

Leadership Team Meeting

April 14, 2026

8:30 AM

President James Genovese, President

Dr. Drake Owens, Executive Vice President/Chief of Staff

Ms. Reatha Cox – Vice President for the Student Experience, Dean of Students

Mr. Vanner Erikson, Director of Enrollment Management

Mr. Cole Gentry, Chief Marketing Officer

Ms. Madysen Morgan, SGA President

Dr. Greg Handel, Executive Vice President / Provost

Dr. Aimee Badeaux, Dean, College of Nursing & School of Allied Health

Dr. Fran Lemoine, Dean, College of Arts and Sciences

Dr. Scott Wysong, Dean, College of Business and Technology

Dr. Neeru Deep, Dean, Gallaspy Family College of Education and Human Development

Dr. Mary Edith Stacy, Dean, Graduate School

Ms. Laurie Morrow, Executive Director for Economic Development & Advancement

Ms. Jill Bankston, Director of Alumni & Development

Mr. Kevin Bostian, Intercollegiate Athletics Athletic Director

Mr. Patric Dubois, Executive Director, Wellness & Recreation/Deputy Athletic Director

Ms. Brittany Blackwell Broussard, Director of Culture and Climate

Mr. Rodney Wilson – Chief Financial Officer

Ms. Jennifer Kelly, Executive Director for University Affairs

Dr. Frank Serio, Faculty Senate President

Mr. Veronica Biscoe, Executive Director of Institutional Effectiveness & Human Resources

Mr. Frank Hall, Director of Institutional Effectiveness

Mr. Ron Williams, Chief Information Officer



April 14, 2026

Accountability & Student Conduct

- Student Conduct Committee members participated in digital evidence training facilitated by Grand River Solutions (March 2026) covering: Sources and relevance of digital evidence, digital evidence in intake processes and emerging platform considerations; authentication and identification of tampering; interpretation of metadata and timestamps; evaluation of evidentiary weight; and best practices for reports and hearing materials
- Advanced training included: Monica Taylor, from the Governor's Office, the intersection of TIX and law enforcement (February 2026); *High in Plain Sight* training on current alcohol, drug, and concealment trends and identifiers (March 2026).

Career Services

- Level All Platform: 483 students have accessed the platform, and 47 faculty/staff have created accounts.
- TypeFocus: Since February 210 users engaged with the platform; 179 students have selected a major, with 148 reporting satisfaction with their choice.
- Big Interview: 161 assignments submitted year-to-date. Submission numbers reflect class enrollment variations compared to 212 assignments at the same time last year.
- Career Connection Camp Planning underway with 9 faculty signed up to lead sessions
- Career Appointments: 343 student appointments completed year-to-date (Career Coaching, Resume Writing, Big Interview, Job Searches), down from 372 last year.
- Career Fairs:
 - Spring Career Fair – February 24, 2026: 30 employers and 80 students attended.
 - Education Job Fair – March 5, 2026: 22 employers and 51 students attended.
 - Public Service Career Expo (new event) – 15 employers and 32 students attended.

Counseling Services

- Student utilization of services is up on the year from 309 in 24-25 to 337 in 25-26, representing a 9% increase to date. Counselor and Counselor Intern evaluations reflect 100% overall satisfaction, with constructive feedback identified for future improvements.
- In collaboration with Health Services, the Center secured a free upgrade to Mediat One, a modernized electronic health records system. Records will transition from the legacy Mediat system to Mediat One over the summer, allowing staff and interns time to adapt during the academic break. This upgrade is expected to significantly support the full digitization of the intake process. Mediat One will also allow for digitization of the intake process, a stated goal for the Center for the 25-26 academic year.
- The Center has worked to improve documentation of short-term referrals, such as student walk-ins or crisis sessions, by creating new forms in Mediat. Implementation has allowed more thorough documentation and cleaner definitions of follow-up care plans.
- Counseling Services is developing faculty and staff trainings related to crisis response for University Police and dispatch, with planned implementation summer 2026.

First-Year Experience & Student Engagement

- Freshman Connection is seeing a 46.4% increase in registration year over year. We currently have 669 registrants compared to 457 this time last year.
- First Year Experience and related partners have hosted nearly 60 events this academic year.
- The Freshman Connectors will participate in *To Be a Demon* training and facilitation skills in May.



- All three Councils have surpassed 24-25 recruitment efforts. Participation is up 6% from spring 2025.
- 21 workshops have been hosted for Recognized Student Organizations (RSOs) ranging in topics such as event planning, hazing prevention, risk management, resume building, and more.
- Advisor and Student Leader Workshops are scheduled for fall to further engagement and RSO education.
- Summer 2026 will see an audit of Bylaws and Constitutions for all RSOs.

Health Services

- Health Services has provided care to 419 unique students during the spring semester to date, completing 551 clinic appointments and issuing 106 referrals to NRMC Walk-In Clinic for additional support services.
- Health Services hosted two campus-wide Life Share Blood drives.
- Collaboration with Natchitoches Parish Health Unit for annual testing and education on STIs planned to promote health education, preventative care, and overall wellness awareness.

Office of Accessibility and Disability Support (OADS)

- Currently supporting 310 students, an increase from 274 students in Spring 2025. At the conclusion of Fall 2025, OADS served 350 students, with 142 new intakes; up from 300 students in fall 2025.
- The **OADS** ribbon-cutting ceremony is tentatively scheduled for Wednesday, April 29, 2026.

Student Union Operations

- Summer Camps have now transitioned to Scott Maggio. All requests for summer camps, non-university events, and EMS users should direct all questions and correspondence to Scott. New processes are being developed for schedule coordination, summer camp data, contracts and billing.

