

To: President Castro

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



Date: July 18, 2019

**Re: Maddy Institute – Annual Report (2018-2019)**

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 by engaging, preparing and inspiring a new generation of governmental, non-profit, business and civic leaders.

The Institute's work is focused in three key areas: Government Leadership and Policy Analysis and Citizen Participation.

Our work in the area of **Government Leadership** involves preparing the next generation of political and governmental leaders. We have recruited students who have graduated from Valley high schools and attending California State University campuses in Fresno, Bakersfield and Stanislaus, as well as UC Merced, UC Berkeley, University of Southern California, UCLA, UC Irvine, University of Oregon, UC Santa Cruz and University of Wisconsin, Madison. Our programs include:

- *Wonderful Public Service Graduate Fellowship Program*  
This \$56,000 Fellowship annually funds up to two Valley students to attend the nation's best graduate programs in public policy, public administration or regional and urban planning with the requirement that, after graduation, they return to the Valley to apply what they have learned.
- *Cong. Jim Costa Washington, D.C. Legislative Intern Scholar Program*  
This program funds two to four scholar interns in legislative offices in Washington, D.C every summer.
- *Sen. Bob Beverly Sacramento Legislative Intern Scholar Program*  
This program funds two to four scholar interns in legislative offices in Sacramento every summer.
- *Valley Legislative Intern Scholar Program*  
Annually, this program funds approximately 28 scholar interns in legislative offices throughout the year in the San Joaquin Valley.

Our work in the area of **Policy Analysis** involves providing research to elected officials, public managers and citizens that is a non-partisan, interdisciplinary and fact-driven analysis of the issues. Our programs in this area include:

- *Maddy Report*: Weekly half-hour public affairs television program that airs on ABC30 in Fresno and on the California Channel statewide.
- *El Informe Maddy*: Weekly half-hour public affairs television program that airs on UniMas in Fresno.

- *Maddy Daily*: Daily award-winning free news aggregator that chronicles politics and policy in the San Joaquin Valley. Currently, *The Maddy Daily* has over 10,425 subscribers.
- *Maddy Report – Valley Views Edition*: Weekly hour long public affairs radio program that airs on Newstalk 580/105.9 KMJ.

Our work in the area of **Citizen Participation** involves engaging citizens of all ages and inspiring them to follow Senator Maddy's example of active citizen participation.

- *Maddy Associates*: The Maddy Associates provide financial support the Institute and host luncheons featuring a diverse array of distinguished state and national speakers to discuss topics of importance to our region, state and nation. Modeled after the Commonwealth Club of California, the Maddy Associates program has been designed to be the key public affairs forum to for Central California – a place where community leaders and those concerned about our region can learn and debate issues of public concern.
- *Citizenship Academy*: As part of the New Immigrant Network, we assist in the civic integration of new citizens, including hosting an annual naturalization ceremony.

