



A MESSAGE FROM  
**PRESIDENT JAMES T. GENOVESE**

March 1, 2026

Dear Faculty and Staff,

As we close out February and look ahead to a busy spring season, I am grateful for the continued momentum we are seeing across our campuses. From academic engagement and statewide leadership conversations to recruiting events and alumni outreach, this week reflected the strength of our Northwestern community and our shared commitment to student success.

**Business Law Guest Lecturer**

On Wednesday morning, I had the privilege of serving as a guest lecturer for Dr. Carmella Parker's Business Law class, presenting on

Ethics and Professionalism in the Business World. Dr. Parker thoughtfully coordinated the session and invited students from additional business courses to join, creating a dynamic and engaging discussion across multiple classes. We explored real world ethical challenges, professional responsibility, leadership accountability, and the importance of integrity in both public service and private enterprise. I am grateful to Dr. Parker for the opportunity to interact with our students in this setting. Opportunities like this reinforce the importance of connecting classroom learning with practical experience and professional expectations.

### **Go Natchitoches Awards**

Later on Wednesday, I was pleased to attend the Go Natchitoches Awards presented by the Natchitoches Area Chamber of Commerce. The event celebrated individuals and organizations that contribute to the vitality and economic development of our community. I am especially proud to share that NSU's Office of Marketing and Branding was the recipient of the 2026 Go Natchitoches Award. The award recognizes the Proud to Be Purple campaign and its meaningful impact in strengthening connections between NSU, our students, and the Natchitoches Parish community. This recognition reflects the creativity, strategic vision, and collaborative spirit of our Marketing and Branding team and underscores the power of partnership and shared pride in advancing both our university and our community.

### **NSU Representatives Participate in Legislative Leadership Conference**

Representatives from Northwestern State University participated in the 2026 Legislative Leadership Conference hosted by Ellevate Louisiana, a statewide organization dedicated to advancing leadership development and civic engagement. The conference brought together leaders from higher education, business, government, and community organizations to discuss legislative priorities shaping Louisiana's economic and workforce future. Sessions focused on workforce development, education policy, and economic competitiveness, providing valuable insight into emerging initiatives at the state level. Participation in these conversations ensures that Northwestern remains aligned with Louisiana's evolving workforce needs and positioned to contribute meaningfully to statewide priorities.

### **Recipe for Rural STEM Inspires Future Innovators**

The Region 6 CENLA STEM Center, hosted by Northwestern State University, recently welcomed more than 600 students and educators for the annual Recipe for Rural STEM event. This hands-on experience introduced young learners to career pathways in science, technology, engineering, healthcare, and mathematics. Special appreciation is extended to Jennifer DePriest, Director of the CENLA STEM Center, for her outstanding leadership in organizing this impactful regional event. Faculty and staff from our College of Nursing and Allied Health and our School of STEM represented Northwestern with excellence, creating interactive stations that allowed students to explore career possibilities through engaging demonstrations. Through initiatives like Recipe for Rural STEM, Northwestern continues to strengthen workforce awareness and expand access to high quality STEM education across Central Louisiana.

## **School of Kinesiology**

I am pleased to share that the Department of Health and Human Performance has officially been renamed the School of Kinesiology. This change, recently approved by both the University of Louisiana System and the Louisiana Board of Regents, reflects the growth, scope, and national standing of the unit. This is a name and status change only. All degree requirements, courses, faculty, accreditation, and student pathways remain unchanged.

The designation more accurately communicates the academic focus on human movement, health, and performance and aligns with terminology widely recognized by peer institutions, employers, graduate programs, and professional organizations. The new name enhances the visibility and marketability of our programs and better positions our graduates for careers in physical therapy, occupational therapy, sports and exercise science, rehabilitation, sport management, coaching, and public health professions.

## **ULS Board Meeting**

On Thursday, I traveled to Lake Charles with Executive Vice President and Provost Dr. Greg Handel and Chief Financial Officer Rodney Wilson for the University of Louisiana System Board meeting. The discussions focused on advancing growth, operational efficiency, and long-term sustainability across the system and at Northwestern. Following the regular meeting, the System Integration and Transformation Task Force convened to continue its work on strategic

alignment and collaborative initiatives. I want to thank Dr. Handel and Rodney Wilson for their ongoing engagement with board members and system staff to advance priorities that strengthen Northwestern's academic and financial position.

### **Beacon Society**

The NSU Beacon Society held a campus update and engagement session Tuesday evening. I am grateful to our Beacon Society members for their dedication, thoughtful input, and willingness to help us work through both opportunities and challenges facing the university. Their ideas, insight, and advocacy continue to shape our strategic direction. Special thanks to Doug Ireland and Danielle Cobb for organizing a productive and well attended meeting.

