune In Tune Up – September 6, 2008
 - 219 Cars Tested
 - 125 Cars failed testing, received coupons
 - 101 Coupons redeemed
 - \$34,752.67, total cost of repairs made
 - Arvin Tune In Tune Up – December 6, 2008
 - 100 Cars Tested
 - 74 Cars failed testing, received coupons

- 63 Coupons redeemed
- \$23,098.92, total cost of repairs made
- Parlier Tune In Tune Up – March 29, 2009
 - 342 Cars Tested
 - 270 Cars failed testing, received coupons
 - 108 Coupons redeemed
 - \$41,518.42, total cost of repairs made
- Lawn Mower Exchange Program/Burn Cleaner Program – Focus on retailers and customers within the three environmental justice communities of Arvin, Avenal and Parlier. The goal was to implement a multi-lingual education/outreach strategy to increase utilization of the program. Bilingual outreach was conducted in Spanish and English to 62 community centers, local government officials, hospitals, churches and organizations and over 1,600 individuals within Arvin, Avenal and Parlier.
- Clean Air Technologies– Local Governments – The goal was to introduce “clean air technologies” into local government operations and add “air quality” as scoring criteria on local government contracts. The result was the creation of a website “Greening Your City: A Resource Guide for Local Government in the San Joaquin Valley” featuring resources on funding sources to develop new projects, incorporating green language in the procurement process, tips on greener building and education on the San Joaquin Valley Air Pollution Control District’s Indirect Source Rule.
- In addition to the website, memberships for the cities of Arvin, Avenal and Parlier were purchased from the International Council for Local Environmental Initiatives (ICLEI). ICLEI provides technical consulting, training, and information services to build capacity, share knowledge, and support local government in the implementation of sustainable development at the local level. Their basic premise is that locally designed initiatives can provide an effective and cost-efficient way to achieve local, national, and global sustainability objectives