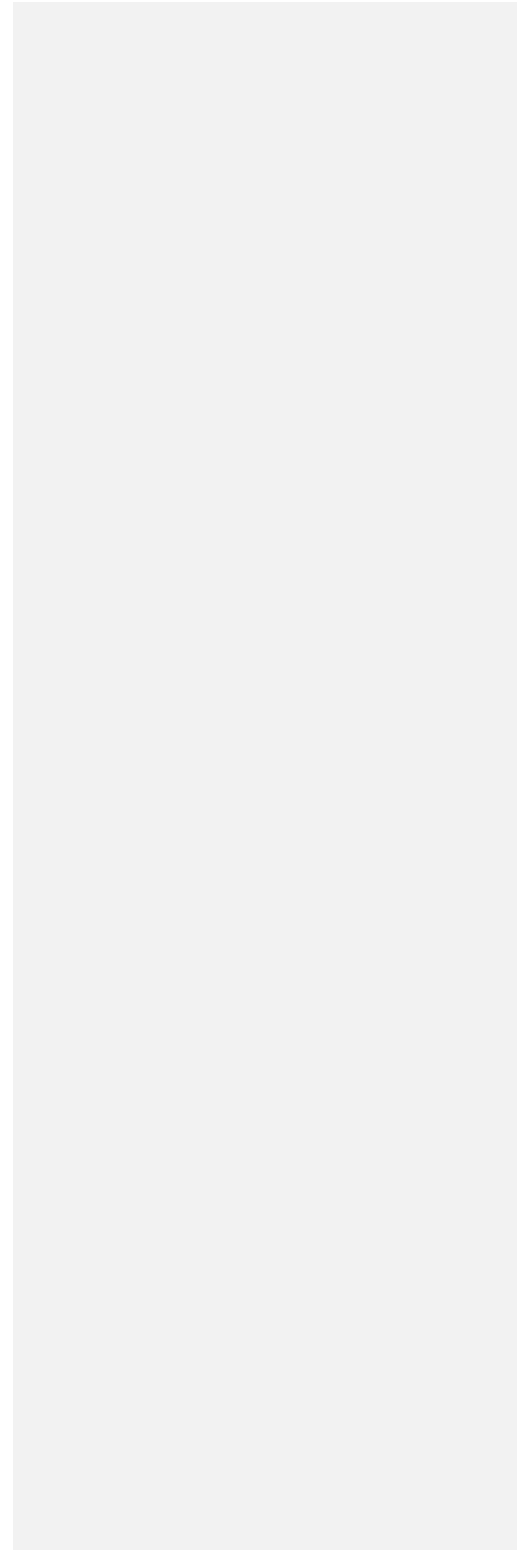
Our goal in future years is to maintain and enhance these efforts to a comprehensive public affairs institute and a valuable asset to our region. To that end, during the 2018-2019 academic year we entered into discussions to create a more formal partnership between the Maddy Institute and the other public in the Valley (UC Merced, CSU Stanislaus and CSU Bakersfield). Our hope is to have a formal MOU detailing this new arrangement signed and implemented during the 2019-2020 academic year.

Enclosure

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

CALIFORNIA STATE UNIVERSITY, FRESNO

July 2019



## **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 at the California State University Foundation building, Fresno at 4910 N. Chestnut Ave, OF 43.

## **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 in public administration, public policy, and related programs.
- 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 Central 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.

During the 2018-19 academic year, discussions began to develop a more formal partnership between the Maddy Institute and the Valley's other public universities (UC Merced, CSU Stanislaus and CSU Bakersfield).

Chairpersons of the Board:

1999 – 2010: Don Jackson  
2011 – 2012: Dave Cogdill  
2013 – 2014: Juan Arambula  
2015 – 2018: Larry Martin  
2018 – Present: Melissa Frank

**1. Description of 2018-19 Programs & Activities**

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 by engaging, preparing and inspiring a new generation of governmental, non-profit, business and civic leaders which effectiveness can be reflected in the success of our alumni through the years.

The Maddy Institute engages in the following programs and activities: (a) Civic Engagement, (b) Policy Analysis, (c) Leadership Training and (d) Fundraising. A more detailed description follows:

**a. Civic Engagement**

1. Maddy Associate events organized in 2018-19:
  - Brian Kelly, CEO of California High-Speed Rail Authority
  - Chief Judge Lawrence O'Neill, U.S. District Court – Eastern District of California
  - Lori Ajax, Chief of the California Bureau of Cannabis Control
  - Joel Fox, Editor and Co-Publisher of *Fox and Hounds Daily*
  - Dan Walters, CALmatters

- Secretary of State Alex Padilla

Number of Participants: Each event was attended by an average of 35-50 off-campus guests and 2-6 current (on campus) Legislative Interns from Fresno State, CSU Bakersfield, CSU Stanislaus and/or UC Merced. (Total: Approx. 250 off-campus guests and 20 on-campus students).

Effectiveness of Activity: The Maddy Associates program brings together a diverse array of distinguished state and national speakers to discuss topics of importance to our region, our state and our nation – a place where community leaders and those concerned about our region can learn and debate issues of public concern.

2. Citizenship Academy: Maddy Institute's Citizenship Academy is 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 February 15<sup>th</sup> at the Clovis Veterans Memorial District 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). 150 immigrants were sworn in as new citizens with an audience of 600 in attendance. Approximately 75 individuals from community organizations provided assistance in the form of volunteers and multicultural entertainment. The keynote speaker Clovis City Councilmember Vong Mouanoutoua.

Effectiveness of Activity: Our program not only provides an enhanced citizenship ceremony, it provides new citizens with the contacts to help them integrate and become more involved in their communities civically and politically (e.g., Mi Familia Vota), economically and educationally (e.g., Fresno Co. Library, Fresno Unified School District, San Joaquin College of Law, etc.). In addition, the Immigration and Naturalization Service Field Office Director for District 22, Fresno Field Office has expressed their interest in continuing our partnership for the next academic year.

