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UVI Makes History with Dr. Karen M. Carty as First Female Athletics Director

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Dr. Karen M. Carty. By. THE UNIVERSITY OF THE VIRGIN ISLANDS

University of the Virgin Islands announced that Dr. Karen M. Carty has been named as the director of athletics, marking a significant moment in the institution's history as she becomes the first female to hold this position in UVI's 61-year history.

UVI President, Dr. David Hall, welcomed Ms. Carty's appointment, stating her extensive experience and connection to the Virgin Islands make her an ideal candidate to lead the Athletics Department. As UVI prepares to join the National Association of Intercollegiate Athletics (NAIA), Ms. Carty's leadership is expected to take the University's athletic competitiveness to the next level.

Her portfolio includes a distinguished career of 19 years in public relations, communications, sports marketing, sports administration, branding, social media management, content creation, event planning, fundraising, and leadership. Her recent stint as the Assistant Commissioner for Strategic Communications at the Mid-Eastern Athletic Conference (MEAC) underscores her strategic vision and commitment to innovative sports marketing and administration.

Dr. Camille A. McKayle, provost and vice president for Academic Affairs at UVI, expressed optimism about Ms. Carty's appointment. As a native Virgin Islander and the first woman athletic director, her impact on athletics in the territory is anticipated with enthusiasm.

In a statement, she expressed gratitude for her selection and enthusiasm about being the first female AD at UVI, revealing her deep ties to the University where her parents attended college. She is eager to usher UVI Athletics into a new era of success.

Dr. Carty's groundbreaking work in the MEAC includes the creation of 'MEAC Countdown to Kickoff,' the conference's first football pregame show aired on ESPN+. Her previous roles in the athletic departments at Bradley University, Grambling State University, and South Carolina State further testify to her proficiency in sports administration.

Holding a summa cum laude bachelor's degree in general business with an emphasis on marketing from Norfolk State, a master's degree in sports management, and a doctor of education degree in higher education administration, Ms. Carty embodies the union of academics and sports.

Ms. Carty's accolades include her participation in the NCAA's 2019 Leadership Education Series and being the 2021 recipient of the Rudy Keeling Postgraduate Scholarship by the Minority Opportunities Athletic Association (MOAA).

UVI, as a member of the NAIA, is set to compete in the Gulf Coast Athletic Conference (GCAC) from July 1, 2023. It sponsors six sports and, as the only Historically Black College or University (HBCU) in the Caribbean, continues to leave its mark on athletic competition.