

III | NORTHWESTERN STATE



A MESSAGE FROM PRESIDENT JAMES T. GENOVESE

April 12, 2026

Dear Faculty and Staff,

As we move further into the spring semester, our campus continues to demonstrate strong momentum across academics, student engagement, and external partnerships. From welcoming new leadership in athletics to expanding academic opportunities and strengthening our impact across the state, it has been another productive and meaningful week at Northwestern.

Welcoming Coach Alan Frey

On Monday, I joined our students, faculty, staff, and community members in the Lucille Mertz Hendrick Room for the introduction of

our new women's basketball coach, Alan Frey. It was a special moment for our university and for Coach Frey, who spoke with genuine appreciation for the opportunity to lead our program and become part of the Northwestern community. Coach Frey brings more than 20 years of coaching experience, including significant time at the Division I level, and most recently helped lead his team to a 25-5 record and a national tournament appearance. He is a Louisiana native with deep ties across the state, and he emphasized his commitment to building our program through strong in-state recruiting while also maintaining a competitive national presence. What stood out most during the event was his recognition of the alignment and support he feels from our university leadership, athletics administration, and campus community. That alignment is critical to success, and it reflects the progress we have made in strengthening our athletics programs. He understands the legacy of our women's basketball program and is eager to build on the foundation established by those who came before him.

LDH Support and Rural Healthcare Initiative

On Tuesday, Dr. Aimee Badeaux and Dr. Greg Handel participated in a roundtable discussion led by Secretary Greenstein and the Louisiana Department of Health regarding newly allocated funding to improve healthcare access in rural communities. Northwestern State is one of a select group of institutions chosen to receive support through this initiative, and it was clear in the discussion that we are uniquely positioned to lead in this space. The comprehensive structure of our College of Nursing and School of Allied Health, combined with the strength of our faculty and existing programs, places us well ahead of others who are still in the planning stages. This opportunity will allow

us to expand capacity in our Nurse Practitioner program, explore the development of childcare partnerships that support workforce participation, and enhance faculty compensation to improve retention. Most importantly, it reinforces our role as a leader in addressing healthcare disparities in rural Louisiana and meeting critical workforce needs.

Gallaspy Family College of Education and Human Development Honors Convocation

On Wednesday, I joined the Gallaspy Family College of Education and Human Development for its Spring 2026 Honors Convocation, recognizing outstanding students, faculty, and staff. The College continues to play a vital role in preparing professionals who serve our communities in education, health, human services, and the military. The ceremony highlighted the achievements across the School of Education, School of Kinesiology, Department of Military Science and Leadership, Department of Psychology and Addiction Studies, and Department of Social Work. I commend the faculty and staff for their dedication and congratulate all of the honorees for their hard work and accomplishments.

Improve, Grow, and Nurture Your Talents to Excel (IGNiTE) Program

On Friday, the 2025–2026 cohort of Northwestern’s IGNiTE leadership development program met to conclude a year of meaningful engagement and professional growth. IGNiTE is a two-semester leadership development program designed for faculty and staff who are interested in expanding their understanding of the challenges

facing higher education and developing the leadership skills needed to address those challenges. Throughout the academic year, participants engaged in a series of sessions focused on leadership fundamentals, university operations, and the evolving landscape of higher education. Through networking opportunities, group projects, reflective exercises, and mentoring experiences, participants strengthened their leadership competencies while gaining a deeper understanding of the university's mission and operations. The program also encourages participants to contribute new ideas and perspectives that help move Northwestern forward. Congratulations to this year's cohort for their dedication to professional development and their commitment to the continued success of our university.

Honor Society Induction Ceremonies Mark the Start of Honors Week

The Student Experience's Celebration of NSU Honors Week began today with induction ceremonies for Alpha Lambda Delta Academic Honor Society, Blue Key, Order of Omega, and the Purple Jacket Club. A total of 185 outstanding students were recognized for their academic excellence, leadership, and commitment to service. Each organization highlighted its unique mission while celebrating the shared values of scholarship and campus involvement. The ceremonies also included the installation of newly selected officers who will serve during the 2026–2027 academic year. Hundreds of parents, families, and guests attended, creating a vibrant and celebratory atmosphere on campus. These ceremonies mark an important milestone for the inductees and reflect the Student Experience's ongoing commitment to fostering student success, leadership, service, and engagement. Honors Week will continue with events hosted by various student

organizations and will conclude Friday, April 17, with the V. L. Roy Service Day.

Bill and Phyllis Collins Honored at Retirement Reception

A beloved chapter in campus life came to a close this week as students, colleagues, and NSU BCM alumni gathered to celebrate the retirement of Bill and Phyllis Collins, whose impact has spanned nearly four decades. Stories of mentorship, faith, and lifelong friendships filled the event, reflecting the deep and lasting influence they have had in shaping generations of students. Their dedication to building community and supporting student growth has left a lasting legacy at Northwestern. During the reception, Bill was presented with the Student Experience 1884 Award of Excellence in recognition of his dedication, leadership, and service to NSU.

NSU ROTC Military Ball

The NSU ROTC Military Ball was held Saturday evening, continuing a longstanding tradition that celebrates the achievements of our cadets and honors the proud legacy of the Demon Battalion. The event brought together cadets, cadre, alumni, and community supporters, with strong attendance demonstrating meaningful support for the program. The evening featured keynote remarks from Colonel Adam Barlow of Fort Polk, who attended with his wife, Amanda. Colonel Barlow has been instrumental in strengthening the training partnership between NSU ROTC and Fort Polk, and we are grateful for his continued support. I also want to recognize LTC Tyrek Swaby, Professor of Military Science, and CPT Armando Lopez, Assistant

Professor of Military Science, along with our cadets, who played a central role in planning and executing an outstanding event. Their efforts reflect the discipline, initiative, and professionalism that define the Demon Battalion. We look forward to seeing these cadets continue their journey toward commissioning and future service, carrying forward the values and leadership that define Northwestern State University.

