

To: President Castro

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



Date: July 28, 2015

**Re: Maddy Institute – Annual Report (2014-15)**

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
- *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
- *The Maddy Report – Valley Views* – a one hour weekly public affairs radio program broadcast on Newstalk 580 KMJ and podcasted on iTunes
- *The Maddy Daily*—a daily public affairs e-newsletter with over 12,000 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 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 began the Wonderful Public Service Graduate Fellowship which will provide \$56,000 for up to two 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

July 2015

## **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 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
- 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: \$796,303 (compared to \$869,175 last year).
- Costa Endowment: \$302,112 (compared to \$284,536 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**

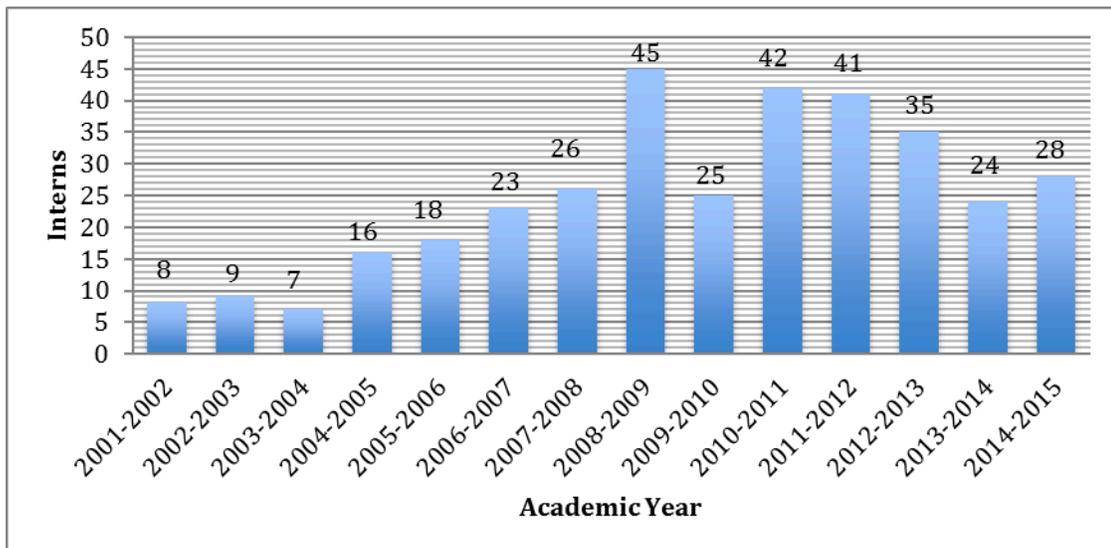
### **1. Civic Engagement**

- *Maddy Associate* seminars organized in 2014-2015:
  - **DC Update with Members of the Valley Congressional Delegation:** U.S. Cong. Costa (D-Fresno) & U.S. Cong. Valadao (R-Hanford)
  - **Federal Reserve & Community Development:** Leilani Barnett Regional Manager of Community Development for the Federal Reserve Bank of San Francisco
  - **Maddy Intern-Alumni Appreciation Reception**
  - **U.S.- Indian Relations:** The Honorable Ambassador Venkatesan Ashok, Consul General of India
  - **Forty Years in Sacramento:** Sacramento Bee Columnist Dan Walters
  - **How California Became a State of (Beautiful) Struggle:** Syndicated columnist Joe Mathews
- *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 20<sup>th</sup> 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). Two hundred immigrants were sworn in as new citizens at the Satellite Student Union with an audience of 720 in attendance. Approximately 85 individuals from community organizations provided assistance in the form of volunteers and multicultural entertainment.

## 2. Government Leadership

- During the 2014-2015 academic year, the *Maddy Legislative Intern Scholar* program:
  - Received 84 applications (compared to 64 applications last year).
  - Awarded 28 scholarships (compared to 36 scholarships last year).
  - As a result, the program became more selective: Our selection rate improved from 56% to 33%
  - Expanded the programs at the following offices:
    - Fresno City Councilmember Paul Caprioglio
    - Fresno City Councilmember Esmeralda Soria
  - The Institute, through its Legislative Intern Program, awarded \$51,250 in scholarships to students in FY 2014-2015 (compared to \$61,650 last year).