## **b. Government Leadership**

We have two primary leadership programs: (1) *Maddy Legislative Intern Scholar Programs* and (2) the *Wonderful Public Service Graduate Fellowship Program*. Each will be discussed in turn.

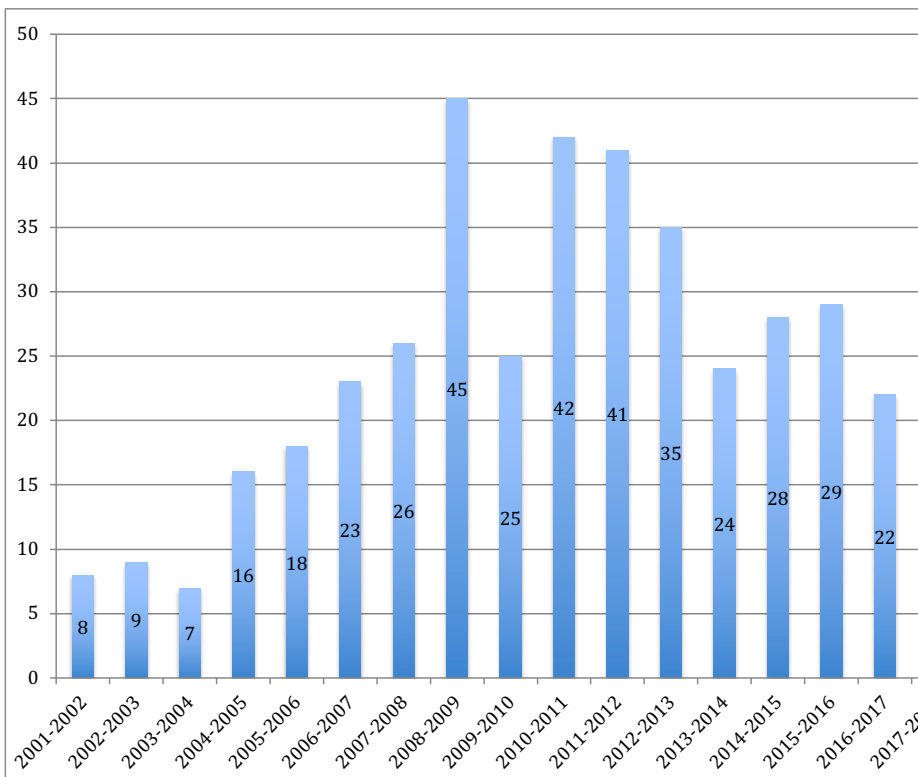
1. *Maddy Legislative Intern Scholarship Programs*

Number of Participants: During the 2018-2019 academic year, the *Maddy Legislative Intern Scholar* programs:

- Received 154 applications (compared to 171 applications last year).
- Awarded 29 scholarships (goal was 28 and compared to 24 scholarships last year).
- Expanded the program to the office of California's Governor Gavin Newsom in Sacramento.

- \$52,475 in scholarships to students in FY 2018-2019 (compared to \$44,750 last year—an increase of 17%).

***Number of Legislative Scholar Interns by Academic Year***



**Effectiveness of Activity:** Most of our alumni has found a full time employment due to the fact that legislative office and companies from throughout the area contact us directly for candidates. Also, the following representative comments from Maddy Intern alumni reflect the impact and effectiveness of the program:

*“Thanks to my internship in the Fresno office of Congressman Jim Costa, I have gained, improved, and polished many skills that I otherwise would not have been able to do if I had not been given this chance”*

Nigma Shook  
Maddy Intern Spring 2019 in the office of Congressman Jim Costa  
Economics

*"This internship expanded my knowledge about the city government, better a lot of skills such as communication skills, critical thinking and problem solving. It was overall a great experience in a fast pace environment"*

Maijoua Vang  
Maddy Intern Spring 2019 in the office of Councilmember Miguel Arias  
Social Work and Sociology

*"This internship has taught me more than any other opportunity I have had. My Chief of Staff has become a lifelong mentor and I have learned so much from the other staff. This has been a profoundly impactful experience and I am delighted to have been part of. Thank you to the Maddy Institute for making it possible."*