Title IX Compliance

- New Case Manager in Title IX Compliance, Zachary Johnson, scheduled to begin work April 13, 2026.
- The UL System and the System's Title IX Coordinator team secured a training by Grand River Solutions entitled, "Digital Evidence in Title IX Investigations and Recognizing Deep Fakes," held on March 26 & 27, 2026.
- April is National Sexual Assault Awareness Month. Informational emails, tabling, and other outreach and awareness events will take place.
- Denim Day - April 30, 2026. The day is intended to bring awareness to and aid in prevention of victim blaming in sexual assault cases. Show your support, wear denim on April 30, and send pictures of individuals and/or your group to Julie at obannonj@nsula.edu.
- The new representative for the Louisiana Foundation Against Sexual Assault (LaFASA) visited the NSU Title IX Center in March.
- Monica Taylor, from the Governor's Office visited campus on February 13, 2026, at the request of the NSU Director/Title IX Coordinator to speak on the intersection of TIX and NSUPD and other law enforcement entities in the city. The meeting was well attended and included TIX, NSUPD, NSU Human Resources, Mayor Williams, Chief Nikeo Collins, NPD officers, Natchitoches Parish District Attorney Billy Joe Harrington, and members of the NSU administration, faculty, and staff.

TRIO Student Support Services

- TRIO Student Support Services now has a fully staffed office.
- TRIO awarded \$10,500 in grant aid to eligible TRIO participants.
- TRIO presented at a NICSS session on Supporting First Generation Students.



- Twenty-three TRIO students were taken on an all expenses paid Academic Enrichment trip to Whitney Plantation, The New Orleans Museum of Art, and Mardi Gras World.

Behavior Intervention Team (BIT) – The multidisciplinary team meets every Thursday morning during the spring and fall semesters. Summer is used for training and policy review/updates. The team will train on Violence Risk Assessment of the Written Word (VRAWW) this summer. Team members Julie Powell, Jessica Nash, and Crissey Smith participated in a virtual training entitled, “Addressing Triage Drift in BIT/CARE Work” on March 12, 2026. This training was presented by D-Prep Safety out of New Orleans.

Student Government Association – The 2026-2027 SGA officers are Keiler Soape, President; Ardyn Jardell, Vice President; and Maddie Boutte, Treasurer. The V.L. Roy Service Day will take place on Friday, April 17, 2026. All are invited to participate.

The NSU Pantry is open 24 hours per week with 42 trained and actively participating volunteers. 218 unique students have utilized the Pantry services this semester with 630 total visits. Our Student Coordinator, Ellie Hardy, hosted a SNAP for Students Workshop April 7, 2026. Additional workshops addressing food insecurity and assistance are planned. Ellie Hardy, Student Coordinator, has been approved to complete her Social Work field placement requirement with the NSU Food Pantry in fall 2026. This will be the first student intern we have had at The Pantry, allowing 32 hours of dedicated research, implementing initiatives, and pantry services.

Hazing Prevention Task Force - The DOS will submit the Hazing Training Compliance Report to the UL System. For 2025, 11 Recognized Student Organizations (RSOs) were not in compliance with 100% of all members receiving two (2) hours of hazing prevention education. For spring 2026 five (5) RSOs remain inactive: Association of Technology and Applied Engineering (ATMAE); Beta Alpha Psi; Conservation Club; Cultural Exploration Club.

NSU Spirit Groups – Dr. Yonna Pasch, Director of Student Affairs is serving as the interim coordinator for NSU Spirit Groups. Announcements for new coaching staff, audition dates, and summer camps will be made soon. All communication and requests should be directed to Dr. Pasch.

NSU Honors Week will be held April 12 – 17, 2026. The Celebrating Honors Reception will be held Wednesday, April 15, 2026, and will include the inauguration of the SGA leadership and Recognized Student Organization awards.

Leadership Team Meeting Report

Enrollment Management

Numbers at a Glance

- Actual Real Time (including New B Term)
 - 7732 Overall
 - Undergraduate – 4873/Graduate – 845
 - Dual Enrollment - 2014
- Summer Prospective Numbers
 - First Time Freshman Applications – 174 (+36)
 - Transfer Applications – 277 (+72)
 - Graduate Applications – 89 (+1)
- Fall Prospective Numbers
 - First Time Freshman Applications – 3,401 (+282)
 - 2,442 have been admitted (+560 from last year)
 - Transfer Applications – 403 (-14)
 - 120 have been admitted (+14 from last year)
 - Graduate Applications – 333 (-10)
 - 23 have been admitted (+1 from last year)
- Fall Entering Freshman Applications by Region
 - Central LA – 873 (+75)
 - Northwest LA – 734 (+42)
 - Northeast LA – 211 (+61)
 - Southeast LA – 560 (+109)
 - Southwest LA – 576 (+69)
 - Out of State – 293 (-14)
 - Admitted – 134 (+10)
- 42 of 137 Items on 3-year SEM Plan have been completed
 - Currently working with Elite Council Group on Year 2 Top 15 items

Recruiting

- 152 individual/group tours from February 1st to April 9th
- N-Side View Day had 500 parents and students in attendance

- Gearing up for cheer camps - will host over 750 students from Louisiana, Texas, and Mississippi this summer
 - NCA Camp – 5-31 to 6-3
 - UCA Camp – 6-7 to 6-10
 - UCA/UDA Camp – 6-28 to 7-1
- 16 High School Awards Ceremonies on calendar – beginning April 13th
 - Usually attend over 50 ceremonies for exposure
- Demon Dedication event planning underway for Spring 2027 - our version of a "Committed Students Day"

Financial Aid & Scholarships

- Starting to process Summer Aid now
- Working on getting 2627 FAFSA document processing
- Started sending Default Management files to EdAmerica
- Have been working a lot with Ghost student reports and trying to verify identity along with Business Affairs and Admissions
- Working on training and updating websites/department/student notifications regarding OB3 changes.
- Total Aid (all funding types) disbursed for 2526 - \$82,674,641

