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The Maddy Institute Launches Comprehensive Rebrand to Strengthen Regional Impact
New Identity Reflects Commitment to Elevating Region and Developing Future Leaders Across the San Joaquin Valley

Fresno, CA – The Maddy Institute, a cornerstone of leadership development, civic engagement, and public policy analysis in the San Joaquin Valley for over 25 years, is proud to announce a comprehensive rebrand that reflects its expanded reach, renewed mission, and ongoing commitment to the region. The rebranding includes a refreshed logo, modernized digital presence, and an upcoming website launch that will strengthen its visibility and accessibility across all eight counties it serves.

“The Institute’s refreshed brand is a tribute to the legacy of Ken Maddy we uphold and a commitment that we will continue to be the San Joaquin Valley’s premier public policy institute for generations to come,” says Blake Zante, executive director of The Maddy Institute. “We remain steadfast in our mission to prepare future leaders, inspire civic engagement, and provide nonpartisan policy analysis to address the unique challenges of the San Joaquin Valley.”

Created by the California Legislature in honor of the late Senator Kenneth L. Maddy, known for his integrity, bipartisanship, and dedication to public service, The Maddy Institute has long been a beacon of principled leadership and will continue to honor Senator Maddy’s vision of creating future leaders with the values of effective and collaborative governance.

The rebrand introduces new enhancements including a modernized website, offering new tools and features designed to benefit the community, policy makers, and students alike. Valley residents will gain access to user-friendly resources such as a representative locator to better connect the community with their elected officials. For policy makers and students, the Institute’s strengthened partnerships with the California State University campuses at Bakersfield, Fresno, and Stanislaus, and the University of California, Merced, will continue to drive leadership development and provide meaningful opportunities for future Valley leaders.

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A New Identity for a Stronger Regional Impact

As The Maddy Institute evolved to encompass partnerships with four distinguished public universities – California State University Bakersfield, Fresno, Stanislaus, and the University of California, Merced – the need for a refreshed identity became evident. The rebrand expands the Institute’s reach to the entire San Joaquin Valley, modernizes its digital presence, and showcases its role as the premier public policy institute for the region.

How We’re Elevating Our Impact

For the Community: The updated website will offer interactive tools, including a representative locator, making it easier for Valley residents to engage in the democratic process. Streamlined navigation and mobile-friendly design will ensure greater accessibility to resources, public affairs programming, and voter information.

For Policy Makers: The Maddy Institute’s enhanced resources provide elected officials and public managers with nonpartisan, data-driven insights to make informed decisions. With access to comprehensive policy analysis and regional data, elected officials can better address the unique challenges the Valley faces and create solutions that reflect the needs of the region’s diverse communities.

For Students: The rebrand highlights The Maddy Institute’s unique role as a leadership development hub, providing internship opportunities that prepare the next generation of Valley leaders. Collaborations with the Valley’s universities ensure that students gain hands-on experience in the policy making arena, fostering a robust pipeline of future leaders for the region.

“Through our rebrand, we are strengthening our ability to inspire and support future leaders while empowering our community to engage with policy in meaningful ways,” says Melissa Frank, chair of The Maddy Institute’s board of directors and alumna of the Institute’s legislative internship program. “This new identity will better reflect the innovative, collaborative, and impactful work we do every day.”

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About The Maddy Institute

The Maddy Institute is a nonpartisan, nonprofit public policy institute for the San Joaquin Valley that provides a venue for thoughtful discussions on important public policy issues facing the San Joaquin Valley, California and the Nation. The Maddy Institute fosters collaboration among the Valley’s academic, government, and community leaders. Its partnership with the Valley’s four public universities—California State University, Bakersfield, California State University, Fresno, California State University, Stanislaus, and University of California, Merced – allows the institute to leverage the Valley’s intellectual resources to address critical regional and state issues. For more information, visit maddyinstitute.com.