Sarid "Andy" Morales  
Maddy Intern Spring 2019 in the office of Councilmember Paul Caprioglio  
Political Science

*"This internship program has allowed for me to gain a real understanding of how politics work at the local and state level. To allow me the opportunity to work in a field that demands public service as something that we should all called to do. To be able to help people with problems that affect their quality of life, their own matters of health and safety as wells as the comfort of working in a society that demands our elected officials work for our best interests."*

Kyler Corral  
Maddy Intern Spring 2019 in the office of Assemblymember Jim Patterson  
Speech Communications

*"This internship was truly one of the most enjoyable jobs I have had. My passion for politics grew as I was doing somethings I enjoyed and performed well at doing. Overall, a truly memorable and productive experience"*

Hisham Qutob  
Maddy Intern Spring 2019 in the office of Senator Kamala Harris  
Business

Below are some quotes from alumni highlighted in our *Maddy Alumni Newsletter* during Spring and Fall 2019 editions:

*"The Maddy Institute internship reinvigorated my commitment to public service and taught me the value of listening to constitute needs and concerns. This consideration is the bedrock of my work as a representative for U.S. farmers and ranchers overseas. I continue to greatly value the life experiences and professional growth I obtained through the internship program."*

Lazaro Sandoval  
Maddy Intern Spring 2010 in the office of Congressman Jim Costa  
Senior Agricultural Attaché at the U.S. Consulate General in Mumbai, India



*“My internships with the Maddy Institute were incredibly valuable. As somebody who is passionate about the well-being of Fresno and the Central Valley, I feel that the Maddy Institute definitely equips future leaders with the critical skills, connections, and experiences necessary to make a positive difference. The scholarships that the Maddy Institute provides make it possible to have a great experience in a legislative office. I am thankful for the lifelong connections I have made and the valuable skills I gained as an intern.”*

Blake Zante

Maddy Intern Summer of 2006 in the Sacramento office of Asm. Jim Patterson’s Sacramento office and summer of 2018 in the D.C. office of Cong. Devin Nunes  
Senate Fellow & Legislative Aide for CA State Senator Andreas Borgeas

*“Through the Maddy Institute I learned that when I work with community stakeholders, elected officials, and disadvantaged communities to benefit the public, I am most proud of my work. It was as a Maddy Intern where I came to understand the value of listening to others; no matter their background nor their beliefs. To this day, I feel a great nostalgia towards my work in the Congressman’s office serving the Central Valley. Even now in Silicon Valley, I often advocate for a California that will one day find itself with less inequality, more prosperity, and a greater quality of life.”*

Michael Lomio

Maddy Intern Summer 2016 in the office Merced office of Congressman Jim Costa  
Director of Government Relations for Silicon Valley Leadership Group

## 2. Wonderful Public Service Graduate Fellowship

On January 14, 2015, The Maddy Institute and the Resnick Foundation entered into a charitable agreement to annually award two \$56,000 *Wonderful Public Graduate Service Fellowships*. Since only one (1) Fellowship was awarded by Maddy in 2018, the Resnick Foundation agreed to fund the *Wonderful Public Service Fellowship* for a total of three (3) students in 2019; one for one (1) year (a “One-Year Fellowship”) and two (2) Fellowships for two (2) years.

Now on its fifth year, Maddy and the Resnick Foundation has awarded their eighth, ninth and tenth fellowships to:

- Benny Corona - Master in Public Policy at UC Berkeley’s Goldman School of Public Policy
- Manpreet Kaur Sandhu - Master of Public Affairs at University of Wisconsin, Madison – La Follete School of Public Affairs.
- Samantha Santamaria - Second Year - Master in Social Work at Columbia University.

Number of Participants: The former and current *Wonderful Public Service Graduate Fellows* are:

- Alumni:
  - Kristine Williams – UC Berkeley – Graduated May 2017 – Master of City

Planning. Current Job: Program Officer for Central Valley Enterprise Community Partners.

