

III | NORTHWESTERN STATE



A MESSAGE FROM PRESIDENT JAMES T. GENOVESE

September 28, 2025

Dear Faculty and Staff,

As we approach the midpoint of the fall semester, I am grateful for the energy and commitment you bring to our campus each day. The past week was filled with important events that highlighted our engagement with state and federal leaders, our dedication to student success, and our role in driving innovation and opportunity in the region.

North Rapides Business & Industry Luncheon

On Monday, I joined Chief Financial Officer Rodney Wilson and

Executive Director of our Cenla Campus, Jason Parks, for the Legislative Roadshow hosted by the North Rapides Business & Industry Luncheon in Pineville. Featuring House Speaker Phillip Devillier and chairs from multiple state committees, the meeting focused on legislative accomplishments over the past 18 months and provided a look at what lies ahead. This was a great opportunity to engage with leaders in the Alexandria area and thank our legislators for their support.

Scholars' College Dinner

On Monday evening, I had the privilege of hosting our first-year Scholars' College students and faculty at the President's residence. The evening provided an opportunity to get to know our students personally, hear about their academic goals, and learn more about the unique strengths of the Louisiana Scholars' College. Their enthusiasm and intellectual curiosity reflect the bright future of Northwestern State University.

Grant Writing Workshops

Thank you to every faculty and staff member who participated in our grant-writing workshops or scheduled one-on-one consultations during Steven Solomon's campus visit on September 24–25. Your engagement strengthens NSU's ability to submit competitive proposals that expand programs and opportunities for students. We are grateful to Merchant McIntyre & Associates for their partnership and practical strategies, and to the Office of Economic Development & University Advancement and the Sponsored Programs Office for coordinating

logistics. The two-day program provided workshops in South Hall and dedicated consultation blocks to refine near-ready proposals, all designed to accelerate NSU's external funding efforts.

Rural Business Development Grant

NSU has been awarded a \$90,000 Rural Business Development Grant from the USDA to launch the Building and Supporting Entrepreneurship (BASE) Program. This initiative will expand support for small businesses and entrepreneurs in Natchitoches, Red River, Sabine, and Winn parishes by offering business planning, training, technical assistance, and one-on-one consulting. Through Innovation Park and regional partnerships, the program will help create and retain jobs, strengthen rural businesses, and foster long-term economic growth in central Louisiana. This award represents another important step forward in our mission to drive innovation and opportunity in our region.

Public Policy Kickoff Event

On Wednesday, I attended the Public Policy Kickoff hosted jointly by the Bossier Chamber of Commerce and the Greater Shreveport Chamber. Speaker of the U.S. House of Representatives Mike Johnson delivered a policy briefing focused on tax relief measures designed to support working families. He emphasized the importance of small businesses as the backbone of the economy and highlighted provisions to reduce taxes on tips and overtime, accelerate write-offs for research and development, and expand deductions for capital improvements. The event provided an informative update from

Washington and underscored the connection between federal policy and local business development.

Beacon Society

Thursday evening, I welcomed members of our Beacon Society for a presentation by J.D. Cox, coordinator of our Advanced Remote and Geospatial Operations (ARGO) Lab. He shared how this innovative program positions NSU as a leader in drone instruction. From aviation safety and logistics to public safety and industry applications, the ARGO Lab equips students with marketable skills while serving businesses and government agencies locally and globally. I am grateful to our Beacon Society members for their ongoing commitment to Northwestern and for helping shape our vision for the future. Special thanks to Doug Ireland, Laurie Morrow, and Danielle Cobb for organizing the meeting.

Science, Technology, Engineering and Mathematics (STEM) Day

On Friday, more than 400 students from 12 high schools across north Louisiana joined us for our annual STEM Day. This event gave students a chance to engage in hands-on workshops led by NSU faculty and students in fields such as biomedical science, forensics, wildlife conservation, engineering, drone technology, chemistry, and animal science. STEM Day showcases the strengths of our School of STEM and reflects our commitment to inspiring the next generation of scientists and innovators.

Biology Career Day

Also on Friday, the Department of Biology and Microbiology and the Department of Veterinary Technology hosted the annual Biology Career Day, welcoming representatives from more than 20 professional schools and state agencies. Students explored career pathways in physical therapy, occupational therapy, physician assistant programs, pharmacy, medical and osteopathic schools, medical laboratory science, and wildlife and conservation agencies. This event reflects our dedication to preparing students for meaningful careers and ensuring they have direct access to opportunities that serve both their professional goals and the needs of our region.

Homecoming 2025

Homecoming week is here! I encourage everyone to take part in the celebrations. From reunions and award ceremonies to athletic events and student traditions, Homecoming is a time to honor our history and strengthen our Demon spirit. I look forward to seeing you throughout the week as we celebrate together. For a full schedule of events, please visit www.northwesternstatealumni.com/homecoming.

Athletics Update

A restorative open date for the Demon football team will prime them to open the Southland Conference season with our Homecoming game Saturday evening at Turpin stadium at 6:00 p.m. against East Texas A&M.

The soccer team blasted Prairie View 7-0 on Thursday as Emily Senatore scored three goals, but fell 1-0 Sunday on the road at Houston Christian in a conference contest. Starting the week, Kennedy Rist earned Southland Goalkeeper of the Week honors for the third time this season after recording two shutouts to open league play. The Demons are home Thursday evening against Southeastern.

Our volleyball team is making progress under new coach Ben Kaszeta, but was unable to overcome strong Southland opponents UIW and Houston Christian last week. The new videoboard in Prather Coliseum has been a tremendous enhancement to the home game atmosphere.

The cross country squads competed at McNeese Saturday morning with personal bests from Lalaina Wood and John Klein and solid performances from several teammates. Northwestern will host the Southland Conference Championships on October 31.

You are invited this Thursday evening to join former Demon football player Dr. Rawleigh Fisher of III Rows Vineyards for a five-course dinner featuring wines from throughout California crafted by Louisiana native Kent Jarman, paired with signature dishes by Chef Ben Fidelak of Mariner's Restaurant. Reservations are \$95 per person and may be made through Open Table or by text to 318-471-0290. The event benefits NSU Athletics. For more information about III Rows, visit their [website](#).

Thank you for all that you do to support Northwestern State University. Each of these events demonstrates the collective impact of

our work, from inspiring students in the classroom to building partnerships that strengthen our state and region.

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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