Admissions

- Processed 1400 applications since February 1
- Implemented Fraud Detection Policy and system through CRM
 - Will catch fraud early on the front end to minimize risk down the line
 - Focus is on Readmission and Transfer Students

Enrollment Management

- Retention Dashboard has been launched
 - Enrollment Specialists now have access to students' data on 23 points of information to assess retention issues and indicate future at risk students
 - Ready to release to Deans, Directors and Department Heads through next academic meeting



Marketing Strategy 2026-2027

BrightEdge SEO and AI Search

- BrightEdge is being considered as a strategic SEO and AI search partner to strengthen Northwestern State's visibility across traditional search, Google AI Overviews, ChatGPT, Perplexity, Gemini, and other emerging discovery channels.
- The proposal is centered on **nsula.edu** and includes 1,000 tracked keywords, 6 tracked competitors, 500 AI prompts through AI Catalyst, a 50,000-page monthly site audit, Google Analytics integration, unlimited user seats, and a dedicated customer success team.
- This represents an opportunity to better align content strategy, technical SEO, reporting, and competitive intelligence around recruitment and enrollment goals.
- A key takeaway is that prospective students are already searching for NSU program areas such as nursing, education, kinesiology, and business, but competitor institutions are capturing a meaningful share of that demand.
- BrightEdge would help NSU improve visibility for high-value academic programs in both traditional search results and AI-generated search experiences.
- AI visibility is becoming both a web strategy issue and a recruitment issue. The platform would help NSU better understand how the university appears in AI-generated responses and what content, PR, and technical improvements are needed to increase mentions and citations.
- BrightEdge estimates 356 new student applications in year one, translating to approximately 117 enrolled students.
- The platform would also provide stronger dashboard reporting and program-level visibility for leadership, deans, and department heads, helping shift efforts from reactive reporting to proactive strategy tied to enrollment outcomes.
- The support model includes logins within 48 hours of signing, onboarding for current and future users, bi-weekly strategy sessions, a 24-hour SLA on requests, and quarterly business reviews.
- The proposed financial structure includes a 14-month engagement with two complimentary introductory months from April 30 to June 29, 2026, a first invoice on July 1, 2026, and a total investment of \$49,586.

Anntoine Marketing and Design

- Anntoine Marketing + Design is being considered as a strategic partner to support Northwestern State's marketing, advertising, and creative efforts through a mix of digital campaign management, design services, and conversion tracking.
- The proposal includes social media ad management for Facebook and Instagram, social media ad management for TikTok, Google Search ad management, Google Display ad management, monthly reporting and analytics, and call and conversion tracking. Most service lines are structured as 12-month agreements.
- Monthly service pricing in the proposal includes \$750 for Facebook and Instagram ad management, \$750 for TikTok ad management, \$750 for Google Search ad management, \$750 for Google Display



ad management, \$1,750 in monthly ad spend for social platforms, and \$200 per month for call and conversion tracking.

- Anntoine's value is its ability to provide a broad range of marketing and creative support through one agency, including campaign strategy, ad management, and content development.
- This could provide Northwestern State with an additional external partner to help execute targeted campaigns, strengthen creative assets, and support recruitment and visibility goals across multiple digital channels.
- The proposal also includes monthly reports and analytics, which would help track campaign activity and performance, while the call and conversion tracking component could provide better insight into inquiries and lead activity generated through advertising efforts.
- Anntoine is well-positioned as a flexible full-service marketing resource that could complement internal efforts with additional campaign execution, creative support, and digital advertising capacity.

ADA Social Media Training

- One final ADA Social Media Training session for the semester is scheduled for **April 20 at 8:00 a.m. in the Hendricks Room.**
- Attendance is mandatory for all individuals who manage official NSU social media accounts, including Facebook, Instagram, X, LinkedIn, YouTube, TikTok, and other university-affiliated platforms.
- Based on current attendance records, several accounts do not appear to have completed a training session, including Financial Aid, Graduate School, Shreveport Campus, ARGOS, Social Work, Creole Center, AAC, BCM, ROTC, Vic the Demon, Helping Hands, Shreveport SNA, Educators Rising, Speech and Debate, SGA Shreveport, Turning Point, Human Performance Leadership Club, Miss Gold and Black, and Mr. Crimson and Cream.
- A review of university-affiliated accounts also identified several inactive class-created accounts. If this practice continues as part of coursework, ADA compliance expectations should be incorporated into instruction, so those accounts remain in compliance as well.



Leadership Team Meeting

Madysen Morgan, SGA President

- Took a break to discuss the current state of the university and the impact of the pandemic on the student body.
- Over the course of the meeting, we discussed the importance of communication and the role of the SGA in representing the student body.
- We also discussed the importance of transparency and the need for the SGA to be open and honest with the student body.



NORTHWESTERN STATE

College of Nursing and School of Allied Health
Office of the Dean

University Leadership Team Report

Submitted by: Dr. Aimee Badeaux

Date: April 14, 2026

Academic Initiatives

- Work continues to strengthen and streamline academic pathways across nursing and allied health to support student progression, workforce demand, and strategic program growth.
- The Transition to RN pathway launched in Spring 2026, and current implementation efforts are focused on progression planning, including continuous summer instruction now that summer is a required semester. The DMS-to-BSRS pathway has also launched, expanding degree advancement opportunities in allied health.
- Continued refinement is underway for the proposed Echo concentration and the MHA/MBA curricula in preparation for internal and external review and approval.

Accreditation

- Preparations continue for the CCNE Continuous Improvement Progress Report due in June 2026.
- The COA Nurse Anesthesia on-site review is scheduled for April 29–May 1, 2026. Finalization of the agenda is underway, and planning materials will be distributed to the various areas and departments involved. This will be the program's initial reaccreditation visit.
- Required annual reports and routine program approvals remain current, with continued monitoring of compliance expectations across programs.