*Number of Legislative Scholar Interns by Year:*



## 3. Policy Analysis

- *Maddy Report*: Weekly half-hour public affairs television program hosted by Executive Director Keppler 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 2015, we moved the production in house and the program to ABC30 – KFSN since it has the largest market share of any English-language tv station in the Valley. The program was also up by Charter Communications in Southern California (Santa Barbara to San Diego). The Cal Channel also broadcasts episodes state-wide four to six days a week (depending on when legislative sessions are being televised). We produced 32 programs (the goal was 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:

- 401 - California's 2014 Election: Plenty of Reason to Vote
  - 402 - California's 2014 Propositions: Fewer Propositions Doesn't Mean Less is at Stake
  - 403 - Stockton: Ground Zero for Public Employee Pensions?
  - 404- New Groundwater Regulations: Valley Concerns
  - 405 - Covered California: Covering the Valley's Uninsured?
  - 406 - Ready or Not, Here We Come: High Speed Moving in the Valley
  - 407 - Adapting to Climate Change: Implications for the Valley
  - 408 - November Election: Looking at Valley Results
  - 409 - Community Development in the Valley: A Federal Response
  - 410 -The Current California Budget Surplus: Mirage or a Trend?
  - 411 - Realignment: Is More Street Crime Resulting in More Street Crime?
  - 412 - Realignment & Recidivism: More or Less?
  - 413 - Governor's 2015-16 Budget: To Save or Invest, That is the Question
  - 414 - CalFacts: Everything you wanted to know...
  - 415 - Dealing with the Higher Costs of Higher Education
  - 416 - Administration of the California Courts: What's the Verdict
  - 417- 2015 California Legislative Session: Democratic & Republican Agendas
  - 418 - Public Employee Retiree Health Plans: A Promise Made to be Broken?
  - 419 - Solar Energy & Clean Air Vehicles: Are State Initiatives Worth the Cost?
  - 420 - Fixing California's Highways & Bridges: Pay Me Now or Pay Me Later?
  - 421 - Redistricting: Is the Fox About to be Let Back in the Henhouse?
  - 422 - IT Issues in State Government: Avoiding Another (Computer) Crash
  - 423 - Livable Communities: Coming to a Neighborhood Near You?
  - 424 - Local Streets & Roads: Filling the Financial Potholes
  - 425 - Prop. 63 & The State's Mental Health Programs: Promises (Un)Fulfilled?
  - 426 - The California Water Equation Made Simple: Demand > Supply
  - 427 – Understanding the Costs of Poverty & Income Inequality in California
  - 428 – Public Safety Realignment: Emerging Trends in Year Two
  - 429 – Medi-Cal Providers: Delivering What They Promise?
- *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, the which has the largest market share of any uage tv station in the Valley. Our goal is to produce was 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:
    - 1- November 2014 Ballot Propositions
    - 2- Affordable Care Act: 1 Year Later
    - 3- Groundwater Regulation in California
    - 4- Adapting to Climate Change
    - 5- Recidivism & Realignment
    - 6- Congressional Elections Results: What are the Implications?

- 7- The Federal Reserve and Community Development
  - 8- The Governor's 2015 Budget
  - 9- Administration of the California Courts: What's the Verdict?
  - 10- Cal Facts
  - 11- Common Core
  - 12- California Legislature: Democratic & Republican Agendas
  - 13- Redistricting in California
  - 14- Public Employee Retiree Healthcare
  - 15- Clean Energy Alternatives
  - 16- IT Issues in State Government
  - 17: Livable Communities
  - 18: Poverty in CA
  - 19: Medi-Cal Providers
  - 20: California Water Equation
  - 21: Prop. 63 & the State's Mental Health Programs
  - 22: High Speed Rail in CA
- *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 (the goal was 26). Industry rating services report that the program has approximately 20,000 listeners each week. This season included the following shows:
    - 401 – November 2014 Races: What They Could Mean for the Valley
    - 402 – The 2014 Propositions: Valley Implications
    - 403 – Stockton: Ground Zero for Public Employee Pensions?
    - 404 – New Groundwater Regulations: Valley Concerns
    - 405 – Covered California: Covering the Valley's Uninsured?
    - 406 – Ready or not, Here We Come: High Speed Moving in the Valley
    - 407 – Adapting to Climate Change: Implications for the Valley
    - 408 – November Elections: Looking at Valley Results
    - 409 – Community Development in the Valley A Federal Response
    - 410 – California Budget Surplus: Will the Valley Benefit?
    - 411 – Realigning the Valley's Approach to Crime
    - 412 – Offenders Re-Offending: Are Valley Counties Doing A Better Job?
    - 413 – Governor's 2015 Budget: Valley Implications
    - 414 – How Decisions in Sacramento Impact the Valley: An Overview
    - 415 – The State of Public Higher Education in the Valley
    - 416 – Management of the State Courts: Are Local Courts Being Shortchanged?
    - 417 - 2015 State Legislative Agenda: Valley Implications
    - 418 – Retirement Benefits of City Employees in the Valley: A Looming Issue?
    - 419 – How Green (Energy) Is Our Valley?
    - 420 – Valley Highways: Show Me the Money!
    - 421 – Redistricting Valley Legislative Districts: What's Arizona Got to Do With It?
    - 422 – Making Valley Government More Efficient. Is "IT" the Answer?
    - 423 – Walkable, Bikeable, Transit-Oriented Communities in Valley: What (is the) Demand?

