

July 10, 2008

President John Welty  
Thomas Administration 103  
MS TA 48

Dear President Welty,

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 by broadcasting “The Maddy Report”—a public affairs television program to discuss topics of critical concern to the region and developing the Maddy Associates program where experts discuss the key public policy issues of the day. We are also partners 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 are the 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 student interns to get “front line” experiences with legislators in Sacramento and Washington, D.C. It is our intention to grow the Maddy Associates program over the coming year, focus on the development of grants to increase community programming, and to expand internships for student experiences in Sacramento and Washington D.C., as well as invite applications from CSU Stanislaus, CSU Bakersfield and UC Merced students. We have also begun to explore the development of a Maddy Monthly—a monthly public affairs white paper series, as well as develop a track in the Executive MBA program in Social Entrepreneurship/Civic Leadership as we work to accomplish our goal of becoming the most comprehensive public affairs institute in the CSU system

Sincerely,



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

MK/jlj

Enclosure

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

CALIFORNIA STATE UNIVERSITY, FRESNO

August 2008

## **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 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 Kepler 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.

The Institute recently 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. In the future, the Institute will also be seeking 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, Program Coordinator, Government Relations Coordinator and student assistant positions are filled. The Institute also benefits by volunteer support from the Advisory Board and Community.

## **Programs: 2007-2008**

### **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 (total = 250). The Maddy Associate program grossed approximately \$64,000 (net approximately \$44,000—much of net proceeds were used to sponsor student scholarships as noted below). The following Maddy Associate seminars were organized in 2007-2008:
  - “Fiscal Wake Up Tour” with David Walker, Comptroller General of the U.S., Alison Fraser, Heritage Foundation and Alice Rivlin, former Office of Management and Budget Director and Brookings Institute and David Zeeve from the Concord Coalition).
  - “California: Health Care Reform”(with Marian Mulkey, Senior Program Officer with the California Health Care Foundation, Deborah Riordan, Senior Policy Analyst with the Central Valley Health Policy Institute, Scott Hauge, President of Small Business California and Jan Emerson, Vice President, California Hospital Association)
  - “Sacramento Update” (with Valley’s State legislative delegation)
  - “Washington, D.C.” Update (with Valley’s Federal legislative delegation)
  - Gov. Guinn, former Governor of Nevada
- Endowment for California Leadership: A proposal for a state-wide program to develop high school students into well-informed civic, government and business leaders of tomorrow. The Maddy Institute has held meetings with the creators of this proposal and offered the Maddy Institute to be part of a pilot program.

## **2. Government Leadership**

- Legislative Intern Scholar Program: The Maddy Institute offers several types of scholarship intern experiences at the federal or state governments in Washington, D.C., Sacramento and Fresno with both the legislative and executive branches of 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. or Fresno and other cities in the San Joaquin Valley.
- The Maddy Scholarship State Intern Program is a highly selective program that applies to students who are doing an internship with the state government offices in Sacramento in Fresno and other cities in the San Joaquin Valley.
- Allocated \$36,000 from the Maddy Associates program to expand the Intern Scholar Program.
- During the 2007-2008 academic year, the Legislative Intern Scholar program:
  - 44% increase in the since 2005-2006 (up from 18 in 2005-2006 to 26 students this year).
  - Met and spoke with officials from the following campuses to lay groundwork to expand the Legislative Intern Scholar program to those campuses in 2007-2008:
    - 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 2007-2008:
    - U.S. Representatives Jerry McNerney and Kevin McCarthy
    - State Senators Ray Ashburn and Jeff Denham
    - State Assemblymembers Jean Fuller, Bill Maze, Tom Berryhill and Cathleen Galgiani,
- Organized Community Recognition Event for Fresno Unified School District (400+ attendees)
- Initiated Degree-Granting Program: Began discussions with Executive MBA program in developing a track in Social Entrepreneurship/Civic Leadership.

### 3. Policy Analysis

- Maddy Report: A 30-minute public affairs program aired on KSEE 24, the Fresno NBC affiliate. During the 2007-2008 academic year:
  - 50% increase in "The Maddy Report" public affairs television programs from last year (six programs last year to nine programs this year). Each show has been broadcast twice. All programs are re-broadcast on Comcast, Channel 14 and are podcast on our website when possible.
  - Fresno Mayoral Debate: Moderated and produced on KSEE 24 (Fresno NBC affiliate) on June 1 from 7:00 to 9:00 pm
- California Partnership for the San Joaquin Valley "Staffing Grant" for the Air Quality Work Group (\$165,000): The Air Quality Work Group has approximately 330 participants. Continue to successfully implement grant. Successful lobbying highlights include:
  - \$250 million allocation of Prop. 1B funding for air quality for the Valley
  - \$150 million in federal farm bill allocation for air quality for the Valley
  - Adoption by San Joaquin Valley Air District of all recommendations made by the Air Quality Work Group for the Districts "PM 2.5 Plan"
  - Adoption by San Joaquin Valley Air District of all recommendations made by the Air Quality Work Group for the Districts "Ozone Plan"
  - Appointment to the Air District's "Fast Track Task Force"
- California Partnership for the San Joaquin Valley "Air Quality Education in Environmental Justice Communities" Grant (\$250,000): Continue to successfully implement grant. Successful events include:
  - Held record-setting "Tune In/Tune Up" programs with Valley Clean Air Now in Arvin (360 cars tested, 280 cars failed, 250 made an appointment) and Parlier (342 cars tested, 270 cars failed, 230 made an appointment).
  - "Clean an Green Government Operations" seminar with government officials in Arvin and Parlier
- Awarded \$4,000 grant from the Garabedian Foundation for our on-going work in improving the region's air quality.
- Maddy Monthly: Initiated discussions for a "Maddy Monthly" publication—a monthly public affairs white paper series
- "This Week in Valley Politics": Initiated discussions with KFSR for a weekly radio program (to be hosted by Lee Lockhart) on local politics beginning in the Fall of 2008.