

To: President Jimenez-Sandoval

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



Date: July 20, 2021

**Re: Maddy Institute – Annual Report (2020-2021)**

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 are attending California State University campuses in Fresno, Bakersfield and Stanislaus, as well as UC Merced, UC Berkeley, University of Southern California, UCLA, UC Davis, 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 during the summer.
- *Sen. Bob Beverly Sacramento Legislative Intern Scholar Program*  
This program funds two to four scholar interns in legislative offices in Sacramento during the summer.
- *Valley Legislative Intern Scholar Program*  
Annually, this program funds between 25-32 scholar interns in local legislative offices throughout 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.

- *El Informe Maddy*: Weekly half-hour Spanish-language public affairs television program that mirrors the content of the *Maddy Report*.
- *Maddy Report – Valley Views Edition*: Weekly hour-long public affairs radio program and podcast that airs on Newstalk 580/105.9 KMJ.
- *Maddy Daily*: Free news aggregator that chronicles politics and policy in the San Joaquin Valley. Currently, *The Maddy Daily* has just under 10,000 subscribers.

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*: In the past, the *Maddy Associates* has hosted luncheons featuring a diverse array of distinguished state and national speakers to discuss topics of importance to our region, state and nation. As a result of COVID, we presented the speaker program virtually via Zoom. Modeled after the Commonwealth Club of California, the *Maddy Associates* program has been designed to be the key public affairs forum for Central California – a place where community leaders and those concerned about our region can learn and debate issues of public concern. Funds raised through the *Maddy Associates* program provide financial support the Institute.
- *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, as we continue to offer comprehensive public affairs programming through our agreement with the Valley's four public universities (UC Merced, CSU Stanislaus and CSU Bakersfield) to our region.

Enclosure

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

CALIFORNIA STATE UNIVERSITY, FRESNO

July 2021

## **Introduction**

The Kenneth L. Maddy Institute 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, Fresno Foundation building, at 4910 N. Chestnut Ave, OF 43.

## **Mission and Objectives**

The Maddy Institute seeks to carry on the spirit of bipartisanship, effectiveness and commitment to the public good that was exemplified by Sen. Ken Maddy during his 28 years of service as an elected official. In December 2020, the Maddy Institute's mission and objectives were rewritten as follows:

Mission: To help prepare current and future Valley leaders, 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:

- To provide a non-partisan venue for the thoughtful discussions on important public policy issues facing the San Joaquin Valley, California and the Nation.
- To increase participation in the democratic process.
- To help prepare the next generation of civic-minded business, non-profit, and government leaders.
- To improve the engagement, efficiency and effectiveness of government.

## **Governance History**

State Senator Charles Poochigian introduced SB733 in the California legislature, which created the Kenneth L. Maddy Institute in 1999. 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 ("Dean"). 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 first Executive Director, with accountability to the Dean. 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 original enabling legislation was amended by SB 452, authored by Senator Charles Poochigian and signed by the Governor. Effective January 1, 2004, the legislation required 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 provided that an Executive Director would 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.

Prof. Mark Keppler was appointed the Institute's second 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). On August 16, 2019 The Maddy Institute marked an agreement with the San Joaquin Valley's four public universities (California State University campuses – Fresno, Bakersfield and Stanislaus, as well as the University of California, Merced) to:

...create a working partnership...to advance public understanding of public policy issues impacting the San Joaquin Valley, as well as to support the development of student skills and experience to help develop the next generation of government and civic leaders in California's eight-county (Kern, Kings, Tulare, Fresno, Madera, Stanislaus, Merced and San Joaquin Counties) San Joaquin Valley.

Among other things, the goal of this new alliance is to ensure that Valley students on the four campuses have greater access to legislative internships in Washington, D.C., Sacramento, and legislative offices throughout the Valley, as well as enhance opportunities for university faculty from the four campuses to collaborate on public-policy issues unique to the Valley, and share their findings with Valley residents through the Institute's various public-affairs media platforms (e.g., *Maddy Report* and *El Informe Maddy* TV programs, its *Valley Views* radio and podcast, and its daily news aggregator, *The Maddy Daily*). Finally, this new collaboration will provide federal and state officials with a central organization that could provide them access to the region's public universities, as well as the various media markets throughout the eight-county, 250-mile San Joaquin Valley that is home to more than three million people.

