

III | NORTHWESTERN STATE



A MESSAGE FROM PRESIDENT JAMES T. GENOVESE

September 14, 2025

Dear Faculty and Staff,

I am pleased to share highlights from a week that reflects the strength of our university, the dedication of our people, and the pride we all share in Northwestern State University.

Louisiana Rural Economic Development Summit

Northwestern was honored to showcase our leadership in rural workforce development at the Louisiana Rural Economic Development Summit, hosted by the Tunica-Biloxi Tribe. Faculty, staff, alumni, and

partners presented NSU's innovative programs in artificial intelligence, drone technology, and advanced manufacturing. These presentations highlighted how the university equips students with in-demand skills while advancing economic growth in rural Louisiana.

Alumni leader Monty Chicola, founder of Real Vision Software, emphasized the expanding role of AI in shaping new career pathways. Industry partner Connie Baker of Roy O. Martin described how the Advanced Manufacturing Program blends classroom learning with hands-on industry experience. J.D. Cox demonstrated drone applications in aviation safety, logistics, and public safety, underscoring NSU's impact on workforce training and regional development.

Equally important, our collaboration with the Tunica-Biloxi Tribe continues to grow through expanded scholarships, adult learning opportunities, and first-generation student support. This partnership reflects a shared commitment to access, opportunity, and regional vitality, affirming NSU's role as both an educational leader and a trusted community partner.

ABET Site Visit

The Department of Engineering Technology welcomed three members of the Accreditation Board for Engineering and Technology (ABET) team for a 2½-day visit reviewing the bachelor of science degrees in electronics engineering technology and industrial engineering technology. This review was part of the regular five-year accreditation cycle. Special thanks to department chair Shahriar Hossain and his faculty and staff for their hard work in preparing for the visit. The exit

interview with evaluators reflected the strength of our programs. We are optimistic that the final report we receive next July will suffice to renew accreditation for another five years.

Leadership Team Meeting

On Tuesday, our Leadership Team held a productive meeting focused on communication, collaboration, and institutional priorities. Reports were aligned with our strategic plan focus areas: student experience, academic excellence, market responsiveness, community enrichment, athletic prominence, and cultural competence. Team members provided updates on major areas of focus and facilitated the efficient exchange of critical information. This group plays a vital role in ensuring that important developments and achievements across the university are shared broadly, and I am grateful for their insight and dedication.

Patriot Day Ceremony

On Thursday, we joined together at the Caspari Hall flagpole to honor the lives lost and the heroes who emerged on September 11, 2001. The ceremony included the raising of the American flag, a moment of silence, and musical selections that set a reverent tone for the morning. I was moved by the participation of our students, faculty, and staff who paused from their daily routines to stand together in reflection. The event reminded us that our university community is not only a place of learning, but also one of remembrance, respect, and shared values. I am deeply grateful to the Student Government Association for coordinating the program and to the Demon Battalion

and the School of Creative and Performing Arts for their meaningful contributions. Their efforts ensured that this annual tradition continues to be a powerful expression of unity and resilience.

Website Launch

Last Thursday, we officially unveiled Northwestern's new website. The refreshed design is not only more visually appealing, but it also places stronger emphasis on admissions, our academic programs, campus life, and the long-term value of earning a Northwestern degree. As with any major project, the launch is just the beginning. In the months ahead, our team will continue to expand features, refine content, and adapt the site to meet the needs of students, faculty, staff alumni, and the broader community. Special thanks to Chief Marketing Officer Cole Gentry for his leadership and tireless work on this important initiative. If you have not yet explored the new site, I encourage you to visit www.nsula.edu and see the progress for yourself.

Athletics Update

The Demon football team returned home this week, refocused and ready to compete on a more level playing field than in the past two games against Power Four opponents. Those matchups at Minnesota and Cincinnati not only provided valuable experience for our young men but also generated \$925,000 in appearance guarantees, a vital revenue stream for our athletics department. From this point forward, we will face opponents at our level in the Division I Football Championship Subdivision. We are currently 1-0 against FCS competition this season, and the lessons learned in those early

challenges will serve us well this fall and in the years ahead. Best of luck to the team next Saturday at Prairie View.

Congratulations are also in order for securing a \$100,000 Accelerating Academic Success Program grant from the NCAA. This funding will enhance academic support for all of our nearly 400 student-athletes, who together achieved a composite GPA of over 3.0 this spring and continue to graduate at an impressive 85 percent rate. That is true success, both on and off the field.

I am especially pleased to recognize two individuals with deep ties to Northwestern who have been selected for induction into the 2026 Louisiana Sports Hall of Fame. Coach Mike McConathy, who earned a master's plus 30 from NSU and previously served as a faculty member enshrined in our Hall of Distinguished Educators, guided our basketball program for 23 historic seasons and now contributes to recruiting and alumni engagement as a special assistant to the President. Coach Dewain Strother, a two-time graduate of our School of Education, has enjoyed a remarkable 43-year career at Florien High School and stands second nationally all-time with 1,235 victories as a high school girls basketball coach. Both men exemplify excellence and service, and we look forward to their induction next June.

Finally, it has been a busy week of competition in soccer, volleyball, cross country, and tennis. I encourage you to visit www.NSUDemons.com for updated results. After an excellent non-conference run, our Lady Demon soccer team begins Southland Conference play Thursday on the road at UT Rio Grande Valley and will host Stephen F. Austin next Sunday afternoon.

Thank you for the many ways you continue to advance our mission and strengthen the bonds of our community.

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

Northwestern Now

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