

III | NORTHWESTERN STATE



A MESSAGE FROM PRESIDENT JAMES T. GENOVESE

September 21, 2025

Dear Faculty and Staff,

This has been a week full of meaningful engagement, reflection, and momentum for Northwestern. From strengthening our external partnerships to celebrating the accomplishments of our faculty and students, I am encouraged by the ways in which our mission continues to take root and flourish across every area of the university.

NSU & Fort Polk: Building the Future Together

On Monday I met with Fort Polk officials to continue building military-academic partnerships. Our conversations focused on Fort Polk's

drone operations, our role operations, and NSU's Advanced Remote and Geospatial Operations (ARGO) program. Opportunities for joint training, credentialing, and expanded use of ARGO resources are on the horizon. This collaboration highlights our role in serving Service Members while advancing innovation and workforce development in Central Louisiana.

Faculty Reception

Later that evening I joined our deans, department heads, and directors in hosting a reception to honor newly tenured and newly promoted faculty in our new and fabulous Alost Academic Building. It was a wonderful occasion to celebrate an important milestone in the careers of colleagues who have dedicated themselves to teaching, scholarship, and service. Their work strengthens our academic reputation and directly impacts the success of our students. I am grateful for their contributions and proud to recognize this important step forward in their professional journeys.

Advanced Manufacturing Program Presentation

On Tuesday I joined members of the Natchitoches Rotary Club for a presentation on our Advanced Manufacturing Program, a cornerstone of our workforce development efforts. The program is designed so that students attend class two days a week and spend three days working with an industry partner, gaining valuable experience while earning a competitive wage. Successful students graduate with an Associate of Science in Engineering Technology with a concentration in Advanced Manufacturing. I am especially excited about this program

as it allows our students to study and work in the area in which they intend to make a career and not just study curriculum they may never use in their future. Special thanks to Craig Caskey and Gwen Fontenot, who represented us so well and delivered an excellent presentation. You can learn more about this innovative program at nsu.la/AMP.

Modern in Motion Gala

That evening, Martha and I attended the Modern in Motion Gala. The performance was a stunning showcase of creativity and talent by our students and faculty in dance. Their artistry, dedication, and passion brought tremendous pride to our university, and we thoroughly enjoyed the experience. I also want to commend the Department of Theatre and Dance, led by Department Head Brett Garfinkel, for its vision and leadership in producing such an outstanding program.

Strategic Plan Key-Findings Brief

Wednesday's Key-Findings Brief marked the conclusion of Assessment Cycle 2024–2025, *Making a Difference*, and set the foundation for Assessment Cycle 2025–2026, *Leading the Way*, under our Strategic Plan 2023–2028: *Providing Education of Enduring Value*. The Strategic Planning Team delivered its eighth comprehensive review of strategic focus areas, academic programs, administrative and student support services, core competencies, and special initiatives.

This institution-wide process ensures accountability and drives continuous improvement of our university. Of the 1,391 objectives, outcomes, measures, and metrics assessed, 81 percent—1,132 in

total—were achieved. This is clear and quantifiable evidence that Northwestern is advancing its mission and strengthening its impact for our students, region, and state.

Department of Fine and Graphic Arts Tour

On Thursday I toured our Department of Fine and Graphic Arts and received a thorough briefing on the program's current initiatives and future goals. This department plays a critical role in fostering creativity and preparing students for careers in design, communication, and the arts. I encourage everyone to take this tour and see what NSU is doing, the talent we have at NSU, and what NSU has to offer. I assure you that you will be truly amazed. Special thanks to Department Head Leslie Gruesbeck for providing the briefing, leading the tour, and for her leadership in advancing this vital area of study.

Women's Resource Center Annual Gala

That evening, Martha and I joined Coach Mike McConathy for the annual Women's Resource Center Gala. The Center provides vital services to women and families throughout our region, offering compassion, care, and support in times of need. The evening was a reminder of how community partnerships strengthen lives. I am grateful for the Center's continued service and proud of the role Northwestern plays in supporting their mission.

Columns Fund

The Columns Fund campaign has been underway for several weeks,

and we are now making a strong push to encourage alumni and supporters to contribute. The Columns Fund provides scholarships, programs, and opportunities that shape the lives of our students. Each gift is an investment in their ambition and resilience. When you give, you are not simply supporting a fund, you are becoming part of a student's story. To learn more or to contribute, click [here](#).

Athletics Update

As we turn the calendar to fall on Monday, Southland Conference play is underway in soccer and soon to begin in football and volleyball, with home competition approaching.

On Sunday, sudden thunderstorms halted an intense SLC soccer contest with our Demons battling to a scoreless draw against defending conference champion Stephen F. Austin. The team opened conference play successfully Thursday night with a 2-0 victory at UT Rio Grande Valley. With a 5-2-3 overall record, our Demons soccer team returns home on Thursday for their final non-conference match, hosting Prairie View at 6:30 p.m., before traveling to Houston Christian next Sunday afternoon.

The NSU volleyball team begins its Southland schedule at home this week, hosting UIW on Thursday at 6:30 p.m. and Houston Christian on Saturday at 1 p.m.

After three consecutive road games, the Demon football team has an open date this week before opening Southland play with our Oct. 4 Homecoming game. Saturday night's matchup at Prairie View was a

back-and-forth battle that ended in a narrow 27-24 defeat. Our team, the youngest in the country, showed flashes of great potential, but came up just short of a road win. I encourage you to join us for Homecoming and support our football team and spirit groups at the main event in Turpin Stadium that Saturday night.

Looking Ahead

This week we reached an exciting milestone with the installation of “Future Home of Innovation Park” signs along University Parkway. This visible progress marks the beginning of an important collaboration with LSMSA that will foster innovation and opportunity for our community.

We are also preparing to celebrate the ribbon-cutting of Dr. Robert Alost Hall, our new state-of-the-art academic hub, on Friday, October 3. The ceremony will take place at 3 p.m. in conjunction with Homecoming. For a full schedule of Homecoming events, visit www.northwesternstatealumni.com/homecoming.

Thank you for your dedication to our students and to the mission of Northwestern. I look forward to another great week ahead.

Fork 'Em Demons,

A handwritten signature in black ink that reads "James T. Genovese". The signature is written in a cursive style with a large, stylized 'J' and 'G'.

James T. "Jimmy" Genovese
President
Northwestern State University

Northwestern **Now**

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