



A MESSAGE FROM
PRESIDENT JAMES T. GENOVESE

August 3, 2025

Dear Faculty and Staff,

As we move into August, I want to thank each of you for your continued commitment to preparing for the start of a new academic year. Excitement is building across our campuses and community, and your efforts to create a welcoming and engaging environment for our students are truly appreciated.

Summer Dinner Theatre

On Tuesday evening, Martha and I had the pleasure of attending “Dinner and Doo Wop” presented by the NSU Summer Dinner

Theatre. The show featured high-energy performances of classic hits from the 1950s and '60s and created a lively, nostalgic atmosphere. The talented cast delivered a fun-filled evening, and the audience enjoyed singing along to familiar tunes. Congratulations to our students, faculty, and staff who brought this entertaining production to life.

Meeting with Mayor Williams / Proud to Be Purple

Mayor Williams and I had the honor of launching the “Proud to Be Purple” campaign during our quarterly meeting last Monday. We proudly distributed the first campaign materials, now on display at City Hall, and continued discussions about future collaborations between the City and the University. The campaign kicked off with strong momentum as student-athletes and volunteers visited over 100 local businesses, encouraging them to display their purple and show support for NSU. This initiative is a wonderful reflection of our shared pride and the strong bond between NSU and the City of Natchitoches.

Sabine Parish Back to School Rally

On Saturday, I had the privilege of participating in the Sabine Parish Back to School Rally, which brought together students, families, and educators from across the parish. It was inspiring to address students as they begin a new academic year and to connect with so many proud NSU alumni. My sincere and special thanks to Chief Judge Elizabeth Pickett for the invitation and for her continued support of Northwestern. I also want to thank Mrs. Laurie Morrow, NSU's Executive Director of Economic Development and Advancement, for

her presence and support at this event. We will continue to work hard at introducing young students everywhere to the wonders of Northwestern.

Long Purple Line Inductees Announced

We are proud to announce the 2025 inductees into the Long Purple Line, the university's Alumni Hall of Distinction. This year's honorees are Richard Keith Bergeron, the late Robert Crew, Jacque Crew, Dr. Marcus Jones, Angela Lasyone, Lee Posey, and Christine "Chris" Weaver. Each of these individuals has demonstrated a legacy of service, leadership, and achievement that reflects the very best of our university. They will be honored during Homecoming at a luncheon on Friday, Oct. 3 at the Natchitoches Events Center. For details and tickets, click [here](#).

Athletics Update

Preseason practice continues for our football and soccer teams, with volleyball and the Spirit of Northwestern Marching Band about to convene to prepare for this season. On Friday, single-game tickets for home football games went on sale for the five contests in Turpin Stadium. Visit www.nsutickets.com or call 318-357-4268 for information.

After spending the last two months on our campus, new Demon basketball player Chris Mubiru has been chosen for Uganda's team in the FIBA Afrobasket Tournament in Angola from August 12-24. Chris' mother is a native Ugandan, and she is understandably thrilled about

this opportunity for her son. Congratulations to Chris. We look forward to seeing him and his NSU teammates in Prather Coliseum this fall.

We are just 20 days away from the 2025 NSU Athletic Scholarship Auction presented by BOM, taking place Saturday, August 23 at the Natchitoches Events Center. VIP tables are sold out and reserved tables are going quickly. Silent auction bidding is already live, so don't miss the chance to support our student-athletes. Visit bit.ly/NSU2025 to purchase tickets and participate.

Please plan to join the fun and excitement on Thursday evening, August 28, when our spirit groups get their first home game showcase, and our Greek organizations and other student groups convene, as the Demon football team kicks off at home against Alcorn State. This is a major event for our university community and a great opportunity to come together to support our Football team and celebrate Northwestern.

Thank you for your dedication and energy as we approach the start of the fall semester. Let's continue building momentum together.

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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