

III | NORTHWESTERN STATE



A MESSAGE FROM PRESIDENT JAMES T. GENOVESE

October 12, 2025

Dear Faculty and Staff,

As we continue through the fall semester, I am encouraged by the steady progress across every area of our university. The past week was filled with productive outreach, collaboration, and innovation that demonstrate Northwestern's leadership in education, workforce development, and community engagement.

Counselor Luncheons

This week, I joined our Enrollment and Recruiting team in hosting annual luncheons for high school counselors in Lake Charles on

Monday and Lafayette on Thursday. These events provide an important opportunity to share updates about NSU's academic programs, scholarships, and student success initiatives so counselors can help guide prospective students toward Northwestern. I enjoyed engaging with the counselors who attended and appreciated their enthusiasm for helping students find their path to higher education. Special thanks to our recruiting staff for coordinating these valuable events and representing NSU with professionalism and pride.

Capital Outlay Meeting

On Tuesday, we welcomed representatives from the Louisiana Division of Administration, the Board of Regents, the University of Louisiana System, Louisiana School for Math Science and the Arts, and members of our regional legislative delegation for a discussion on Northwestern's capital outlay priorities. The group toured Alost Hall and reviewed progress on ongoing and future projects, including Warrington Hall and Innovation Park. Their continued advocacy and partnership are essential as we work to advance facility improvements that support academic excellence and student success.

Food Truck Workshop Draws Strong Regional Participation

The Office of Economic Development, with support from the Entrepreneurial Accelerator Program (EAP), hosted a Food Truck Workshop on Tuesday that drew a strong turnout from Natchitoches and surrounding parishes. Attendees learned from experts about forming LLCs, zoning and permitting, food preparation requirements, marketing, and start-up strategies. Sweeties BBQ provided lunch and

shared their inspiring story as a successful local business. Their contribution brought practical insight to an already dynamic day. The event reflects our growing role in supporting entrepreneurship and small-business development across the region as we prepare for the launch of Innovation Park.

NSU ARGO Lab Showcases Drone Expertise at Fort Polk

On Wednesday and Thursday, staff from the Advanced Remote and Geospatial Operations (ARGO) Lab participated in a drone competition among soldiers at Fort Polk. The ARGO team demonstrated several of the university's drones and showcased how NSU is leading in unmanned systems education and applied technology. Thank you to JD Cox, Travis Mitchell, and Adelaide Soileau for their leadership and enthusiasm in advancing NSU's drone initiatives. This collaboration strengthens our partnerships with the military and highlights Northwestern's role in developing the region's technological and workforce capacity.

Advocacy Planning

On Thursday, representatives from NSU, the Natchitoches Area Chamber of Commerce, Natchitoches Regional Medical Center, Cane River National Heritage Area, Natchitoches Convention and Visitors Bureau, and the Natchitoches Parish Port met to begin planning for Natchitoches Day at the Capitol which will take place during the 2026 Legislative Session this spring. These conversations emphasized the importance of coordinated advocacy and the collective impact we can achieve when we speak with one voice. Together, we are building a

stronger foundation for continued investment and opportunity across our region.

NSU Chamber Choir Conference Performance

This Friday, October 17, the NSU Chamber Choir will perform at the Louisiana American Choral Directors Association Conference in New Orleans as one of only four choirs invited from across the southern region. This selection represents a tremendous honor and a testament to the exceptional musicianship and instruction within our School of Creative and Performing Arts. A free preview concert will take place Tuesday, October 14, at 7:30 p.m. in Magale Recital Hall.

Congratulations and best wishes to Dr. Shane Thomas and our NSU Chamber Choir on this remarkable achievement.

Athletics Update

Northwestern has taken the lead in the Southland Conference soccer standings with four games remaining in the regular season. With a 3–1 victory at East Texas A&M on Sunday afternoon, the Lady Demons improved to 9–3–3 overall (including their season-opening 3–2 win at No. 19 Texas) and 4–1–1 in conference play. Only a late goal in the closing minutes denied another shutout for Coach Ian Brophy's squad, which will play its final two home games this Thursday evening against McNeese and next Sunday afternoon against UIW.

Our Demon football team was narrowly defeated Saturday night at Houston Christian, battling down to the final seconds before falling 20–17. Next up is a visit to Hammond this Saturday to face a strong

Southeastern team, followed by a home matchup against Lamar on October 25.

The young NSU volleyball team finally returns home to play three of its next four matches at Prather Coliseum, beginning Wednesday night against McNeese. The Demons have competed valiantly on the road through their last four contests and look forward to the home-court advantage.

The Demon softball team opened its fall competition last week with an impressive win over Paris Junior College, a 2024 NJCAA World Series participant. The victory reflects the progress and momentum under second-year head coach Jenny Fuller.

Thank you for your continued dedication and engagement in every area of university life. Together we are demonstrating the strength, creativity, and purpose that define Northwestern State University.

Fork 'Em Demons,

A handwritten signature in black ink that reads "James T. Genovese". The signature is written in a cursive, flowing style.

James T. "Jimmy" Genovese
President
Northwestern State University

Northwestern **Now**

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