The Maddy Insittute's key personnel since its inception have been:

Chairpersons of the Board:

1999 – 2010: Don Jackson

2011 – 2012: Dave Cogdill

2013 – 2014: Juan Arambula

2015 – 2018: Larry Martin

2018 – Present: Melissa Frank

Executive Director:

2003 – 2004: Jeanette Ishi  
2004 – Present: Mark Keppler

Kenneth L/ Maddy Professor

2000 – 2001: Harold Haak (*Maddy Professor of Public Administration*)  
2001 – 2002: Daniel Whitehurst (*Maddy Professor of Public Administration*)  
2003 – 2004: Jim Costa (*Maddy Professor of Public Affairs*)  
2004 – Present: Mark Keppler (*Maddy Professor of Public Affairs*)

## **I. Description of 2020-2021 Programs & Activities**

The Kenneth L. Maddy Institute 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. The Institute's effectiveness in accomplishing this goal is reflected in the success of our alumni through the years.

To advance its mission and meet its objectives, the Maddy Institute engages in the following programs and activities: (a) Civic Engagement, (b) Government Leadership, (c) Policy Analysis and (d) Fundraising. A more detailed description follows:

### **A. Civic Engagement**

1. Maddy Associates events organized in 2020-2021 (all virtual via Zoom):
  - September 28, 2020: Sunne McPeak, President & CEO of California Emerging Technology Fund, "*Closing the Valley's Digital Divide*"
  - October 12, 2020: John Myers (LA Times) and Dan Walters (CalMatters), "*November Election Analysis*"
  - November 16, 2020: Don Howard, President & CEO of The James Irvine Foundation, "*Building an Inclusive Economy in the San Joaquin Valley*"
  - December 8, 2020: Valley Legislative Update with Asm. Rudy Salas (D-Bakersfield), Asm. Joaquin Arambula (D-Fresno), Asm. Frank Bigelow (R-O'Neals), Asm. Devon Mathis (R-Visalia), Asm. Susan Eggman (D-Stockton), State Sen. Anna Caballero (D-Salinas), State Sen. Andreas Borgeas (R-Fresno), Rep. Jim Costa (D-Fresno)
  - February 18, 2021: Lenny Mendonca, Former Chief Economic and Business Advisor to Governor Gavin Newsom, "*California's Post-Pandemic Economy: From Crisis to Opportunity*"
  - March 22, 2021: Elaine Howle, CA State Auditor, "*California's State Auditor Reports on Fraud, Waste and Abuse in State Government*"
  - April 16, 2021: David Lightman, National Political Correspondent, McClatchy Newspapers, "*Valley Implications of Recent Congressional Actions: A Report from Washington, D.C.*"

Number of Participants: Each *Maddy Associate* event was attended by approximately 50-75 people, including community members, university faculty and staff, and students. Holding the events virtually allowed us to expand our audience beyond our current *Maddy Associates* membership and resulted in greater community outreach.

Effectiveness of Activity: By bringing together a diverse array of distinguished state and national speakers to discuss topics of importance to our region. The effectiveness of the activity is exhibited by the conversation that occurs at the meetings, as well as the impact it has on the development of, and support for, public policy initiatives that benefit the region (e.g., Discussion on closing the Valley's digital divide led to a proposal by our four university partners to the California Emerging Technology Fund)

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. Due to the pandemic, we did not host a citizenship ceremony this year but are planning one for October of 2021.

The event is typically hosted 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). Each year, approximately 150 immigrants are sworn in as new citizens with an audience of 600 in attendance. Approximately 75 community organizations also attend the event to provide assistance, as well as multicultural entertainment.

Effectiveness of Activity: Our program not only provides new citizens and their families with an enhanced citizenship ceremony, it provides them 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 not only continuing our partnership for the next academic year, but expanding this activity throughout the Valley.