Faculty and Leadership

- Faculty and leadership recruitment efforts remain active in several areas to support current operations and future growth. While some hiring challenges continue, we anticipate naming the Director of Assessment and Evaluation, the Director of Research and Scholarship, and the Senior Director of Nursing by the end of the spring semester.
- Ongoing work continues to strengthen leadership structure, faculty support, and administrative capacity across CONSAH.

Students and Clinical Education

- Continued efforts are underway to strengthen advising, student communication, and progression support across programs and campuses.
- Advisory meetings have been held for each campus to strengthen engagement, gather input, and support program responsiveness to regional and workforce needs.

Grants, Partnerships and Strategic Growth

- Active grant initiatives continue to support simulation, workforce preparation, student support, and strategic program development.
- CONSAH also continues to work with the Louisiana Department of Health on the Rural Health Training Program grant opportunity and related strategic planning.
- Budget planning continues to focus on accreditation needs, technology, faculty support, and sustainable program expansion.

A Northwestern State University education is

personal, valuable, and impactful.



COAS Leadership Team Update April 14, 2026

The COAS has awarded 12 grants this year through the COAS Research and Scholarly Activity Grant program made possible by a donation from Dr. Kass Byrd. These grants are providing seed money for faculty to expand their activities making them more competitive for external funding and/or publication.

The CREATE program is wrapping up another successful year with five faculty-driven, collaborative projects completed. A newsletter outlining this work will be forthcoming.

The Faculty Development Communities (FDCs) are also finishing their work this month. We will also be sharing updates on the FDCs' work in the coming months.

Focus on Preparing Students for the Workforce/Professional School

- The Department of Physical Sciences has developed an agreement with Arq, and environmental technology company focused on soil, water, and air filtration. As part of this agreement, we will develop a testing/monitoring laboratory in Fournet Hall matching one at Arq to train our students on state-of-the-art machinery in this area. Arq will be granting the department \$25,000 to run testing samples through this laboratory.
- Mateo Este-McDonald, a senior Physical Science major, has been accepted into the National Science Foundation's Research Experience for Undergraduates in Physics (May 24 – July 24).
 - Mateo will be working with Dr. Saikat Thakur at Auburn University on a project titled "Fast camera imaging techniques to study plasma instabilities and turbulence".
- The Department of NMJCA and Student Media participated in the College Media Association annual meeting in March in New York.
 - Argus, our literary magazine, one best magazine cover. Congratulations to the faculty sponsor, Dr. Rebecca Macijeski, and the students involved - Rebecca Scott, Zoey Guthrie, Grace Culpepper

Focus on Recruiting

- School of STEM has been heavily involved in recruiting events at the Bossier Parish Career Fair, the Regional FFA competition, and the Recipe for Rural STEM Day

Focus on External Engagement and Research



- Several faculty and students attended the annual meeting of the Louisiana Academy of Sciences last month. Two of our students won Best Oral Presentation Awards at the meeting:
 - Maria Augustine Farina (Engineering Technology) – for research conducted with Dr. Shahriar Hossain
 - Aliyah Soileau (Biology) – for research conducted with Dr. Joseph Straub

Gallaspy College of Education and Human Development

Leadership Team Meeting on April 14, 2026

Submitted: April 10, 2026

Submitted by: Dr. Neeru Deep, Dean, GCEHD

Child Development Center and Lab Schools:

- Marie Shaw Dunn Child Development Center has a successful NAEYC Week of the Young Child. They are thankful to President Genovese for coming to the CDC on Music Monday!
- The Orchestra Team from NSU E-Lab and NSU Middle Lab School is performing at Disney World.

Grants:

- **NSU Child and Family Network and Pathways Early Learning Career Development and Scholarship Program:** The Child and Family Network collaborated with the School of Kinesiology to enhance student career readiness and early childhood education partnerships through Youth Fitness Specialist Certifications.
- **Healthcare Academic & Career Exploration (ACE):** The Healthcare Academic & Career Exploration (ACE) program served 470 juniors and seniors from 26 high schools across eight parishes: Vernon, Avoyelles, Catahoula, Allen, Rapides, Winnfield, Grant, and Natchitoches.
- **Cenla Mental Health Workforce Accelerator Program:** Building capacity to connect Mental Health Professionals (“Candidates”) with Central Louisiana Mental Healthcare Agencies (“Placement Sites”).
- **Title IV-E Child Welfare Grant:**
 - ✓ The Louisiana Department of Children and Family Services (DCFS) has requested an expanded partnership with NSU. The Children’s Justice Act proposal is accepted. Title IV-E collaborates with NSU Criminal Justice and Social Work Departments to prepare investigative and prosecution practices training.
 - ✓ Full Placement of Fall 2025 Cohort: 100% of Fall 2025 Title IV-E scholars are successfully employed and placed within DCFS offices across the state.

Schools and Departments

Department of Military Science

- NSU ROTC remains on track with stable enrollment (51 cadets), steady recruiting engagement, and effective cadet training execution.

Department of Psychology and Addiction Studies:

- The Demons for Recovery/CRPP program will receive an additional \$92,000 in year two of the grant.

Department of Social Work

- The SOWK department used March's Lunch and Learn CEU activity to recognize and honor area Social Workers. Approximately 12 vendors participated in the event. Thirty-one individuals participated in the in-person training; 55 attended virtually.

Department of Health & Human Performance/ School of Kinesiology

- The School of Kinesiology provided \$14,000 in scholarships to six students during GCEHD Honor Convocation on April 8th, 2026.

School of Education

- The School of Education held the Red Apple Pinning Ceremony on March 24, 2026, and recognized 37 students.

