

Ms. Karen McGrath, Vice President for Enrollment & Student Experience

Serving as the Vice President for Enrollment Management & Student Experience, Karen McGrath, brings over 25 years of higher education to Oyaron Hill. She provides the leadership and strategic direction for admissions, financial aid, the registrar and portions of marketing and communications. Her passion for telling the Hartwick story through student experiences is a key motivator in her daily work. Locally she serves on the Board of Directors for the Catskill Symphony Orchestra and also holds the position of treasurer.

McGrath joined Hartwick following a position as Vice President for Enrollment Management at Medaille College in Buffalo, NY. As an active participant in the Senior Cabinet, College Cabinet, and Trustee committees, she provided leadership for traditional undergraduate, adult and graduate and online admissions. She created and implemented strategic communication plans for all admissions cohorts which improved all undergraduate admissions conversion rates, increased the number of new students in the Honors Program, and increased incoming student academic profiles and grew the Adult, Graduate and Online division. She authored and guided the College's enrollment management strategic plan, and developed a single enrollment management team for all three Medaille campuses. She led a technological transition to a new CRM to advance her organizations. She led the administrative transition team for campus consolidation project. She was actively involved with the Say Yes to Education initiative in Buffalo and served on the Board of Directors for Junior Achievement.

From 1993 to 2012, McGrath was with Norwich University in Northfield, VT, where she served in a variety of positions. As Vice President for Enrollment Management for seven years, she provided leadership and expertise in enrollment planning, recruitment, and admissions of undergraduate students and in the advancement of the institutional brand and messaging. She acted as an adviser to the President in all enrollment management and branding matters, served as a member of the President's Cabinet and liaison to Board of Trustee committees. She increased applications to the University by 90%, and increased new student enrollment by one-third. She led the branding effort to create the institutional promise statement, attributes, key messages, tagline and new logo and was the senior leader in charge of the website redesign project. She also won three Higher Education Marketing Awards for print publications she managed. At Norwich, she served as dean of enrollment management from 1999 – 2005, and director of student financial planning for six years.

McGrath's experience also includes three years as the director of student financial planning at Lasell College in Newton, MA, before joining Norwich in 1993. At Lasell she led the transition of the financial aid office to the office of student financial planning which integrated financial aid into the enrollment process from a student development perspective rather than a transactional operation. Prior to joining Lasell, McGrath served as assistant dean of students for two years at Vermont College of Norwich University in Montpelier where she had oversight for housing, student activities, and judicial affairs.

A 1984 graduate of the University of Vermont in Burlington with a bachelor of science in chemistry, McGrath also earned a M. Ed. in Higher Education and Student Affairs Administration from the university in 1988. She received a full fellowship to complete her graduate degree.