## **B. Government Leadership**

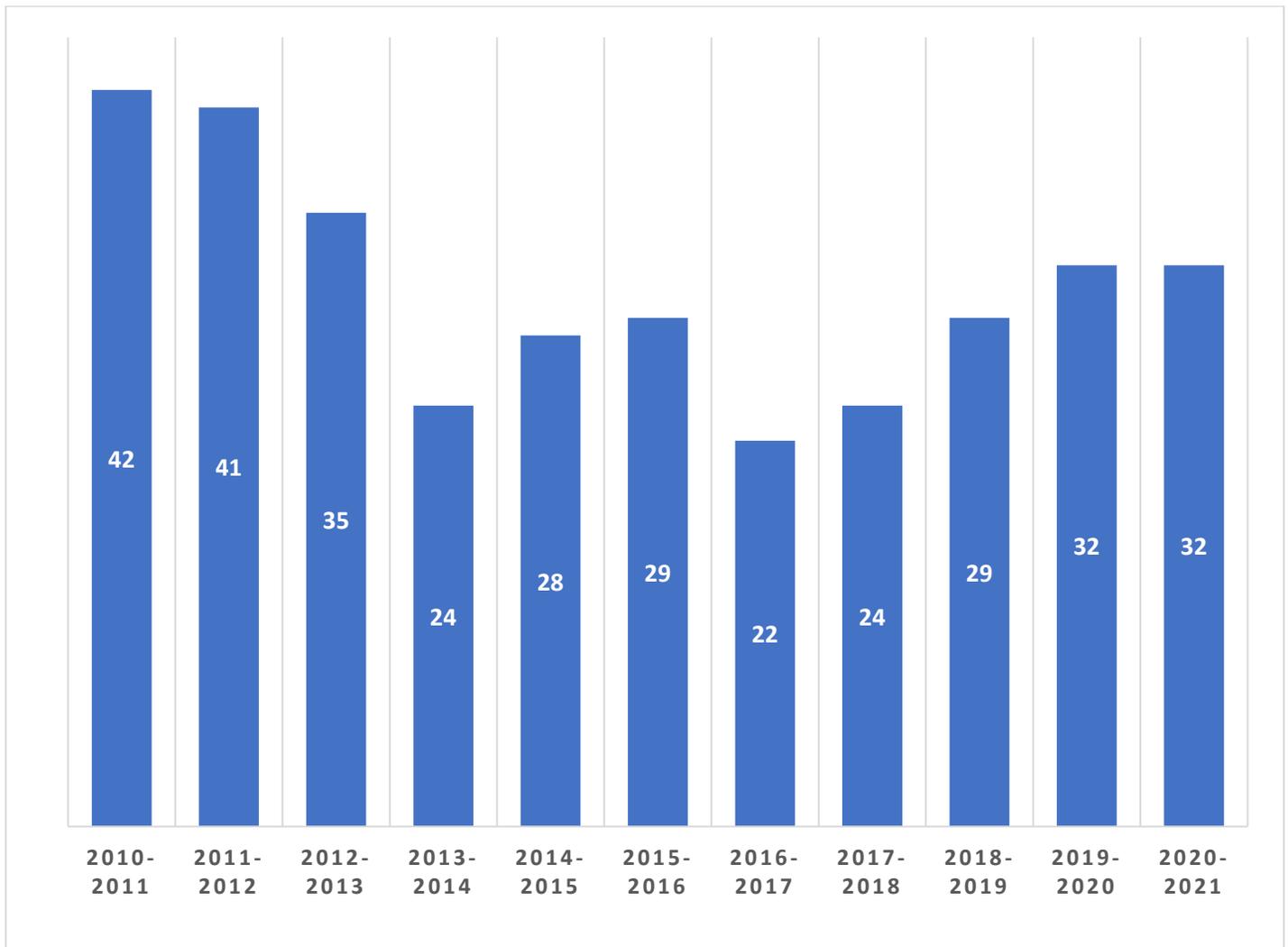
We have two primary leadership programs: (1) *Maddy Legislative Intern Scholar Programs* and (2) the *Wonderful Public Service Graduate Fellowship Program*.

1. *Maddy Legislative Intern Scholar Programs*

Number of Participants: During the 2020-2021 academic year, the *Maddy Legislative Intern Scholar* programs:

- 136 applications (179 applications last year. We believe the uncertainty caused by COVID impacted applicationsr.).
- 32 scholarships (Goal = 28 scholarships.)
- \$68,350 in scholarships (\$53,364 last year—a 28% increase. Note: Some of this increase is due to the increase in the minimum wage.)
- Expanded the program to the Governor's Sacramento Office of External Affairs, the Fresno Office of Sen. Alex Padilla, and the City of Madera.