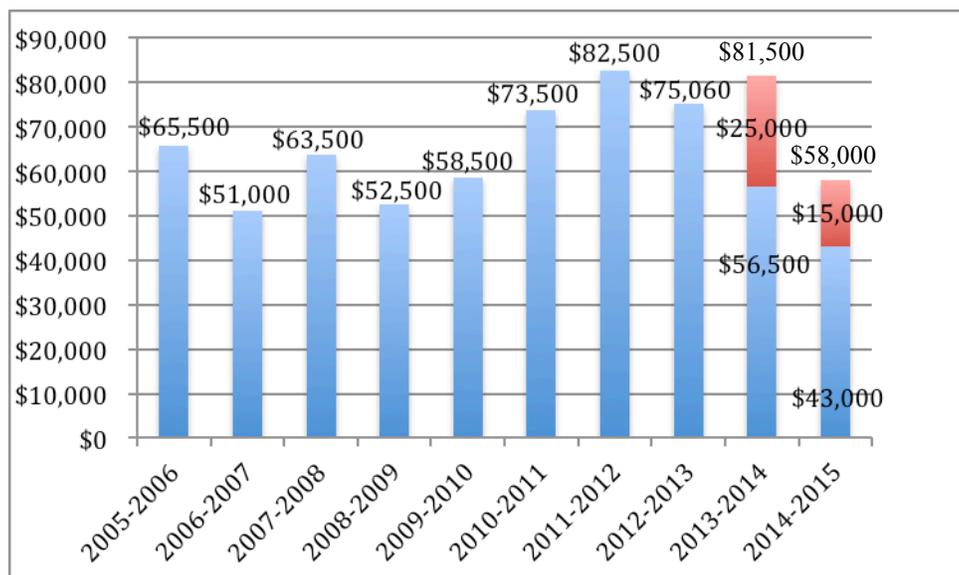
- 424 – Valley Streets & Roads: A Smooth Ride?
  - 425 – Prop. 63 In Action: Tulare County’s Innovative Mental Health Program
  - 426 – Keeping it Green: Valley Water Issues
  - 427 – Fresno Bridge Academy Story: Breaking the Cycle of Poverty by Teaching the Entire Family How to Fish...
  - 428 – Realignment and Valley Crime: Has the Second Year Been the Charm?
  - 429 – Medi-Cal Programs in the Valley: Too Many Patients, Too Few Doctors?
- *Maddy Daily*: Daily e-newsletter that chronicles politics and policy in the San Joaquin Valley. Subscribership is almost 12,000 subscribers (total subscribers = 12,661 up 5% from last year).

#### 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.

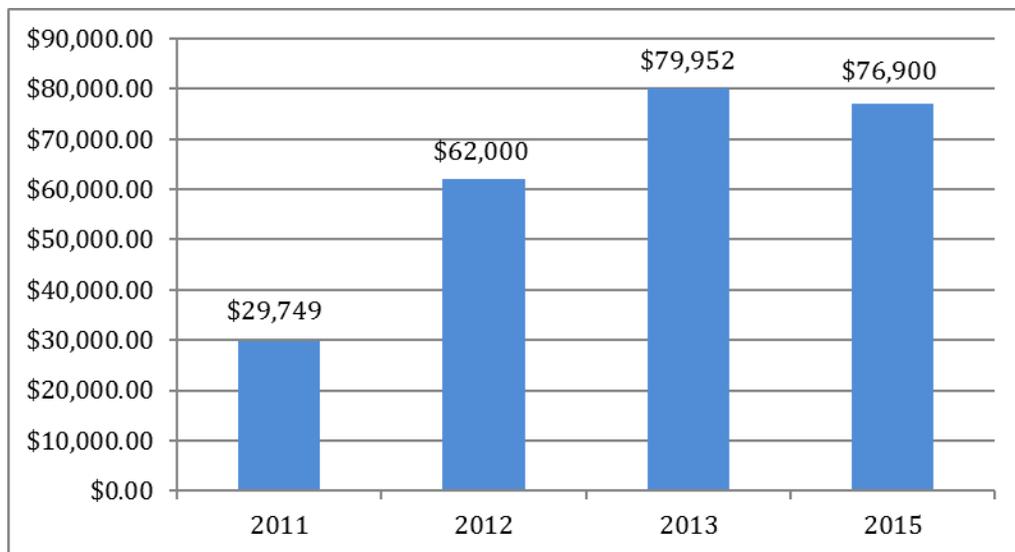
- The Maddy Associate/Maddy Report Sponsorships: In FY 2014-2015, the Institute secured \$58,000 in total Maddy Associate donations (\$43,000) and Maddy Report sponsorships (\$15,000). A large portion of the Maddy Associate donations fund the Maddy Legislative Intern Scholarship Program. (Note: We have 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, the amount raised appeared to have plateaued this year.

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



**5. Other Activities**

- Administration
  - Ana Melendez joined the Institute as our Deputy Director in 2014.
  - Arnold Gazarian and Dianne Hardisty concluded their service on our Board in 2015.
  - Provost Lynette Zelezny, Debbie Young and Angie (Vega) Hiyama agreed to join our Board for FY 2015-16
  - Continued revision and update of Institute website.