- Edgar Garcia – UC Irvine – Graduated June 2018 – Master of Public Policy. Current job: Analyst with the City Manager’s Office with the City of Modesto
  - Gilbert Felix – USC – Graduated May 2018 - Master of Public Policy. Current Job: District Director for U.S. Representative T.J. Cox
  - Irene Calimlim – UC Berkeley – Graduated May 2019 - Masters in City & Regional Planning, as well as a Master’s in Public Health & City. Current Job: TBD.
- Current Fellows – Class of 2017\*:
    - Nanki Bhullar - UCLA – Third Yr - Masters in both Social Work & Public Health
    - Randy Villegas - UC Santa Cruz – Third Yr - Ph.D. Politics
- \*Due to the nature of these fellows programs (PhD and double Major), these fellow’s graduation is not within two years.
- Current Fellows – Class of 2018:
    - Jenna Chilingerian – University of Oregon – Second Yr. – Master of Community & Regional Planning

Effectiveness of Activity: The *Wonderful Public Service Graduate Fellowship* Program has been highly effective—with Fellows having 100% completion rate in their respective graduate program, as well as 100% placement within two months after graduation.

### c. Policy Analysis

The Maddy Institute’s activities in the realm of policy analysis include the following weekly public affairs programming: (1) *The Maddy Report* (tv-English), (2) *El Informe Maddy* (tv-Spanish) and (3) *The Maddy Report – Valley Views Edition* (radio/podcast), as well as (4) *The Maddy Daily*, our news aggregator that chronicles politics and public policy in the San Joaquin Valley.

1. *The 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 and [Community Media Center for Fresno and Clovis](#) (CMAC) in Fresno. Since the Spring of 2014, the production has been done in house and the program has been airing on ABC30 – KFSN since it has the largest market share of any English-language tv station in the Valley. The Cal Channel continues to broadcast episodes state-wide four to six days a week (depending on when legislative sessions are being televised).

This season included the following shows:

- 801: November Elections: The Propositions
- 802: Repealing the Gas Tax: Are Better Roads in for a Bumpy Ride??
- 803: November Elections: The Races

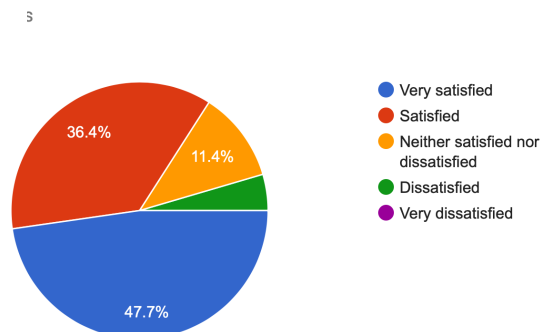
- 804: State Politics: Top Ten Most Influential
- 805: Active Shooters: Are Schools Making the Grade?
- 806: HSR Business Plan
- 807: Groundwater Banking: Saving for a Not-So-Rainy Day
- 808: Marijuana Regulation
- 809: State Spending/State Fiscal Outlook
- 810: Results of Nov. Elections
- 811: Retrospective: Mac Taylor
- 812: The Understaffing of Federal Courts
- 813: Impact of the ACA on ER Visits: Can More Be Less
- 814: New Laws - Future Legislation
- 815: State Fiscal Outlook: Remarkable Good
- 816: Medi-Cal Premiums & Claims: Failing to Follow Up on Eligibility Discrepancies
- 817: Retrospective: State Sen. Min Leader Jean Fuller
- 818: Ready, Fire, Aim: High Speed Rail's Initial Rollout
- 819: Higher Ed: A Good Investment for Students and Taxpayers?
- 820: Cal Facts: Everything You Need To Know About California
- 821: The Valley's New State Senators: Return of the Valleycrats
- 822: Motor Voter: Fine Tuning the Registration Engine
- 823: Countdown to the 2020 Census
- 824: The 2018 Turnout: What it Means for 2020?
- 825: Water in the San Joaquin Valley: A PPIC Report
- 826: California Politics with Dan Walters: Brown's Legacy and Newsom's Agenda
- 827: Assessing State Policies on Climate Change

Number of Participants: We produced 27 programs (our goal is 26) all of them edited at the MCJ Department at California State University, Fresno employing 2 students each semester.

Effectiveness of Activity: On average, the *Maddy Report* has 18,400 viewers on ABC30, an increase of 24% over last year, according to industry rating services. The program is consistently rated as having the largest audience in its timeslot—typically attracting more viewers than all other stations in the media market combined. It is also available on YouTube.