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



Effectiveness of Activity: After graduation, many of our Maddy Intern alumni have found full time employment with the legislative offices where they interned. In addition, a large number are admitted to graduate and law school after graduation or are hired by companies who value the experience and training they received during their Maddy Legislative Internship. Some have even gone on to elective office. The following comments from Maddy Legislative Intern alumni reflect the impact and effectiveness of the program:

#### *Comments from Program Alumni*

*" The Jim Costa Federal Internship through The Maddy Institute provided me with the unique opportunity to experience government firsthand. During my ten fast-paced weeks in our nation's Capital I received a priceless education in politics and policy. My internship in Washington, DC also served as a jumping off point to a career in public service and later the private sector. I am proud of my time as a*

*Chief of Staff in the California Assembly and United States Congress followed by senior leadership roles with a Fortune 200 company. I still draw upon the experience from my first internship as I serve corporate clients throughout the state of California with Vista Consulting.*

Tal Eslick

Owner, Vista Consulting

Maddy Intern Summer 2005 in the Washington D.C. Office of Congressman Devin Nunes

*“The Maddy Institute allowed me to have experiences in politics that I would not otherwise have. Being a part of the program lowered the barrier of entry for me to enter into the world of politics and helped me make unique connections that I still hold to this day. The Maddy Institute is a great program for students who want to get better visibility and understand the legislative process at the local, state, and federal levels.”*

Mark Torres

Senior Director and Head of Office for the West Coast practice of DSPolitical

Maddy Intern Fall 2009 in the Fresno Office of Senator Dianne Feinstein

*“My experiences helped me grow as a citizen and public servant to meet the challenges of our divided times — to lead a bold, bipartisan, independent campaign that allowed me, as a 28-year-old, to defeat a two-term incumbent Tuolumne County Supervisor by 19 points. What I've learned is that, be it county or country, there can be no bystanders. Step up. Reach across the aisle with courage. And utilize great opportunities like the Maddy Institute.”*

Jaron Brandon

Tuolumne County Board of Supervisors

Maddy Intern Summer 2014 in the Sacramento Office of Senator Andy Vidak

## 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.

In the Spring of 2020, the donor opted to put this program on hiatus. Our hope is to restart this program once the COVID-19 pandemic is no longer an issue.

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: Youth Department Manager at Fathers & Families of San Joaquin.
- Nanki Bhullar - UCLA – Graduated May 2020 – Double Masters in Social Work & Public Health. Job: TBD.
- Jenna Chilingirian – University of Oregon – Graduated June 2020 – Masters in Community & Regional Planning. Job: Planning Division with Precision Civil Engineering.
- Samantha Santamaria - Graduated May 2020 - Master in Social Work at Columbia University. After graduation, Samantha decided she could not fulfill the requirements of the fellowship and repaid her loans in full. She is no longer part of the program.

Current Fellows – Class of 2017:

- Randy Villegas\* - UC Santa Cruz – Fourth Year – PhD in Politics  
\*Recently received a tenure-track appointment with the College of the Sequoias. Enrolled in a PhD program with an anticipated graduation date of May, 2023.

Recently Graduated Fellows – Class of 2019:

- Benny Corona – Graduated May 2021 - Master in Public Policy at UC Berkeley’s Goldman School of Public Policy
- Manpreet Kaur Sandhu – Graduated May 2021 - Master of Public Affairs at University of Wisconsin, Madison – La Follette School of Public Affairs.

Effectiveness of Activity: The *Wonderful Public Service Graduate Fellowship* Program has been highly effective—with Fellows having 100% so far completed their respective graduate programs and eight out of ten (80%) returned to the San Joaquin Valley to work in public service.

### C. Policy Analysis

The Maddy Institute’s activities in the realm of policy analysis include the following public affairs programs: (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*, a news aggregator that chronicles politics and public policy in the San Joaquin Valley, Monday through Friday.

Due to the COVID-19 pandemic, the Maddy Institute moved to a virtual production model for the tv and radio shows. This proved to be very effective in terms of both scheduling guests from outside the Valley (e.g., San Francisco, Sacramento, Washington, D.C., etc.), as well as reducing travel costs (i.e., traveling to Sacramento to tape in-person). We were able to produce 28 shows during the 2020-2021 season (our annual goal is 26).

1. *The Maddy Report*: This is a weekly half-hour public affairs television program researched, written and hosted by the Executive Director that generally focuses on State issues that significantly impact the Valley. Since the Spring of 2014, the

production has been done in-house. The program currently airs on ABC30 – KFSN, which has the largest market share of any English-language tv station in the Valley.