Gallaspy College of Education and Human Development

- 2025-2026 GCEHD Honor Convocation was held on April 8th, 2026. Fifty-two students received awards for their high achievements. Three faculty members received the Distinguished Faculty Award, two faculty members received the Distinguished Scholars Award, three faculty members received the Distinguished Service Awards, and three received the Distinguished Staff member Awards.
- Approximately 250 people attended the Honor Convocation highlighted our commitment to our students.
- We are grateful to President Genovese and Dr. Handel for their 1000% support.

Actionable Items:

- Strengthen partnerships and create new partnerships.
- Improve classroom physical space.
- Strengthen the academic advising and curriculum.

College of Business & Technology

- MBA Proposal Update
- CoBT Advisory Board Meeting and J. Walter Porter Etiquette Luncheon
- Student Engagement:
 - Federation of Business Disciplines Conference
 - Providence College Ethics Case Competition
 - Asian American Hotel Owners Association Hotel Turnaround Competition
 - America's Innovate IT Collegiate Conference
- Demons Engage
- Alexandria and Leesville Campus Courses
- HMT to Greece
- The end of Click U



The Graduate School

Northwestern State University Leadership Team Meeting – The Graduate School Report

Name: Dr. Mary Edith Stacy

Title: Dean of the Graduate School & Associate Professor

Department/Area: The Graduate School

Date Submitted: April 8, 2026

Meeting Date: April 14, 2026

Electronic Thesis & Dissertation (ETD) Repository

All impacted departments have expressed full support for moving to an ETD Repository. We are awaiting a decision on financial resources, but the justification is strong: accreditation expectations for documenting research, diminishing physical storage capacity in the Library system, increased visibility for student and faculty scholarship, and potential cost savings for some students.

Presidential Insight: This initiative strengthens our compliance posture, modernizes research accessibility, and aligns with peer-institution practices.

Banner Recruit – System Upgrade

Like a soap opera plot twist that surprisingly resolves itself, the transition to the upgraded Banner Recruit system has been relatively smooth. A few nuances surfaced, but the team has adapted quickly and effectively.

Presidential Insight: The system is stabilizing well and continues to provide improved efficiency in recruitment workflows (sometimes).

Strategic Plan – Student Input Section

Drs. Tetjien-Smith, Solice, and Stigers distributed the student survey electronically, with responses due March 27, 2026. The team is now analyzing data to integrate student perspectives into the strategic plan.

Presidential Insight: Student engagement in this process appears strong, and their feedback will meaningfully shape the next phase of planning.

Enrollment – Fall Cohort Selection Cycle

We are in the active admission/selection period for fall cohorts. PSYC, SOWK, and MSN continue to be the most selective programs for the upcoming fall term.

Presidential Insight: These programs remain high-demand entry points for graduate enrollment, reflecting both program reputation and applicant competitiveness



Office of

Economic Development and University Advancement

Achievement and Project Report

April 2026

- 1. Unmanned Aircraft Systems (Drones)**
 - a. Trained 20 Fort Polk soldiers on the main campus, generating \$15,000 in program revenue
 - b. Delivered drone training and test preparation courses at the Cenla Campus, with additional offerings scheduled in Leesville
- 2. Designated as a 2026–2027 Military Friendly School**

Military Friendly® is the standard that measures an organization’s commitment, effort, and success in creating sustainable and meaningful benefits for the military community. More than 2,900 organizations compete annually for this designation.
- 3. Natchitoches Day at the Capitol**
- 4. Awarded Region 6 STEM Center designation (2026–2029), headquartered at the NSU Cenla Campus**
- 5. Expansion of the Master of Counseling program at the Cenla Campus**
- 6. Partnered with the Center for Rural Innovation (CORI) and the Natchitoches Chamber of Commerce**

Hosted a focus group on innovation, entrepreneurship, and rural economic development, centered on a future vision for the Mill District
- 7. ARQ, Inc. Work-Based Learning Agreement**

\$25,000 annual stipend; with a performance evaluation every six months
- 8. FY26 Congressionally Directed Spending (Earmark)**

\$1.8 million awarded for equipment and supplies to support Innovation Park
- 9. Work Natchitoches Summit (NSU Elevation Sponsor)**

Scheduled for April 15, with participation from over 400 11th and 12th grade students from Natchitoches Parish
- 10. Small Business and Entrepreneurship Programming (Upcoming)**

Includes Business Insurance 101 (offered in Natchitoches and Leesville in partnership with BOM Finance) and Social Media Training in Marksville at the Tunica-Biloxi Education Center

11. Demons Engage

The Office of Economic Development invites NSU faculty to share the great work happening within your department for inclusion in Demons Engage. Demons Engage highlights NSU students applying what they learn through short, student-led, interactive experiences presented to local civic organizations, business leaders, and community partners. These 20 to 30-minute showcases demonstrate workforce readiness and the real-world impact of NSU's academic programs.

12. Workforce Wednesday

Every Wednesday, the Office of Economic Development and University Advancement will be launching Workforce Wednesday, a weekly Facebook social media post series highlighting how education, industry, and community come together to drive workforce development and economic growth across the region.

13. Law Enforcement Training Partnership

Partnered with the Many Police Department and the Department of Criminal Justice to deliver regional training sessions scheduled for May and September.

14. Office of Economic Development and University Advancement Reorganization

Transitioning to assume NSU Foundation responsibilities, including expanded fundraising and engagement efforts.