Military Friendly Designation

Building on this strong tradition of service and support for our military community, Northwestern State University has been recognized as a 2026–2027 Military Friendly School and Military Friendly Spouse School. This designation reflects our continued commitment to serving military-connected students and their families through access, support, and meaningful pathways to success. This recognition highlights the strength of our longstanding military partnerships and our focus on providing flexible, high-quality educational opportunities. I extend my sincere appreciation to the Office of Economic Development and University Advancement for leading this effort and successfully reinstating this important designation.

ARGO Lab Partnership with Fort Polk

Northwestern's ARGO Lab continues to demonstrate leadership in applied technology and workforce training through its recent partnership with Fort Polk. The lab hosted a group of soldiers for hands-on training in unmanned aircraft systems, providing instruction in drone operations, maintenance, and real-world applications.

Participants received comprehensive training that included flight operations, mission planning, aviation weather, and advanced sensor use. This collaboration reflects the growing importance of drone technology in both military and civilian settings and highlights the value of combining academic expertise with practical experience. We are proud to support our military partners through initiatives like this and look forward to expanding these opportunities in the future.

Expanding Access to Counseling Education

Northwestern continues to address critical workforce needs with the expansion of our Master of Arts in Counseling program to the Cenla Campus in Alexandria. This initiative responds directly to the growing shortage of mental health professionals across Louisiana, particularly in rural areas. The program is designed with working professionals in mind, offering a flexible format that combines evening, face-to-face instruction with online coursework. Students will be prepared for careers in clinical mental health and school counseling, with pathways to licensure and certification. By delivering this program at our Cenla Campus in Alexandria, we are removing barriers to graduate education while strengthening the pipeline of professionals who will serve our schools, healthcare systems, and communities. This is a clear example of how Northwestern is aligning academic offerings with workforce demand and regional needs.

Athletics Update

The Demon baseball team continues to lead the Southland Conference standings with three weekend series remaining, although Houston

Christian claimed two of three games this weekend at Brown-Stroud Field. Earlier in the week, the Demons dropped a home contest to Louisiana Tech before rebounding with a win over Southern. Junior Dylan Marionneaux delivered a complete-game six-hitter in Saturday's victory over HCU.

Our Lady Demon softball team hosted second-place Incarnate Word and captured the series finale with a 3-2 win. In just her second season, Coach Jenny Fuller, her staff, and student-athletes have already tripled last year's win total, posting a 21-21 overall record and a 10-8 mark in conference play. Notably, this conference win total exceeds that of the previous two seasons combined.

The women's tennis team has completed its regular season with a second-place finish in the Southland Conference, compiling an 11-7 overall record and a 7-2 conference mark. The Lady Demons honored three seniors prior to their final home match Wednesday, a win over Lamar, and will enter the Southland Conference Tournament as the No. 2 seed beginning Sunday.

A select group of our track and field athletes competed Friday and Saturday at the Pelican Relays, hosted by Southern, where pole vaulter Brian Lay captured first place in his event. Most of the team will travel next weekend to the Mt. SAC Relays near Los Angeles, competing against many of the nation's top performers following a series of outstanding marks recorded two weeks ago in Florida.

Thanks to the generosity of Northwestern supporters Justin and James Rhodes, NSU Athletics is launching the 2026 Rhodes Properties

and Development Demon Dream Home Giveaway. This raffle offers the chance to win a newly constructed, three-bedroom, two-bath home valued at \$265,000, located in the Hidden Oak subdivision in Natchitoches along Louisiana Highway 3191.

Raffle tickets will be available beginning May 4 for \$100 each and may be purchased through Northwestern student-athletes or online at www.NSUDemons.com. The live drawing will take place Nov. 6 at Riverside Reserve in Natchitoches, with additional prizes awarded during the event. Proceeds from the raffle will directly support NSU Athletics and its student-athletes.

Looking Ahead

As we look ahead to the coming weeks, I encourage you to make plans to participate in several upcoming events that bring our Northwestern community together. On Tuesday, April 14, we will gather for the NSU at LSU baseball tailgate and game. The tailgate will take place from 3:00 to 5:30 p.m. at the Bullpen parking lot, followed by first pitch at 6:00 p.m. at Alex Box Stadium. Our Demons on the Road tour continues with a stop in Houston on Thursday, April 16 at 6:00 p.m. Alumni and friends are invited to join us for a special gathering as we connect with our Northwestern family in the region.

A reminder about April 25, Northwestern State and the Natchitoches community will come together to honor legendary Demon football coach Sam Goodwin. A memorial celebration will be held at Turpin Stadium at 10:00 a.m., followed by the annual Joe Delaney Bowl and Crawfest hosted by the Demon Brothers Booster Club. Also on April 25, the 44th annual Chris Roper Memorial Golf Tournament will be

held at Northwestern Hills. For more information on these and other upcoming events, please click [here](#).

Thank you for your continued dedication to our students and to Northwestern State University. Your efforts are what drive our success and make a meaningful difference in the lives of those we serve.

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 initial 'J'.

James T. "Jimmy" Genovese
President
Northwestern State University

Northwestern Now

You are receiving this email because you are affiliated with Northwestern State University.

© Northwestern State University of Louisiana

<https://www.nsula.edu>

A Member of the University of Louisiana System

Accredited by SACSCOC