This season included the following shows:

- 1001: Telemedicine, Path to Better and More Affordable Healthcare?*
- 1002: What Have We Learned About Distance Learning?*
- 1003: Capitol Weekly's Top 10: Tales from the Pandemic*
- 1004: UC Merced Chancellor Juan Sánchez Muñoz: Valley Roots*
- 1005: James Irvine Foundation: Closing the Valley's Opportunity Gap*
- 1006: The November 2020 Propositions*
- 1007: California Politics: What Does 2020 Mean for 2021?*
- 1008: The Valley's Mayors: What's on their 2021 Agenda?*
- 1009: Little Hoover Commission Report: California's Digital Divide*
- 1010: Little Hoover Commission Report: Saving California's Small Businesses*
- 1012: State Legislative Response to the Pandemic*
- 1013: Federal Response to Looming Crises*
- 1014: State Legislative Agenda for 2021*
- 1015: The Mess at Unemployment Comp: Truth and Consequences*
- 1016: California's Post-Pandemic Economy: From Crisis to Opportunity*
- 1017: Recreational Marijuana*
- 1018: State Auditor's Report: Evaluating Affordable Housing Programs*
- 1019: Redistricting 2.0: New and Improved?*
- 1020: LAO Report on Safe Drinking Water*
- 1021: Air Quality: Has the Valley Hit the Invisible Wall?*
- 1022: Eliminating Fraud, Waste & Abuse: Who You Gonna Call?*
- 1023: The State of Aging*
- 1024: Medical School in the Valley*
- 1025: Fracking: Energy Bridge or a Dead End?*
- 1026: Nursing Homes: How COVID Revealed a Quality Care Problem*
- 1027: High Speed Rail: Back on Track?*
- 1028: A Conversation with U.S. Senator Alex Padilla*

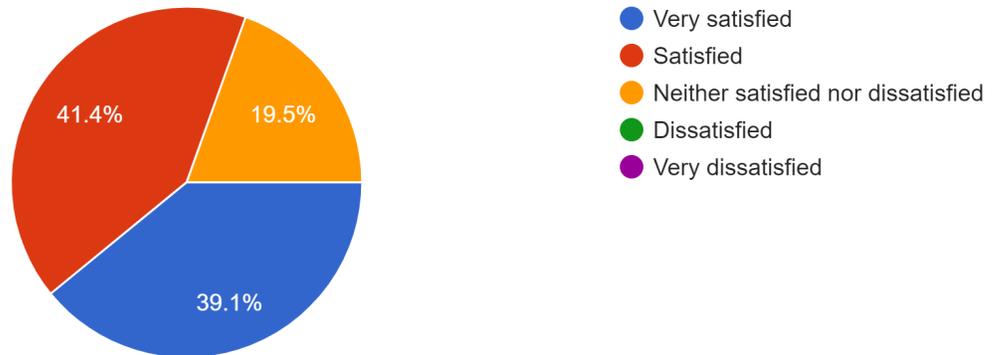
Number of Participants: We were able to tape the programs virtually with a program called StreamYard. It proved highly effective and we were able to host many guests that we may otherwise not have had the opportunity to host in person. All of the programs were edited at the Mass Communications and Journalism Department at California State University, Fresno, with three students assigned to this project each semester.

Effectiveness of Activity: On average, the *Maddy Report* has a weekly viewership of 10,050 and consistently ranks as the top rated program in its timeslot. The programs are also available on YouTube.

A survey of *Maddy Daily* subscribers in June and July 2021 found that 80% of *Maddy Report* viewers were either “very satisfied” or “satisfied” with the content of the programs.

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

87 responses



In the same survey, the viewers expressed interest in additional coverage of a number of different topics, including:

- Agricultural issues (including conservation)
- Citizen engagement
- Demographics and population change
- Education (including pre-K)
- Environmental justice
- Health care
- Housing affordability and homelessness
- Immigration
- Income inequality
- Policing
- Tax policy
- Water

2. *El Informe Maddy*: This is a half-hour public affairs Spanish-language television program that generally covers that same topics discussed on *The Maddy Report*. Like *The Maddy Report*, this program was produced virtually this year. With the departure of former Maddy Institute Program Coordinator and host Maria Jeans to Florida, we decided to have university students host the program. California State University, Fresno Professor Daniel Calleros Villarreal with the Department of Modern and Classical Languages and Literatures, assisted with the selection of the various student hosts, as well as the translation of the various program scripts (and accompanying research notes). Current Maddy Institute Program Coordinator Amy Boam has managed the production/tapings and Maddy Institute student assistant Brooke Chau has assisted in editing the programs.

