

# CoB Fundraising: Doty vs. Gunther

## A Look at Partnership Society Donations in Spring of 2002 and Spring of 2005

This report compares the fundraising talents of current CoB Dean Harold Doty to that of former CoB Dean William Gunther. To do so, our investigators compared Partnership Society membership rolls and giving levels at two points: Spring of 2002 and Spring of 2005. Membership rolls and giving levels were reported in both the Spring 2002 and Spring 2005 issues of *Joint Venture*, the CoB highlights magazine.

The Partnership Society is structured with four broad giving categories or levels. These are classified as “Partners,” “Directors,” “Executives,” and “Associates.” This structure has been maintained since the inception of the Society in 2001. The table below specifies the level of giving required to reach each of the three categories:

<u>Giving Level</u>	<u>Requisite Donation</u>
Partner	\$1,000 and above
Director	\$500 to \$999
Executive	\$100 to \$499
Associates	Gifts to \$99

To assess Doty’s fundraising talents, we examined membership rolls in the Partnership Society using the Spring 2005 issue of *Joint Venture*. To compute a total for both Doty and Gunther, we decided to use the midpoint values (\$) for each level of giving after the “Partners” level. In other words, for each member in the “Directors” category, we added \$750 to each person’s total. With “Executives” we used \$250, etc. For “Partners,” we used the \$1,000 baseline figure. Using this system, Doty’s fundraising totals are presented below:

	<u>Partners</u>	<u>Directors</u>	<u>Executives</u>	<u>Associates</u>	<u>Totals</u>
Members	0	1	100	240	<b>341</b>
Donations	\$0	\$750	\$25,000	\$12,000	<b>\$37,750</b>

The Partnership Society membership rolls from 2005, under Dean Doty, are presented in the first screen at the end of this document (1 page of names; yellow page #16). As the numbers indicate, Dean Doty was able to cultivate only one Executive member of the Society, and he was a complete failure in generating any Partners membership. Doty’s total was just under \$38,000, as the table above points out.

It’s interesting to take a look at CoB faculty participation in the Partnership Society in the Doty Administration:

	<u>Partners</u>	<u>Directors</u>	<u>Executives</u>	<u>Associates</u>	<u>Totals</u>
Members	0	0	2	0	<b>2</b>
			Dolly Loyd John Clark		

So, only Dolly Loyd (Instructor of Marketing) and John Clark (Associate Professor of Finance) supported Doty’s vision for the CoB by joining the Partnership Society in 2005. That’s a shame, perhaps, for Clark, given the 2005 Brandt Award scenario (see report at usmpride.com).

Now we turn to former CoB Dean William Gunther. The Partnership Society membership rolls from 2002, under former Dean Gunther, are presented as screens 2 and 3 at the end of this document (2 pages of names; pages 14-15). Gunther’s fundraising totals are presented below:

	<u>Partners</u>	<u>Directors</u>	<u>Executives</u>	<u>Associates</u>	<u>Totals</u>
Members	6	7	84	402	<b>499</b>
Donations	\$6,000	\$5,250	\$21,000	\$20,100	<b>\$52,350</b>

As you can see, it’s not much of a contest. Gunther “developed” six Partners and 7 Directors, while Doty could only “develop” a single Director. The Gunther Administration, in it’s first attempt, garnered \$52,350 to support the Partnership Society, fully 38.7% more than what Doty was able to achieve, even though the CoB fundraising apparatus was well-oiled by the time Doty arrived on the scene in 2003.

Next, we examined CoB faculty contributions under the Gunther Administration:

	<u>Partners</u>	<u>Directors</u>	<u>Executives</u>	<u>Associates</u>	<u>Totals</u>
Members	0	1	2	2	<b>5</b>
		Ed Nissan	Jon Carr Frank Mixon	Rohan Christie-David Len Trevino	

So, five faculty joined the Partnership Society by Spring of 2002. Gunther was even able to cultivate as many Directors from within the CoB as Doty cultivated from around the globe. As the tables above indicate, the Gunther-Pickering era was the high-water mark for CoB fundraising. The Doty-Dieth regime is treading water, comparatively speaking.

## PARTNERSHIP SOCIETY

Membership in the Partnership Society represents a direct investment in the lives of students and faculty through scholarships, fellowships, innovative programs and improved classroom technology.

2005 Members  
Partnership Society

### DIRECTORS

*Gifts of \$500 to \$999*

Houser, Charlie

### EXECUTIVES

*Gifts of \$100 to \$499*

Bobo, Charles  
Bond, William  
Boney, James  
Covarrubio, Janet  
Daniels, Thaddeus  
Depriest, Steven  
Doherty, Robert  
English, Dorothy  
Gay, Andrew  
Gilbert, Floyd  
Lightsey, James  
McCrary, David  
McKenzie, Hance  
Myers, William  
Purvis, Michael  
Rushing, Ken  
Tynes, William  
Watts, Lavelle  
Worrel, Stephen  
Butler, Arthur  
Corban, Warren  
Daniels, Troy  
Dickinson, Tracy  
King, Edwin  
Neville, Patricia  
Pittman, Elaine  
Raybon, Sally  
Reich, Stephen  
Roberts, Beth  
Shoemaker, Wanda  
Vaughn, Billy  
Walborn, George  
Wilson, Deona  
Adams, Jerry  
Barnes, Janis  
Betancourt, Sylvia  
Boyd, James  
Brewer, Allen  
Cannette, Lee  
Carlisle, John  
Conerly, Clinton  
Conn, Henry  
Currie, Vincent  
Davis, John  
Driskell, Donald  
Falk, Marlene  
Fore, Richard  
Fulton, Diane  
Garrett, Stephen  
Gordon, James  
Granberry, Erin  
Hamlin, Ronald  
Herrington, Hardy  
Herrin, Herman  
Howington, Donald  
Koski, Walter  
Lockard, John  
Loyd, Dolly  
Magee, Louis  
Mangum, Julius