Leadership Team (April 10, 2026 Update): Athletics

- Facility Updates:
 - David and Sherry Morgan Health Performance Center's completion date keeps getting pushed back the end of June. They are starting to work on the renovations of the current Donald G. Kelly Fieldhouse. The current training room has been gutted, and they have taken down the ceiling in the football locker room and team meeting room as they are putting in new HVAC duct work and roof on that part of the building.
- Athletic Updates:
 - The spring sports are all having very good seasons.
 - Men's Indoor Track & Field finished 2nd at the Southland Conference Championships.
 - Women's Indoor Track & Field finished 3rd at the Southland Conference Championships.
 - Men's and Women's Outdoor Track & Field has had a great spring with a number of school records and PRs. With the additional events that are included in the Outdoor Track & Field Southland Conference championships, both teams are looking for titles in a couple of weeks.
 - Tennis finished 2nd in the Southland Conference regular season. The conference championship is in a week. We are injured but our hope is we can overcome and win the tournament championship.
 - Softball currently sits in 5th place in the conference only 1 game back of 2nd. Mattison Buster has been named SLC Pitcher of the Week 3x's this year. We have won 13 more games this year than we did last year. We look to finish the season strong and finish in the top 3.
 - Baseball is currently in first place in the Southland Conference despite a lot of injuries. The catalyst has been their strong pitching from both starters and relievers and penchant for scoring late in the game. This is a talented team that hopefully can win the championship this year.
- Revenue Generation:
 - The Top of the Boot Music Festival is taking shape. The lineup is almost complete (should be by the end of this week). We are going to roll out the marketing/ticket sales after the Jazz Fest in mid-May. Those in the community that we are working with are extremely excited and believe it will be a great event for Natchitoches and NSU. As a reminder the event will take place on October 16-17, 2026. This same weekend we are at home in football vs. McNeese State. The goal of the event is to sell 8,000 tickets each

day (even though I think we will be north of 12K) and net around \$500,000 in profit. The event will take place in the field behind our Soccer Complex off Tarleton.

- The Rhodes Properties and Development Demons Dream Home Giveaway was publicly announced last week. We will start selling tickets on May 4th. The house they are building is valued at \$26,000 3-bedroom, 2 baths at 1,500 square feet. We have secured the gaming permit with the state and are working on the city permit now. The giveaway will take place on Friday, November 6th at Riverside Reserve. We plan to work with KSLA to broadcast it live. We will then present the winner the keys to the house at our football game vs. UTRGV the next day. As a reminder, our goal is to sell 10,000 tickets (\$100/ea) and net \$900,000-\$1M. We will involve our student-athletes in this fundraiser to help sell tickets and they will receive a portion of the net.

Patric DuBois
Executive Director
Department of Wellness and Recreation – April 14, 2026

The department of Wellness and Recreation has had a consistently busy and active semester. Between informal recreation and planned organized activities, we consistently have several hundreds of visitors daily at the WRAC and Rec Complex.

- Our Intramural department will host 500 students from 12 Louisiana universities/colleges April 23-26 for the LCIRSA State Championships in basketball, softball, and soccer. During this event, our wellness and fitness area will lead seminars and roundtables for these universities' fitness and wellness departments.
- Our club sports area is doing well with 12 clubs. Our cornhole team is partnering with the Office of Alumni and Development to sponsor a national level Cornhole tournament to be held Saturday, May 16, 2026, at the Collins Pavillion and practice field next to the athletic fieldhouse. We expect to have between 200-300 participants from across the country with plenty of vendors and food.
- Our Rowing club recently hosted Vanderbilt, Georgia, Kansas State, Drake, and Nebraska rowing teams who spent their spring break in Natchitoches rowing on the Cane River, dining on campus, and supporting our local businesses.
- We will continue group exercise classes through May 8th. All classes have been well attended thus far. Our summer schedule will come out soon!
- The WRAC Fun N Fitness camp is currently accepting sign-ups for youth ages 5-11. The camp will have three one-week sessions from July 20 – August 7. Information is available at the WRAC.
- The WRAC gymnasium will host the Louisiana Sports Hall of Fame sports camp on Saturday, June 27th. All inductees will speak to area youth and there will be clinics in football and basketball.
- The Rec complex summer aquatics programming and lessons will begin June 2nd. Water Aerobics class will be Tuesday through Friday at 10:00am each week this summer. Sign-ups will begin at the Rec Complex beginning May 4th. Lessons and classes are available for children and adults.



**Culture and Climate/Gail Metoyer Jones Center Report
2/10/2026**

Faculty Northwestern Inclusive Coaching Seminar Series (NICSS)

The Northwestern Inclusive Coaching Seminar Series (NICSS) is designed to raise awareness and facilitate growth among NSU constituents. We want to enhance understanding, engage community members in positive dialogue and create respectful, safe environments for all.

April

April 22, 2026

Dr. Jessica Fultz and Dr. Andrew Fultz

Allyship

President's Room

RSVP: https://www.eventbrite.com/e/nicss-allyship-tickets-1980142090296?aff=oddtcreator&keep_tld=true

Women's History Month

We had a successful women's history month with great collaboration from various clubs and departments.

First Generation Graduate Student Workshop- Career Development: Resume, Interview & LinkedIn

Date: Wednesday, April 22

Time: 5:30pm

Location: Student Union-Cane River Room- [Teams Virtual Option](#)

Grad School is a stepping stone to the career of your dreams! Come to this workshop designed to assist students strengthen their professional presence and prepare for career opportunities. Participants will learn how to create effective resumes that highlight their skills and experiences, practice interview techniques, and develop strategies for confidently presenting themselves to employers. The workshop will also guide participants in building and optimizing their LinkedIn profiles, expanding professional networks, and using LinkedIn as a tool for career advancement.

Future of Gail Metoyer Jones Center- Dr. Handel and I are discussing the creation of a committee to evaluate programming and the mission to better align with University and UL System priorities.