A good portion of this year was spent developing a student-hosted Spanish-language program. As a result, we completed five programs this year, with the

expectation to more than double that number next year. The ultimate goal is to produce at least 26 shows each academic year.

This season included the following shows to date (show numbers mirror their English counterparts):

*IM\_1008: A Conversation with Valley Mayors*

*IM\_1015 The California State Auditor's Report on the EDD*

*IM\_1018 The California State Auditor's Report on Affordable Housing*

*IM\_1019 Redistricting 2.0*

*IM\_1020 Providing Safe Drinking Water for All Valley Communities*

*IM\_1022 The Key Watchdogs in State Government: An Overview*

Number of Participants: We have worked with three students to translate and host the program, as well as Professor Villarreal to oversee the translations. Our goal is to eventually produce 26 programs a year.

Effectiveness of Activity: We are posting the finished episodes on our YouTube channel and working with CMAC to air the shows on their public access channel. To our knowledge, we are producing the only Spanish-language program devoted entirely to California politics and public policy, addressing an historically underserved community.

3. *The Maddy Report – Valley Views Edition:* This is a weekly one-hour public affairs radio program on Newstalk 580/105.9 FM KMJ. The shows feature the audio from the tv programs for the first half hour, followed by discussion with Valley leaders from the north, central and southern parts of the Valley about how this State issue is impacting their area locally. The shows are also made available as a podcast, distributed on major podcast platforms (e.g., iTunes).

This season included the following shows:

*1001: Will Telemedicine Cure the Valley's Doctor Shortage?*

*1002: Can Distance Learning Span the Valley's Digital Divide?*

*1003: Valley & State Politics: The Most Influential Non-Politicians*

*1004: The Valley's Public Universities: An Update*

*1005: Philanthropy in the Valley: An Update*

*1006: The November Propositions: Valley Implications*

*1007: Valley Politics: What Does 2020 Mean for 2021?*

*1008: All Politics Are Local: The Big Issues for Valley Cities in 2021*

*1009: Closing the Valley's Digital Divide and the Promise of Telemedicine*

*1010: The Pandemic's Effect on Small Business in the Valley*

*1011: Labor Trafficking, Poverty and Income Inequality*

*1012: State Legislative Response to the Pandemic*

*1013: Congressional Agenda for 2021*

*1014: State Legislative Agendas*

*1015: To Catch a Thief: Combatting Unemployment Comp & Workers Comp Fraud*

*1016: Building a More Competitive and Inclusive Valley Economy*

*1018: Building More Affordable Housing: What Works and What Doesn't*

*1019: Will Redistricting Change the Political Landscape?*

1020: *Valley Water: Where & Why is it Unsafe to Drink?*  
1021: *Valley Air: Are We Breathing Any Easier?*  
1022: *Keeping them Honest: The Role of State and Local Watchdogs*  
1023: *Aging Better: What's the Plan?*  
1024: *Medical Education in the Valley: Current and Future Prognosis*  
1025: *Fracking in the Valley: Pros and Cons*  
1027: *Reporter's Notebook: High Speed Rail Update*  
1028: *U.S. Senator Alex Padilla: Valley Impressions*

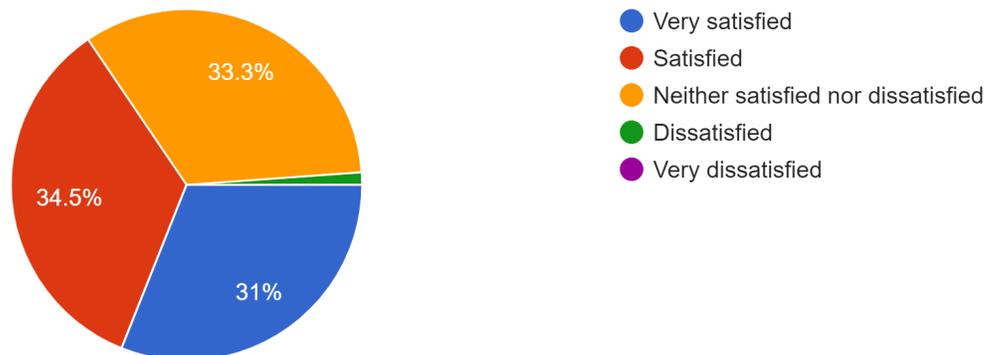
Number of Participants: We taped 26 original programs, meeting our annual goal.

