

## III | NORTHWESTERN STATE



### A MESSAGE FROM PRESIDENT JAMES T. GENOVESE

November 2, 2025

Dear Faculty and Staff,

As we move into November, the energy across campus continues to reflect Northwestern's strong sense of community and purpose. From regional partnerships and student achievements to campus traditions and outreach, the past week offered many reasons to be proud of our university family.

#### **Louisiana Central Roadshow Visits Natchitoches and NSU**

Northwestern State University was honored to host Louisiana Central's Roadshow on Monday as part of their regional visit to Natchitoches. Louisiana Central's new President and CEO, Chris

Masingill, along with members of his team and community partners, spent the day exploring local economic development initiatives and key assets throughout the parish.

The day began with a strategic planning session at Natchitoches Regional Medical Center, followed by a visit to the NSU campus where I welcomed the group. During their stop, guests toured Alost Hall and heard presentations highlighting Innovation Park and NSU's Nursing and Allied Health programs. Special thanks to the Office of Economic Development for organizing this event and showcasing the innovative work happening across our campus.

### **Natchitoches Rotary Club**

On Tuesday, Northwestern State University welcomed the Natchitoches Rotary Club to Alost Hall for their weekly meeting. Following lunch, members toured the facility and learned more about the university's current initiatives and future goals. I was pleased to share an update on the exciting progress taking place across campus and beyond. My appreciation goes to Rotary President Louie Bernard for his ongoing leadership and commitment to service, and to the Rotary members for their continued support of NSU and the Natchitoches community.

### **American Strength: We Shall Overcome**

Tuesday evening, Martha and I enjoyed the Natchitoches-Northwestern Symphony Orchestra's patriotic concert, *American Strength: We Shall Overcome*. The performance featured some of the

most loved American classics, including “God Bless America” and “America the Beautiful,” and honored our armed forces through the stirring “Armed Forces Salute.” This was the second of five concerts in the Symphony’s 60th season, themed *NSU Symphony Diamond Jubilee: Celebrating 60 Years of Music*. Congratulations to Dr. Douglas Bakenhus and the orchestra for their continued excellence and artistry. This event was extra special for Martha, as it honored the United States Air Force. I take great pride in sharing with you that my wonderful wife served seven years as a former staff sergeant in the Air Force.

### **IT Appreciation Luncheon**

On Thursday, Martha and I were pleased to host the Information Technology staff and student workers for an appreciation luncheon at the President’s Residence. The gathering provided an opportunity to visit in a relaxed setting and get to know the team members who play such an essential role in supporting the university’s technology infrastructure. Special thanks to Chief Information Officer Ron Williams and his team for their hard work and dedication, particularly in the successful launch of the new NSU website. Their commitment and expertise help keep our campus connected and moving forward.

### **Red Ribbon Week Commemoration**

The Department of Psychology and Addiction Studies, along with its student clubs and Demons for Recovery, led a weeklong commemoration of Red Ribbon Week from October 23 to October 31. The theme, “Life Is a Puzzle, Solve It Drug Free,” promoted healthy choices and awareness about substance abuse prevention. Activities

included an information-sharing event on Keyser Brick Way, a Paint and Pop event, a Lunch and Learn featuring guest speaker Travis Weisbrod, and a Family Day Tailgating event. Red Ribbon Week provided an important opportunity to engage our community in conversations about wellness, prevention, and support.

### **Halloween Carnival**

The annual Halloween Carnival, hosted by the President's Leadership Program, Residence Life, First Year Experience, and Greek Life, brought hundreds of smiles to campus. Children and grandchildren of faculty and staff enjoyed a night filled with games, trick-or-treating, activities, and plenty of spooky fun. The event captured the joy and community spirit that make Northwestern such a special place.

### **Classic on the Cane High School Band Competition**

The 36th Annual Classic on the Cane Marching Contest was a spectacular showcase Saturday in Turpin Stadium, bringing hundreds of high school students, faculty, and families to our campus and providing a boost to local businesses. Nineteen bands participated, including those from Natchitoches Central, Many, North DeSoto, Buckeye, Pine Prairie, Comeaux, Delcambre, Neville, El Dorado (Arkansas), and Central (Baton Rouge). Also performing were Ouachita Parish, West Monroe, Acadiana, Southside, Lafayette, Haughton, Airline, Benton, and Parkway. Participants were treated to an outstanding exhibition performance by the Spirit of Northwestern Marching Band and enjoyed an exceptional day of music and camaraderie on our campus.

