

# III | NORTHWESTERN STATE



## A MESSAGE FROM PRESIDENT JAMES T. GENOVESE

August 24, 2025

Dear Faculty and Staff,

The fall semester is officially underway, and I am encouraged by the excitement, energy, and spirit of Demon pride that has been evident across campus this week. From welcoming new and returning students to celebrating the tremendous support of our alumni and friends, Northwestern is beginning the year on a strong and positive note.

**First Day of Classes/Color Chaos**

On Monday, we kicked off the fall semester with the first day of classes and another installment of Demon Days, our series of events designed to welcome students back to campus. I had the pleasure of joining other volunteers for the Destination Demons event, where we drove new students to class on golf carts. It was a fun way to connect with students and ease their first-day jitters. That evening, we gathered for the always-popular Color Chaos on Organization Row. With music, a tailgate dinner, and the largest water slide in North Louisiana, the event provided a festive atmosphere. The highlight, of course, was the 350 gallons of paint—students seemed to especially enjoy making sure I was splattered head to toe.

### **Vulture Club**

On Tuesday, I traveled to Many to speak to the Vulture Club. My thanks go to Pete Abington for the invitation. The Vulture Club is a long-standing social club whose membership includes many loyal NSU supporters and alumni, and it was a great opportunity to provide an update on the university while also hearing directly from the community about how Northwestern impacts the region. In addition to reconnecting with old friends, I had the privilege of spending time with special guest Chief Judge Elizabeth Pickett of the Louisiana Third Circuit Court of Appeal. The warmth and enthusiasm expressed by those in attendance reinforced for me that Northwestern's story is their story, and they are eager to see our continued success by telling that story.

### **St. Landry Parish Athletics Visit**

Later that evening, I had the opportunity to meet with high school football coaches and athletic directors from St. Landry Parish. We discussed the significant investments Northwestern has made in our athletic program and the exciting progress underway. I emphasized that Northwestern is a university on the rise, and we want their athletes and students to be part of our future. It was especially rewarding to reconnect with many familiar faces from the area, where I was born and reared.

### **Southland Conference Meeting**

On Thursday via Zoom, Athletic Director Kevin Bostian and I participated in the Southland Conference Board of Directors meeting alongside our peer presidents and athletic directors. These meetings are essential in shaping the policies and strategies that guide our league, from managing budgets to addressing competitive balance and student-athlete well-being. The collaboration between presidents and athletic directors ensures that we make decisions in the best interest of our institutions, student-athletes, and the long-term health of the conference.

### **Proud to be Purple**

Our Proud to be Purple campaign has gained remarkable momentum, with over 135 local businesses now displaying campaign materials and more than 240 fans and alumni requesting their own Proud to be Purple signs. Five local businesses have gone a step further, extending their hours after our home football opener on August 28 to keep the celebration alive: The Loft at 530, Mama's Oyster House, and Flying

Heart Brewing will remain open until midnight, Onyx Wine & Cigar Lounge until 1:00 a.m., and Raising Cane's until 3:30 a.m. We are grateful for this tremendous show of community support. Fans who have not yet received a sign can request one at [www.nsu.la/purple/](http://www.nsu.la/purple/) and pick it up at the Office of Alumni and Development, located at 520 University Parkway.

### **Support-filled Saturday for Athletics**

Saturday brought two extraordinary displays of support for Demon Athletics. At noon, the Demon Brothers organization—comprised of former players and staff—treated the football team to a meal after practice and made another significant financial contribution to meet vital program needs. Their passion for the program is inspiring, and we are grateful for their continued loyalty.

That evening, Martha and I joined more than 500 supporters at the 2025 Athletic Scholarship Auction at the Natchitoches Events Center. With over 200 items in silent and live auctions, the biennial event raised about \$100,000 to support scholarships for our nearly 400 student-athletes. This event, which has been a tradition for more than four decades, was a wonderful celebration of Demon spirit and generosity. My thanks to the athletic staff and volunteers who made it possible and to the alumni and friends who gave so generously.

### **Athletics Update**

This Thursday marks the kickoff of the 2025 Demon football season, as we host Alcorn State at 7:00 p.m. at Turpin Stadium. I encourage

you to take part in the full gameday experience, from tailgating that afternoon to the Spirit of Northwestern Marching Band, spirit groups, and student organizations in the stands. A home football game is our most comprehensive showcase of Northwestern, and Thursday night will send a powerful message about the progress we are making. Please also remember that every NSU employee who attends will receive a new polo-style NSU-branded shirt.

Congratulations to our regionally ranked soccer team on beginning Alcorn Week with a 3-1 victory over the Braves in their home opener on Sunday. If you are in Natchitoches on Monday, I encourage you to attend the Demon Quarterback Club luncheon at Merci Beaucoup at 11:45 a.m., where Coach Blaine McCorkle will preview the season.

### **In Memoriam: Joe Salter**

Today, I attended funeral services for Mr. Joe Salter, whose passing we noted in last week's update. The testimonials shared at his service were a moving reflection of a humble servant of his community, his state, and his alma mater. Joe was a true champion for Northwestern and leaves behind a legacy of leadership and generosity that will inspire us for years to come.

As we begin this new academic year, I am grateful for the commitment of our faculty and staff who make the success of our students possible. Let's continue to build momentum together and show the world the strength of Northwestern State University.

Fork 'Em Demons,

A handwritten signature in black ink that reads "James T. Genovese". The signature is fluid and cursive, with the first name "James" and last name "Genovese" clearly legible.

James T. "Jimmy" Genovese  
President  
Northwestern State University

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