Over 84% of *Maddy Report* viewers were either “very satisfied” or “satisfied” with the content of the programs according to a survey to *Maddy Daily* subscribers in June 2019

## How would you rate your satisfaction with the content of our public policy programming?



In the same survey, the viewers expressed that they would like to see more shows dedicated to the following topics:

- Social equity
- Communities of color
- Coverage of environmental issues from a non-agricultural perspective
- Institutional care for the severely mentally ill
- Accounting of State tax monies
- Homelessness
- Transportation gridlock, affordable housing.
- China
- Temperance Flat Dam
- Public Transportation
- Student debt crisis
- Dreamers
- Energy conservation
- Wage theft
- Early childhood education
- Violence prevention
- Rural development in SJV

2. *El Informe Maddy*: Weekly half-hour public affairs Spanish-language television program. Prof. Keppler is the Managing Editor and Program Coordinator Maria Jeans 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 Unimas – KTFB-DT Fresno.

This season included the following shows:

- o 801: Elecciones en Noviembre: Las Proposiciones
- o 802: Elecciones en Noviembre: Gobernador, Superintendente de Education
- o 803: “Prevencion de la violencia escolar: Informe de la auditora estatal”
- o 804: PPIC [Recarga de aguas subterranas](#)
- o 805: Como Entrender las Reservas del Presupuesto Estatal
- o 806: Las 10 personas mas influyentes en California
- o 807: Resultados [de las elecciones de California en 2018: ¿un tsunami político?](#)
- o 808: Medi-Cal: miles de millones para pagos cuestionables
- o 809: [2019 Nuevas Leyes y Legislacion futura](#)
- o 810: Tren de alta [velocidad](#)... atorado en trafico?
- o 811: Agua en el [Valle de San Joaquin: Un reporte de PPIC](#)
- o 812: 2019 CalFacts: Todo lo que necesita saber sobre California
- o 813: Nada extravagante: el plan de gastos de California para 2018-19
- o 814: Participación en 2018: lo que puede significar para 2020
- o 815: Cuenta atrás para el Censo del 2020

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Number of Participants: Our goal is to eventually produce 26 programs a year, we produced 15 shows this year.

Effectiveness of Activity: Industry rating services report that the program has approximately 1,000 viewers per week on KFTV. It is also available on YouTube.

3. The Maddy Report – Valley Views Edition: Weekly one hour public affairs radio program on KMJ. Also, available as a podcast through iTunes.

This season included the following shows:

- o 801: November Elections
- o 802: Gas Tax Repeal – Implications for the Valley
- o 803: California Props, In General & Prop 6, In Particular
- o 804: Most Influential Valley Leaders
- o 805: Campus Shootings: Are Local Schools Prepared?
- o 806: HSR Business Plan
- o 807: Groundwater Banking: Saving for a Not-So-Rainy Day
- o 808: Marijuana Regulation
- o 809: State Spending/State Fiscal Outlook
- o 810: Results of Nov. Elections
- o 811: Retrospective: Mac Taylor
- o 812: More Issues, Fewer Federal Judges: What Will it Mean for the Valley?
- o 814: California Politics: A Look Back and A Look Forward
- o 815: State’s Fiscal Outlook Sets the Stage for Upcoming Budget Negotiation
- o 816: The Senior Boom: Preparing for the Baby Boom Aftershock)
- o 817: The California Republican Party’s Challenges: Temporary or Generational?
- o 818: High Speed Rail: Leaving the Station?
- o 819: The Valley’s Public Universities: An Update
- o 820: California Facts, Valley Economic Opportunities
- o 821: Voters and Legislators: The Midterm’s New Faces
- o 823: Census & Immigration: Distinctly Different Issues Intersect

- 825: A Comprehensive Look at the Valley's Water Challenges
- 826: End of an Era: What's next?

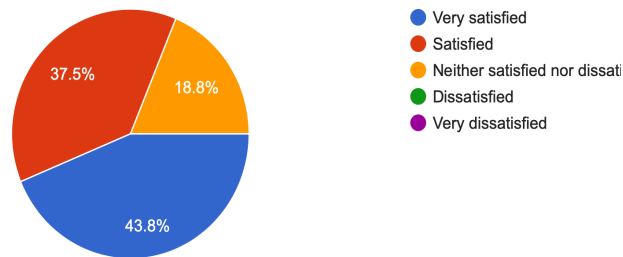
Number of Participants: We taped 26 original programs (our goal is 26).

Effectiveness of Activity: The program has an average of 7,500 listeners, according to industry rating services. This is an increase of 7% over last year. The program remains the top rated program in its timeslot.