## **Student Organization Recognition**

Two NSU student organizations earned national recognition for their accomplishments and creativity. The University Programming Council attended the Association for the Promotion of Campus Activities (APCA) Conference in Dallas, Texas, where they won third place in print material and first place in t-shirt design. The Alpha Lambda Delta Honor Society represented NSU at the National Leadership Conference in Washington, D.C., earning the *Maintaining the Flame Award* for chapter excellence and the *Delta Silver Award* for membership. These honors reflect the leadership, pride, and talent of our students who continue to represent Northwestern with distinction.

## **Ramsey Personal Finance Course Available to Faculty and Staff**

The Student Experience and NSU Foundation are pleased to offer all students, faculty, and staff free access to the Ramsey Personal Finance Course, thanks to the support of the NSU Foundation. The program provides practical tools and strategies for budgeting, saving, debt management, and long-term financial planning. To enroll, visit Ramsey Classroom/Class Content, and if prompted, enter the code 7f7f6d. Create your account using your NSU email address and take advantage of this opportunity to strengthen your financial future.

## **Athletics Update**

Basketball season tips off for our men's and women's teams on the road this week. The Lady Demons play at Nebraska Monday night, and the Demons open their season tomorrow night at Texas A&M. Along with providing high-level competition, these games are financially beneficial for our athletics program and offer valuable national exposure for Northwestern State. Both basketball teams, following noteworthy success last season, will play their first home games in mid-November.

Our Southland Conference champion soccer team will compete for a berth in the NCAA Tournament this week as the top seed in the Southland Conference Tournament, beginning Tuesday at 1:00 p.m. in Beaumont, Texas. Congratulations to Coach Ian Brophy and his outstanding Lady Demon soccer team for capturing sole possession of the SLC title last Thursday with a dominant 5-0 victory at Nicholls. We anticipate that several of our student-athletes will receive All-Southland Conference honors when awards are announced Monday.

On Friday, Northwestern proudly hosted competitors and visitors from 11 universities for the Southland Conference Cross Country Championships in and around the Walter P. Ledet Track Complex. Nine of our runners achieved personal-best times in the final meet of the season. Our volleyball team dropped two SLC matches on the road last week but will finish the season with three of its final four matches at home in Prather Coliseum, beginning Thursday night against East Texas A&M. The Lady Demon tennis team concluded its fall season Sunday with a successful three days of tournament competition at Sam Houston State, where five of our players reached championship

matches. I am excited for the spring tennis season as the team prepares to defend its 2024 SLC championship.

On a beautiful Sunday afternoon, the Demon baseball team hosted Grambling for a pair of seven-inning scrimmages at Brown-Stroud Field. Coach Chris Bertrand is very enthusiastic about the team he will lead into his third season next spring, and there were many encouraging signs displayed in two big wins over the Tigers. NSU will host Southern next Sunday afternoon, followed by its Fall World Series intrasquad competition November 14–15.

The Demon football team has two of its final three games at home, beginning Saturday afternoon at 1:00 p.m. against UIW in Turpin Stadium. I hope you will join me in supporting our team and coaches, along with the Spirit of Northwestern Marching Band and our spirit groups. Rebuilding our football program is a process that requires patience and perseverance, and Saturday's game at McNeese underscored that reality. A bigger, stronger, and more experienced Cowboys team played its best game and overpowered our young squad. I do want to thank McNeese President Dr. Wade Rousse, Athletics Director Heath Schroyer, and their staff for being gracious and welcoming hosts.

### **Looking Ahead**

Students, faculty, and staff are invited to the NSU Wellness Fest on Tuesday, November 4, from 10:00 a.m. to 1:00 p.m. in the WRAC. This is a collaborative effort between The Student Experience, academic partners, the WRAC, and community organizations. The Wellness Fest

encourages health and wellness across the campus community. Established in 2019, this event offers free health screenings, wellness resources, and opportunities to connect with local health experts.

Thank you for continuing to make Northwestern State University a place of purpose and pride. Your contributions each day strengthen our mission to serve students, our region, and our state.

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

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