Effectiveness of Activity: The program has an average of 6,500 listeners per week and consistently ranks as the top-rated program in its timeslot.

According to our 2021 survey of *Maddy Daily* subscribers, 65.5% were either “very satisfied” or “satisfied” with the content of the programs.

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

87 responses



In the same survey, the listeners expressed that they would like to listen to more shows including many of the topics mentioned above regarding *The Maddy Report*, plus:

- Agricultural issues
- Constitutional issues
- Federal – State issues
- Free speech
- Health (including telehealth)
- Public sector costs (including salaries)
- Water

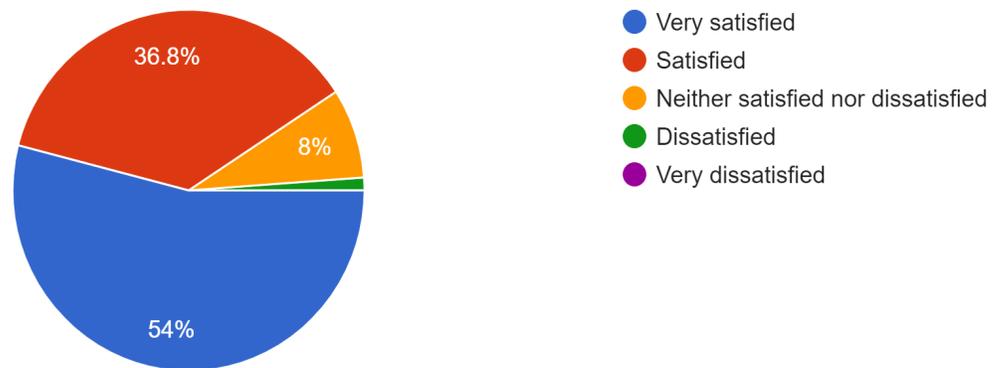
4. *Maddy Daily News aggregator*: This is a daily news aggregator that chronicles politics and policy in the San Joaquin Valley, Monday through Friday.

Number of Participants: Six staff members (four students, the Program Coordinator and the Executive Director) work together to produce the *Maddy Daily*.

Effectiveness of Activity: Currently we have 9,865 subscribers to the *Maddy Daily*. Over 90% of our survey respondents were either “very satisfied” or “satisfied” with the content the *Maddy Daily*.

How would you rate your satisfaction with the content of the Maddy Daily?

87 responses



## D. Fundraising

In 2020-2021, the Institute secured \$206,196 in total donations in all fundraising categories. Our key fundraising sources include the following: (1) the *Maddy Associates/Maddy Report* sponsorships and (2) Intern Scholarship funding. Previously our annual “Big Five” Fundraiser in Sacramento provided approximately \$50,000 to support the Institute but it was not held last year due to the COVID pandemic. In addition to several small individual donations, we secured three significant funding grants for the *Maddy Daily* from the James Irvine Foundation, the Central Valley Community Foundation and the Stanislaus Community Foundation. We also received an unsolicited \$20,000 donation from one donor.

### 1. *The Maddy Associate/Maddy Report Sponsorships*

We received \$46,500 for *Maddy Associates* donations, and \$32,500 in *Maddy Report* sponsorships, for a total of \$79,000 for the 2020-21 academic year (total amounts are listed in **red**.) The contributions from the *Maddy Associates* (listed in **green**) and sponsorships for the *Maddy Report* (listed in **blue**) provide a breakdown of that total amounts received to more clearly show the change in each:

*Maddy Associate Donations and Maddy Report Sponsorships by Year*



Number of Participants: During the 2020-21 we had 21 *Maddy Associates* members (versus 23 last year) and three *Maddy Report* sponsors (BNSF Railway, California Emerging Technology Fund and Fresno State Associated Students, Inc.).

Effectiveness of Activity:

While there was a decline in the amount raised by the *Maddy Associates* from last year (\$55,000 versus \$46,500), we attribute a good portion of that to the COVID pandemic and the fact that we were unable to have in-person luncheon speaker events. Despite that fact, the program continues to be one of the most robust programs of any institute on campus.