Over 81% of *Maddy Report – Valley Views* listeners were either “very satisfied” or “satisfied” with the content of the programs according to a survey to *Maddy Daily* subscribers in June 2019.

How would you rate your satisfaction with the content of our publ programming?

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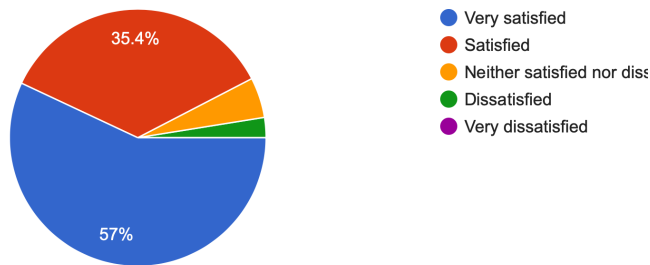
In the same survey, the listeners expressed that they would like to listen to more shows dedicated to the topics mentioned above regarding *The Maddy Report*.

4. *Maddy Daily News aggregator:* Daily news aggregator that chronicles politics and policy in the San Joaquin Valley.

Number of Participants: Four staff members (two students, the Program Coordinator and the Executive Director) produce the *Maddy Daily* five days a week (M-F).

Effectiveness of Activity: There are 10,425 subscribers. Over 92% of *Maddy Daily* readers were either “very satisfied” or “satisfied” with the content of the programs according to a survey to *Maddy Daily* subscribers in June 2019

How would you rate your satisfaction with the content of the Mar



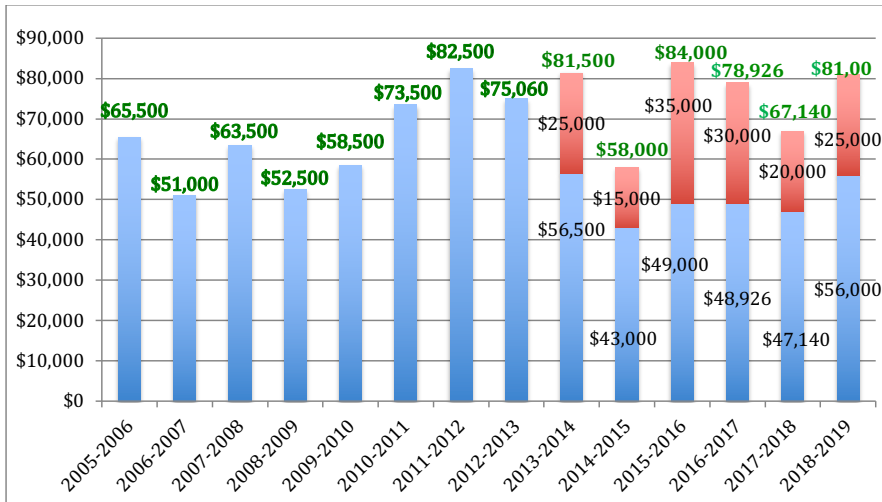
**d. Fundraising**

We have developed two key fundraising sources: (1) the Maddy Associates/Maddy Report sponsorships and (2) the annual “Big Five” Fundraiser in Sacramento.

1. The Maddy Associate/Maddy Report Sponsorships

In FY 2018-2019, the Institute secured \$107,665 in total donations. These funds came from *Maddy Associate* donations (\$56,000), *Maddy Report* sponsorships (\$25,000) as well as miscellaneous donations in the amount of \$26,665 (We received \$25,000 donation from one donor). (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***



Number of Participants: We have 28 *Maddy Associate* members (as compared to 24 from last year) and three *Maddy Report/El Informe Maddy* sponsors (California State Univ., Fresno, BSNF, and the Wonderful Company).