Marion, Ronald  
Maschke, Michele  
McIntosh, Kenneth  
McMahan, Michael  
McPhail, Kent  
Mitchell, Paul  
Openshaw, George  
Owen, Eugene  
Pittman, Marshall  
Scarborough, Arlan  
Scianna, Charles  
Sholl, George  
Smith, Alvin  
Spitzkeit, Virginia  
Stringfellow, David  
Thames, James  
Vaughn, Blake  
Williams, Mary  
Williams, Shari  
Winstead, James  
Wojcik, Robert  
Bergman, Tom  
Berry, Lucretia  
Brewton, Eugenia  
Burke, Wayne  
Clark, John  
Coney, Elaine  
Cupit, Edna  
Fields, Milton  
Fuller, Helen  
Goldthwaite, Margaret  
Gore, Bill  
Griffin, Bradford  
Kelly, Constance  
Meerse, Tanya  
Steverson, Hubert  
Stewart, Nina  
Stuart, Hayes  
Taylor, Linda  
Vanputte, Faith

### ASSOCIATES

*Gifts to \$99*

Artman, Michael  
Boyd, Michael  
Broadus, John  
Carter, Courtland  
Clearman, Joe  
Cockrell, Jerry  
Dodder, James  
Dudley, Rodney  
Edwards, Harold  
Furr, Mary  
Glover, Joan  
Griffis, Karen  
Guice, Christopher  
Hall, A  
Hamrick, James  
Hanneke, Steven  
Hill, Conrad  
Howell, Bobby  
Kellogg, Thomas  
Lee, Cheryl  
Lynn, Jerome  
McDermott, Robert  
McNair, Steve  
Munn, Tommy  
Oberlies, Stephen  
Oshields, Enoch  
Peoples, David

Pittman, Travis  
Polk, Purvis  
Ramsey, Norman  
Raphael, Matthew  
Sanderson, C  
Senne, David  
Singleterry, C  
Skrmetti, Michael  
Smith, Tony  
Surette, John  
Wallace, Bryant  
Wells, Tommy  
White, Laura  
Alexander, Zaneta  
Beech, Thomas  
Bowman, Mary  
Brewer, Ronald  
Bryan, Jeff  
Carr, Charles  
Carroll, Lanell  
Cherry, Joseph  
Chisholm, Martha  
Cliburn, Charles  
Cobb, D Nell  
Cook, Carl  
Cook, James  
Davies, Brian  
Fairley, George  
Hansen, Shana  
Hemphill, Stuart  
Henry, Sonia  
Higginbotham, Weldon  
Houston, James  
Jefcoat, Alice  
Jennings, Renee  
Johnson, John  
Kizer, Gladys  
Litchliter, William  
Mabry, William  
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McInnis, John  
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Roblin, John  
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Cefalu, Karen  
Cook, Billy  
Cotton, Pamela  
Cumbest, Harvey  
Daniels, James  
Danner, Melanie  
D'Antoni, Sam  
Denis, Wilfred  
Falkenstein, Anna  
Finch, Nolann  
Gallagher, Michael  
Guedon, Carlton  
Hall, Amblar  
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Hancock, James  
Hardy, Marilyn  
Hemba, Joel  
Hinton, Brenda  
Huhn, Hugh  
Julien, Martin  
Kavan, Lester  
Killingsworth, Randal  
Kittrell, Herbert  
Lewando, Alfred  
Liston, Richard  
Madden, John  
Magola, George  
Mays, Janet  
Mckinnon, Clara  
Miller, Bruce  
Mitchell, William  
Newcomer, Deanna  
Parker, Barry  
Parker, Mike  
Parrish, Charles  
Payton, Leneatra  
Phillips, Lowell  
Purvis, Larry  
Rayborn, Lauren  
Reed, Katherine  
Richards, James  
Roberts, James  
Samies, Gerald  
Scarborough, Percy  
Sciortino, Joseph  
Seefeld, Thomas  
Sessum, Stella  
Shepherd, Teberuz  
Smith, George  
Stanovich, Jeffrey  
Steinwinder, Jan  
Stone, Jack  
Tabor, Barry  
Tonos, Edward  
Triggs, Jack  
Tucker, Melody  
Tulloch, Kenneth  
Vaughn, Blake  
Ward, Patsy  
Weathers, Tim  
Weems, Mark  
Wesley, Joey  
White, Larry  
Wimberley, George  
Yestman, Daniel  
Allen, Gwendolyn

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Bagwell, Elizabeth  
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## College of Business Partnership Society

## About the Partnership Society

Last January, The University of Southern Mississippi's College of Business Administration invited friends and alumni to become charter members in our newly established Partnership Society. More than 500 of you accepted our invitation. All funds raised through the Partnership Society are used for student scholarships and faculty development. For example, this fall five students received Partnership Society scholarships and three outstanding faculty members, Jon Carr, Edward Nissan, and Len Trevino, received Partnership Society Professorship awards. Thank you for joining us in our quest for continuing excellence and national recognition.

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