

## A Message From President James T. Genovese



January 12, 2025

Dear Faculty and Staff,

Happy New Year and welcome back! I hope you had an enjoyable and restful break with family and friends. As we embark on the spring semester, I am energized by the possibilities ahead and grateful for your continued dedication to Northwestern State University and our students.

### **Regional Advocacy Planning Session**

This week, I had the privilege of participating in a regional advocacy planning session alongside representatives from the City of Natchitoches, Natchitoches Parish Government, Natchitoches Regional Medical Center, Natchitoches Chamber of Commerce, Cane River National Heritage Area, and Natchitoches Parish Port. Special thanks go to Natchitoches Chamber of Commerce President, Laura Lyles for organizing the session and Ourso Consulting President, Keli Williams for leading the discussion. The session focused on exploring opportunities to partner, share resources, and strategically plan for

the future of our region. These collaborations will play a vital role in strengthening Northwestern's community ties and advancing our shared goals.

### **Beacon Society**

On Wednesday evening, I had the pleasure of addressing the Beacon Society. This remarkable group of alumni and supporters is a key component of our university's success, offering valuable input and ideas that help shape initiatives to benefit Northwestern. During my presentation, I shared reflections on my first semester as president and provided an update highlighting our accomplishments from the fall semester. I am deeply appreciative of their commitment to our institution and look forward to continued collaboration as we work together to enhance Northwestern's impact.

### **Strategic Enrollment Plan**

Last semester, we engaged a consultant who conducted a two-day site visit in November, meeting with various departments involved in enrollment and recruitment as well as students and alumni. The consultant offered valuable insights and strategies to enhance our processes. Recommendations from the site visit outlined ways in which we can improve our outreach and relationship-building efforts and engage the entire university community in enrollment activities. Van Erikson and our enrollment management team will be developing a strategic enrollment plan to focus our efforts going forward. I encourage each of you to work closely with the enrollment management team to identify ways in which your areas can engage and support this important effort.

### **Athletics Update**

Both basketball teams are out to a great start in Southland Conference competition with 4-1 records in league play. Spring sports teams are already preparing for their seasons. Track and field and women's tennis get started this

month. Fundraising events for softball and baseball are set for the next two Saturday nights. Please check [NSUDemons.com](http://NSUDemons.com) for information about upcoming home games and events.

The women's basketball team defeated last year's Southland Conference NCAA Tournament representative Texas A&M-Corpus Christi on the road Thursday. It was the first time in 12 tries for our women to beat the Islanders, who have been one of the Southland standard-bearers for several seasons. Point guard Mya Blake was named last Monday the first Southland Women's Basketball Player of the Week in 2025, and subsequently scored 15 points in the fourth quarter to spark the comeback win at Corpus Christi.

Our men's basketball team continues to excel in close games, most recently holding off East Texas A&M for a conference win at home on Saturday. Coach Rick Cabrera's team has its four wins by a combined total of 17 points, for the program's best five-game record in SLC games since 2013.

Just after Christmas, volleyball coach Sean Kiracofe accepted a job at the University of Central Florida after being part of the Northwestern family for 10 years. We appreciate Sean for his efforts and impact and wish him all the best going forward. A replacement volleyball coach is in the works and will be named soon.

### **Looking Ahead**

As we move forward this semester, I want to remind you that your hard work and dedication make all the difference in the lives of our students and the success of our university. You are our greatest asset, and your commitment to excellence inspires me every day. Let's continue to build on the momentum we've established and keep working together to achieve our goals.

Thank you for all that you do. Let's make this semester one to remember!

Fork 'Em Demons,



**President James T. "Jimmy" Genovese**  
Northwestern State University



You are receiving this email because you are affiliated with Northwestern State University.

© Northwestern State University of Louisiana  
<https://www.nsula.edu>  
A Member of the University of Louisiana System  
Accredited by SACSCOC