2. Intern Scholarship Funding

In 2020-2021, the Maddy Institute secured a total of \$52,000 in funding for our Legislative Scholar Intern program from a variety of sources. In addition to a \$10,000 contribution each from UC Merced, CSUB and Stanislaus State, we also received funding from Fresno State ASI (\$9,750), the College of the Sequoias (\$7,500), and general scholarship donations (\$4,750), among others.

Effectiveness of Activity:

This year, our development activities to fund our Legislative Scholar Intern program were very successful and allowed us to fund 32 internships for students

from six different university campuses around the Valley. Our goal is to continue to build the amount of contributions received so we can further expand the program to provide more opportunities for more Valley students.

3. *The Maddy Daily Sponsorships*

In 2020-2021, the Maddy Institute received a total of \$52,346 in funding for *The Maddy Daily*. We were able to secure a grant in the amount of \$45,000 from the James Irvine Foundation to help cover costs of producing *The Maddy Daily* for the next three years (*Note: This reflects a three-year commitment to pay \$15,000 per year for three years*). We were also able to secure donations from the Central Valley Community Foundation and the Stanislaus Community Foundation in the amount of \$7,500 (*Note: This reflects a three-year commitment to pay \$2,500 per year for three years*). Additional general donations for the *Daily* totaled \$2,346 during 2020-21.

Effectiveness of Activity:

*The Maddy Daily* continues to be one of our most far-reaching programs with almost 10,000 subscribers. We regularly receive positive emails and comments about *The Maddy Daily* at functions where the Executive Director is the keynote speaker. The President and the CEO of the James Irvine Foundation, as well as the leaders of two key Valley community foundations, commented that they regularly read *The Maddy Daily* to keep abreast of Valley politics and policy. Their support was reflected in a \$60,000 contribution to support the on-going publication of *The Maddy Daily*.

## **II. Unit Financial Statement and Funding**

Please see the attachment financial statement (reflects activity through May 31, 2021).

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, 2021, the amounts in each account are:

- State Endowment: \$634,201.90 (compared to \$649,440.33 last year).
- Costa Endowment: \$270,015 (compared to \$280,054 last year).

### **III. Space and Equipment Utilization**

The Maddy Institute is currently works located in the Fresno State Foundation Building. Our offices include 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 laptop each for the Executive Director (provided by Craig School of Business) and Program Coordinator, as well as two desktops for student assistants).

### **IV. Advisory Committee Membership (including changes made in 2020-2021)**

The Maddy Institute Board of Directors is as follows:

- *Chairman:* Melissa Poole Frank
- *Vice-Chairman:* Angela Vega-Hiyama
- *Treasurer/CFO:* Don Maddy
- *Secretary:* Saul Jimenez-Sandoval
- *Board Members:* Christine Bedell, Jim Coleman, Greg Coleman, Jim Costa, Jeff Cowan, John Harris, Paul Hurley, Saul Jimenez-Sandoval, Ellen Junn, Hilda Cantu Montoy, Ken Price, Sal Russo, Justin Salters, Juan Sánchez Muñoz, Ian Wieland, Chris Woolf, and Lynette Zelezny.

The following changes were made to the Board in 2020-2021:

- With his promotion to CSU Chancellor in 2020, Joseph Castro resigned from the Board and his Secretary position. Saul Jimenez-Sandoval, the new President of California State University, Fresno, has assumed that position.
- Debbie Young retired from Fresno State and resigned from the Board.
- Hisham Qutob, the Fresno State student representative on the Board, graduated and resigned from the Board.

### **V. Changes in Governing Policies**

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

### **VI. 2021-2022 Goals & Objectives**

- Have at least 30 legislative interns
- Explore restarting for the *Wonderful Public Service Graduate Fellowship* program
- Improve the quantity and quality of our *Maddy Legislative Interns*
- Strengthen the *Maddy Interns* and *Wonderful Graduate Fellows Alumni* programs
- Continue to produce and expand the audience for the *Maddy Report*, *El Informe Maddy* and *The Maddy Report-Valley Views Edition* and the *Maddy Daily*.
- Schedule at least four in-person *Maddy Associate* events in the Fresno area, as well as at least two events in the North and South Valley
- Hold a Sacramento fundraiser
- Continue to explore ways to enhance the four-university collaboration that advances the mission of the Maddy Institute.