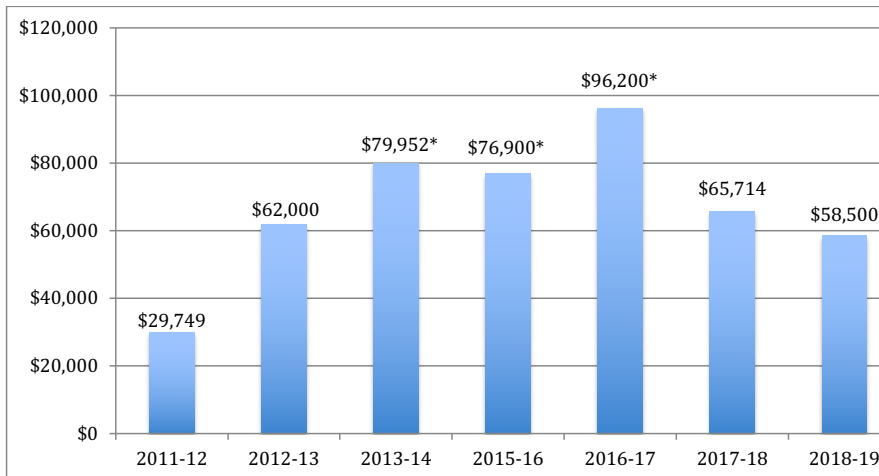
Effectiveness of Activity: The *Maddy Associates* program experienced a 19% increase in contributions, making it one of the most robust programs of any institute or center on campus.

2. *The “Big Five” Sacramento Fundraiser*

In 2011, we held a fundraiser in honor of Sen. Ken Maddy’s colleague and good friend, Sen. Bob Beverly, who had recently passed away. Initially conceived as a one-time event, the Governor and Legislative leadership have agreed to make it an annual event which support the Maddy Institute programs, including our summer legislative scholar internship program in Sacramento.



***“Big Five” Sacramento Legislative Intern Fundraiser by Year***



(\* = We received \$25,000 donation from one donor in 2013, 2014 and 2015)

Number of Participants: This year 167 guests attended the event.

Effectiveness of Activity: The amount raised since inception has provided a permanent endowment for three legislative scholar interns at the State Capitol and provided the basis for the possible expansion of that program.

**2. Unit Financial Statement and Funding**

Please see the attachment financial statement.

The original enabling legislation in 1999 established a \$1 million endowment for the Maddy Institute. A portion of the earnings of the endowment are now transferred to the Institute for annual operations. In addition, in 2003, State Senator (now Congressman) Jim Costa raised \$284,000 to create an endowment for a student internship program in Washington, D.C.. 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 (5%) of the State Endowment and the Costa endowment each year. The State Endowment funds are used each year to stabilize cash flow. As of May 31, the amounts in each account are:

- State Endowment: \$671,331.12 (compared to \$701,203.42 last year).
- Costa Endowment: \$276,964 (compared to \$276,964 last year).

3. **Space and Equipment Utilization**

The Maddy Institute currently works out of one location (CSU Fresno Foundation Building), that includes three work stations and an office for the Executive Director. It should be noted that our office space was initially provided by the University and is now provided by the Foundation.

Finally, there has been no change in equipment utilization. The Maddy Institute utilizes one printer, three phones and four computers one each for the Executive Director (provided by Craig School of Business) and Program Coordinator and 2 desktops for students.

4. **Advisory Committee Membership (Including Changes Made in 2018-19)**

The Maddy Institute Board of Directors is as follows:

- *Chairman:* Melissa Poole Frank
  - *Vice-Chairman:* Angela Vega-Hiyama
  - *Treasurer/CFO:* Don Maddy
  - *Secretary:* Joseph Castro
- Board Members:* Christine Bedell, Susan Benham, Jim Coleman, Greg Coleman, Cong. Jim Costa, John Harris, Robert Harper, Paul Hurley, Larry Martin, Hilda Cantu-Montoy, Sal Russo, Ian Wieland, Chris Woolf and Debbie Young.

The following changes were made to the Board in 2018-19:

- Greg Coleman was added to the Board during the Spring 2019 annual meeting.

5. **Changes in Governing Policies**

There were no changes to the Maddy Institute's governing policies.

6. **2019-2020 Goals & Objectives**

- Sign a partnership agreement with the Valley's other public universities (UC Merced, CSU Stanislaus and CSU Bakersfield)
- Have at least 28 legislative interns
- Have at least two new graduate fellows
- Improve our selectivity for both our *Maddy Intern* and *Wonderful Graduate Fellowship* programs
- Strengthen the *Maddy Interns* and *Wonderful Graduate Fellows* Alumni programs
- Continue to produce the *Maddy Report*, *El Informe Maddy* and *The Maddy Report-Valley Views Edition* and the *Maddy Daily*.
- Schedule at least four *Maddy Associate* events in the Fresno area, as well as at least two events in the North and South Valley
- Continue the Sacramento Fundraiser