### **Long Purple Line**

On Friday, I met with the Long Purple Line selection committee to begin the nomination process for the 2026 class. The Long Purple Line represents the highest honor bestowed upon our alumni, recognizing individuals whose lives and careers reflect exceptional achievement, service, and loyalty to Northwestern. Nominations are open through April 2. If you know of a deserving alumnus or alumna, I encourage you to submit a nomination by clicking [here](#).

### **N-Side View Day**

I was honored to speak at Saturday's N-Side View Day. It was a tremendous success, with nearly 500 prospective students and their

families visiting campus. Guests toured facilities, met faculty and current students, and learned more about our academic programs, housing, financial aid, scholarships, and student life. The energy on campus was inspiring. Many participants remained for the Demon Baseball game later that afternoon, further experiencing the spirit of Northwestern. Special thanks to Emily Miller, Director of Recruiting, and her team for executing such a well-organized and impactful event.

### **Recruiting and Alumni Events**

I attended Friday evening's Natchitoches Recruiting Reception in Varnado Hall, which reflected strong local engagement and Demon pride. Prospective students and parents connected directly with faculty and staff while learning more about academic opportunities and campus life. Strengthening relationships in our own backyard remains a priority as we build seamless pathways from local high schools to Northwestern.

On Saturday night, our Louisiana Saturday Night event in Pensacola, Florida, was also a success. Alumni outreach and the development of strong chapters in areas with high concentrations of Northwestern graduates are critical to our long-term growth. Special thanks to NSU Alumni Association Board Member Monty Chicola for making the trip to Pensacola and supporting this important outreach effort. These events provided valuable opportunities to engage alumni, prospective students, and supporters, as we concluded this phase of our Demons on the Road tour.

### **Athletics Update**

Northwestern's men and women excelled last week at the Southland Conference Indoor Track and Field Championships, combining for seven event victories, 19 top three finishes, and strong team scoring performances. The men's team finished runner-up among 11 schools, while the women placed third in a 12-team field. No other Louisiana school finished higher than eighth in either division.

NSU's individual event champions were Lady Demons Samari Finney in the long jump; Dynia Lewis in the 60 meter hurdles; Rushana Dwyer in the 400 meter dash and the 4x400 meter relay team. For the men, Roy Morris captured the long jump title, and Kalen Beavers was a double winner in the 60 and 200 meter dashes. Congratulations to these champions, along with their coaches and teammates, for outstanding performances at the SLC Indoor Championships.

Each of our basketball teams has one regular season game remaining. The men play at UT Rio Grande Valley on Monday night, while the women host UNO on Tuesday at 6:30 p.m. The Lady Demons swept road games last week, highlighted by an impressive 64-59 overtime victory Thursday at second place UTRGV and a 28 point win over Texas A&M Corpus Christi on Saturday. They will enter next week's SLC Tournament in Lake Charles as the fifth seed.

After a loss at Corpus Christi, the Demons remain in position to secure the seventh seed in the eight team tournament bracket.

The first home weekend of the season for the Lady Demon softball team was successful, as they posted a 4-1 record in the City of Lights Classic. Northwestern defeated Arkansas Pine Bluff three times, including a no-hit pitching performance from Mattison Buster on

Friday. Coach Jenny Fuller's squad also split a pair of games with Missouri State, which had just defeated nationally ranked Ole Miss. Southland Conference play begins next weekend at Houston Christian.

The Demon baseball team earned a 5-4 victory over Southeastern on a beautiful Sunday afternoon at Brown Stroud Field, concluding the opening SLC series of the 30 game conference season. Southeastern claimed the first two contests, both decided in the final at bat. All three games were played before excellent crowds. The Demons return home Tuesday at 6:00 p.m. to face Grambling.

In women's tennis, Maria Farina won the final two sets in the decisive singles match Saturday to lift the Lady Demons to a 4-3 victory at UTRGV, beginning defense of last year's SLC co-championship. On Monday, Northwestern visits another of last season's three co-champions, Texas A&M Corpus Christi. The Lady Demons return home next Saturday to face UNO.

### **Looking Ahead**

We are looking ahead to Flavor of Louisiana, our signature spring fundraiser and seafood celebration, scheduled for March 20, 2026. The event will feature live music and specialty dishes from outstanding restaurants across the state. In addition to ticket sales, we are actively seeking corporate sponsors and community partners to support this important fundraiser. Sponsorship opportunities provide excellent visibility while directly benefiting Northwestern State University students and programs. For more information on tickets and sponsorships, please click [here](#).

For a full listing of lectures, performances, athletic events, and campus activities, please visit our What's Happening at NSU? page by clicking [here](#). Thank you for your continued dedication to our students and to the mission of Northwestern State University.

Fork 'Em Demons,



James T. "Jimmy" Genovese  
President  
Northwestern State University

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