NORTHWESTERN STATE

Business Affairs

TO: Northwestern State University Leadership Team
FROM: Rodney Wilson, Chief Financial Officer
DATE: April 14, 2026
SUBJECT: Leadership Team Briefing - Financial Stabilization and Operational Update

The following report reflects information previously provided but is worth revisiting. With key decisions forthcoming at the next Board meeting, and legislative actions still pending, several critical factors that will shape the university's direction for the coming year are not yet determined. Enrollment for next fall remains a primary budgetary consideration as well.

Northwestern State University continues to operate in a deficit status; however, existing reserves remain sufficient to sustain near-term operations. From a budget stability perspective, NSU continues to outperform many of its peer institutions across the state. At the same time, sustained operating deficits are not viable over the long term. Absent meaningful revenue growth or spending reductions, continued deficits will erode reserves and move the University toward the same constrained conditions currently facing those peer institutions.

The University is advancing a comprehensive and sustainable budget strategy aimed at reducing the structural deficit over time. This strategy emphasizes enhanced revenue generation and improved operational efficiency while preserving the University's mission, core functions, and institutional strengths.

The Budget Stabilization Task Force remains active and engaged in guiding this work. In addition to identifying sustainable revenue opportunities, the task force is also pursuing one-time appropriations, external funding opportunities, and other financial windfalls, leveraging all available institutional and external resources. This work is designed to allow necessary budget adjustments to occur primarily through attrition, minimizing disruption to essential operations, and is coordinated through the NSU Fiscal Integrity through Revenue and Efficiency (FIRE) plan.

The FIRE plan is closely aligned with the Strategic Enrollment Management Plan (SEMP), recognizing enrollment as the University's most significant revenue driver. To sustain current service and operational levels, the University needs to target approximately 7,000 traditional / paying students, while also pursuing strategic growth in dual enrollment which is heavily discounted but now has a target of approximately 2,500 students.

As part of this effort, heightened scrutiny of expenditures must be a shared responsibility across the institution. Departments are expected to evaluate requests through the lens of institutional need rather than preference, prioritize essential functions over discretionary spending, and assess decisions based on the overall good of the University. When resources are short, the needs of the many may outweigh the needs of the few as decisions are made to place resources in the areas that can receive the most benefit for the least amount of spending.

Enhanced budget review remains in place. ***What does "Enhanced Budget Review" look like? It can take many forms but some examples are: additional scrutiny of all expenditures, fair accountability to one another, recognizing another area's needs may be greater than your own, and the willingness to accept a compromise or delay.***



University Affairs

Jennifer Kelly, Executive Director

University Affairs Area Updates 4.13.2026

Jennifer Kelly – Executive Director

- Continuation of completion on Alost Hall Nursing Labs. Contractors will be on site this week for installation of Nursing Simulation Room.
- Request for Proposal is in the drafting stage for Food Service. July 27 will be the new contract date.

Kevin Martin – Director of Operations

- At the Health Performance Center, construction remains active and is advancing steadily. Interior work is progressing, including upcoming installation of specialty finishes and flooring. Exterior improvements are also underway, with continued focus on overall building appearance and site access. The project remains on track toward completion in late spring, with follow-on work to begin shortly after in adjacent areas.
- The ROTC bathroom renovation is approximately 50% complete, and work continues smoothly. The project remains on schedule, with no major issues identified at this time.
- The Building Automation System (BAS) Repairs Project has been awarded to Siemens, with work scheduled to begin in the coming week. This project is expected to span approximately one year and will focus on improving system performance, reliability, and overall building control across campus.
- The following projects are currently in the design phase: Demolition of Prudhomme Hall, the Innovation Center, and Warrington Place in Shreveport. These projects are progressing through planning and coordination, with additional updates to follow as they move toward implementation.
- The Grounds Department has begun seasonal work across campus, including preparing and refreshing flower beds and getting the hanging pots ready for installation. These efforts will enhance the overall appearance of campus as we move into the spring season.
- Leesville Building A Roof Replacement is scheduled to begin on April 14 and is anticipated to be completed by April 17, weather permitting.
- Shreveport Roof Replacement project is currently awaiting materials to arrive on site. Once materials are received, a pre-installation meeting will be scheduled, followed by inspection of materials prior to the start of work. The project is anticipated to take approximately 2–3 weeks once construction begins.



University Affairs

Jennifer Kelly, Executive Director

Bruce Dyjack – Post Office

- The NSU Post Office has made the decision to no longer assign individual mailboxes starting Fall 26.
- This is due to the age of the mailboxes (some are 100 years old and are not repairable) and the prohibitive cost to replace them. We have also seen a drastic drop in letter mail in addition to the fact that most letters go unclaimed and are returned in May at the end of the Spring semester.
- Instead, students will now receive an email whenever any item arrives, and they will pick up the item from us directly during our open hours. The electronic package lockers will continue to be 24/7.
- During this transition, we will allow students who had mailboxes this year to be grandfathered into having their current mailbox next Fall if they wish.

Wesley Harrell – University Police

- **Campus Patrol and Visibility**
 - o Officers maintain consistent patrol coverage across campus facilities, residence halls, and parking areas. Increased visibility remains a priority to promote a safe and secure environment for students, faculty, staff, and visitors.
- **Community Engagement**
 - o The department continues to build strong relationships within the campus community through proactive engagement, safety awareness efforts, and ongoing communication with students. We are preparing for the summer sessions of Freshmen Connection. We have worked with marketing to develop a handout to give to students.
- **Staffing and Recruitment Efforts**
 - o Interviews are scheduled this week to fill vacant positions, including supervisor, dispatcher, and police officer roles. These efforts are part of the department's ongoing initiative to strengthen staffing levels and ensure all operational areas remain fully supported.
- **Training and Summer Preparation**
 - o The department is actively preparing summer training requirements, including scheduled officer training hours and required in-service classes. Planning is underway to ensure all personnel meet mandated training standards while maintaining operational coverage throughout the summer months.



