

Quotable Doty

4th Edition: Underfunded Centers and Full Time Fundraisers

Soon after Frank Pickering was run out of USM, the College of Business and Economic Development (CBED) got its present “development officer”, the administrator buzzword for fundraiser, Emile Dieth. In the press release announcing Dieth’s hiring, CBED Dean Harold Doty gave glowing praise for Dieth.

“‘The College of Business and Economic Development is extremely lucky to get a candidate with the extensive development experience that Emile has,’ said the college’s dean, Dr. Harold Doty. ‘He’ll be instrumental in helping with the college’s capital campaign.’”¹

Just what does Dieth do for Doty? Doty answered that question during his job interview at the University of South Florida.

“... [M]y expectations of Emile are that when he puts me in the car, because we drive a lot – that’s our planning time – but he’s supposed to have a folder for every prospect we’re going to see so that he can brief me on it. He’s supposed to tell me what I’m supposed to say, how I’m supposed to say it, when I’m supposed to say it.”²

Wow! So Dieth arranges meetings, plans the strategy (Isn’t Doty a strategy guy?), prepares briefings for Doty, drives the car, and coaches Doty on his delivery. Maybe Doty should just stay home! The monetary crown jewel in Doty’s fundraising as dean really doesn’t belong to him, it belongs to former Dean Bill Gunther, who raised over \$6 million from donors to go toward a new business building, yet Doty is annexing that sum into his record. However, while Doty interviewed at USF, he described his proudest fundraising accomplishment as the result of asking a donor for a \$2.5 million gift:

“... [It was a] semi-successful endeavor. At this point, the gentleman has agreed – in fact he’s going to give us more than \$2.5 million, but he won’t sign a commitment right now... he’s not quite ready to do that.”³

So Doty’s proudest achievement is that he asked a donor for \$2.5 million and the donor hasn’t said no, although he hasn’t agreed to it in writing. Given the way fundraising goes at USM, we are sure that we’ll see Gunther’s \$6 million before we get a whiff of Doty’s proudest achievement.

While Doty and Dieth have fun driving around Mississippi asking for millions of dollars, projects at home go unfunded. In QD3, we discussed the Center for Financial Services. A little known fact is that the CFS, which was fully funded under Gunther, has not been funded at any point during Doty’s tenure, including promised money for the CFS Director’s stipend and student scholarships and graduate assistantships. Apparently Doty doesn’t care much for the CFS, other than as a point of pride on Doty’s achievement list.

Just how much money has full-time fundraiser Dieth generated? Nobody's sure, since Dieth actually works for the USM Foundation, which refuses to release detailed financial information, even to donors.

So, what's the benefit here? Dieth is paid by USM to work for the CoB. Dieth basically performs a great deal of Doty's fundraising duties for him. Yet, neither Doty nor Dieth seems capable of closing a big deal, since the USM website doesn't list any other Marketing/PR releases listing "big fish" caught by the Daunted Duo. CoB programs go unfunded while Doty and Dieth hunt the fundraising equivalent of Moby Dick. Maybe Doty should have hired Bill Gunther as his development officer. At least then the CoB could fulfill its financial commitments.

¹ "Dieth Joins College of Business and Economic Development" USM Marketing and PR Release, January 13, 2004. Available online at <http://www.usm.edu/pr/prnews/jan04/dieth04.htm>

² Interview: Harold Doty at USF. Available online at <http://www.netcast.usf.edu/Public/announce/Admin/Provost/BusDeanSearch05/BusDeanSearch05.htm>

³ Interview: Harold Doty at USF. Available online at <http://www.netcast.usf.edu/Public/announce/Admin/Provost/BusDeanSearch05/BusDeanSearch05.htm>