University Affairs

Jennifer Kelly, Executive Director

- **May Graduation Preparation**

- Planning is underway for May graduation ceremonies, with a focus on traffic control, campus safety, crowd management, and coordinated event coverage. The department is working closely with university partners to ensure a safe, organized, and successful commencement event.

Stephanie Dyjack – University Housing

- **Fall Housing Leasing Update**

- University Columns 70% preleased
 - University Place 78% preleased
 - Varnado Hall 27% preleased
 - 69% overall preleased for Fall
 - 1342 applications received to date up 9 from PY
 - 785 continuing apps down 28 from PY
 - 557 entering apps up 37 from PY
 - 202 housing offers extended that leases have not been signed.
 - 76 offers being sent to new applicants.
- Summer leases are live and summer housing is being marketed.
 - 12 Summer Camps in the contract phase

Faculty Senate
Report to President's Leadership Team
April 2026

Work Recently Completed:

- Appointment of Faculty Marshalls for May 2026 Commencement

Work in Progress:

- Faculty Recognition Council
 - Nominations for faculty in the Gallaspy Family College of Education and Human Development are under consideration. The awards will be announced before the end of the academic year. An event honoring all faculty recognized this year is planned.
 - Procedures are being laid out for recognizing Staff
- University Approved Excused Absences
 - RSO and Departmental Absences
This form was reviewed in the fall. We saw no need for improvement.
 - Athletics Absences
Representatives from Athletics spoke at the February Meeting.
 - Mental Health Days
A committee will work on a policy regarding students taking mental health days and whether these can be excused.

Work Beginning:

- Committee on Adjunct Representation and Compensation
The committee was formed at the end of the fall semester. They are just at the very beginning of looking into these issues.

**Leadership Team Meeting
April 14, 2026**

Executive Director, Institutional Effectiveness & Human Resources

SACSCOC Decennial Report Update:

As per the last update, the SACSCOC Review Committee (SRC) continues its assessment of standards for the University's decennial submission. The target date to submit is August 2026. With all respect, please complete the reports that are due to the writing team as soon as possible.

ADA Compliance Update:

Joe Parrie (Web Accessibility Coordinator) and Emily Perritt (Director, Electronic Learning & Global Engagement) continue to work toward educating NSU's entire community regarding the ADA law for compliance to accessibility. The deadline to meet this requirement is April 24, 2026.

There may be some misunderstanding regarding which departments must be ADA compliant. This is not only for Academics, but the entire University.

Annual State Training Requirements

Please be aware that a newly created Moodle shell will "house" all training for calendar year 2026. Everyone is directed to use this shell, so the University can better address who has completed the required annual training. All employees (including adjunct faculty and graduate assistants) must participate in this process. Do so before this semester ends. Do **NOT** wait until the calendar year to participate.

Institutional Research

Economic Impact survey data will be gathered and reported again this fall 2026 with plans for new Economic Impact report to be released during Spring 2027. ULS will pay for institutions to have their own study provided. Each institution will have to decide if the focus will be regional or statewide.

Completed IPEDS ACTS survey on time. Staff burden was 325 hours. This is being highlighted because there was heavy coverage in the press.

Human Resources

Outside Employment forms are due in HR no later than Friday, May 1, 2026. **Supervisors are responsible for collecting all employee forms who reported "none" for their department and submitting them together at one time.**

Ochsner is the University's new Wellness Screening Partner. The first clinic of the year is scheduled for April 20 and April 21.

Please be mindful of temporary appointments. They are for "emergency" situations only and should go beyond a year.

Director of Institutional Effectiveness Update: Frank R. Hall

Leadership Team Meeting April 14, 2026

The next Strategic Planning Team Meeting (SPTM) will take place in the Pierce Conference Room on June 10, 2026, from 3:00 p.m. to 4:30 p.m.

The next University Assessment Committee (UAC) and Core Competency Committee (CCC) meeting will take place via Teams on June 11, 2026, from 3:00 p.m. to 4:30 p.m.

Please submit assessment reports in accordance with the listing in the AC 2025–2026 Tracker. Recent programmatic or organizational changes resulting in new units and programs will be incorporated into the assessment process in AC 2026–2027.

Please ensure all assessment reports adhere to the following guidelines:

- Match the naming convention in the Assessment Tracker
- Follow the university format
- Ensure the report is accessible (use the Microsoft Word Accessibility Checker and include headers for easy navigation)
- Submit reports in Word format
- Graduate program reports should be submitted to the Dean of the Graduate School, Dr. Stacy, for approval

Dr. Cochran will provide templates for each subject area of the report, beginning with Strategic Focus Areas. Those responsible for special topic areas (Student Government, Student Achievement, Technology, Community/Public Service) may consider developing their draft input. The drafts can then be incorporated into the template once provided.

The Mid-Year Brief is available on the IE website under Strategic Planning, AC 2025–2026.

The intent is to have the University Student Achievement website updated by April 17, 2026.

The University SACSCOC Review Committee (SRC) continues drafting institutional responses reflecting compliance with the thirty-nine (40) standards included in the Differentiated Review.

Thank you for your continued support in responding to information requests.

Leadership Team Report

Ron L. Williams – Chief Information Officer

April 14, 2026

- **Data Center**
 - Phase 1 of Data Center Update Project largely complete

- **Network**
 - Athletics Facilities
 - Core Network Upgrade
 - Innovation Park Planning
 - Siemens upgrade

- **TAC**
 - PC Replacement Project
 - Installation should be completed this week

- **Enterprise Applications**
 - MyNSU Migration to Ellucian Experience Portal
 - Ghost Students

- **Security**
 - AI Taskforce

- **Web**
 - ADA
 - Phone Directory

- **Student Support**
 - **Assessing needs and budgeting for 2026-27**