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Student body passes SGA Referendum and elected senators for next year

By Victoria Rodrigue
News Editor

During the Spring 2025 Student Government Association election, the student body voted for 12 senators for the next academic year and passed a referendum impacting student fees.

The Student Fee Referendum will increase student fees from \$61 to \$94 based on the number of hours enrolled. Northwestern State University of Louisiana has not changed student fees since 2015. The fees will go towards supporting athletics, spirit groups and student engagement; \$4 will go to athletics, \$1 to the Spirit of Northwestern Marching Band, \$2 for spirit groups and \$1 for student engagement.

SGA announced Madysen Morgan as president-elect, Chris James as vice president-elect and Ja'Naya Woodard as treasurer-elect on March 11, prior to the official election as the cabinet ran unopposed.

The 2025-2026 academic senators are Bryce Juneau, Lawson Turner and Kylan Williams from the College of Arts and Sciences; Haley Christen, Nilah Pollard and Travis Rachal from the College of Education and Human Development; Jackson Chiasson, Kaylee Stacy and Keiler Soape from the College of Business and Maddie Boutte, Benjamin Brassaux and Niklaus Jordan from the College of Nursing and Allied Health.

The constitution changes made by S.B.S. 2024-01 changed the senate composition to include 19 senators: three from each of the four academic colleges, four senators at large and three freshman elected in the following fall semester.

Pollard will serve as a third-year senator. She explained that a senator's responsibility is to engage with students across campus, which is why having multiple senators from each academic college is important.

"This allows students from each college to be able to speak on their behalf and on the vision that each of the colleges have," Pollard said.

Williams, also a returning senator, wants to use his experience gained this year to maintain communication with his peers at NSU in order to voice the student body's concerns and needs.

"I also try to ask my classmates and friends very frequently if there's anything they need, or anything they feel

needs to be addressed on a broader scale, rather than just the faculty and staff within that department," Williams said.

Amarriyah Boykins, Denae Davis, Ardyn Jardell and Kailyn Price were announced as senators-at-large.

Davis will be a first-time senator next fall, and is eager to help make campus life better for everyone.

"I feel that I have a lot to offer when it comes to the student body. I struggle

with getting out of my comfort zones, and this was one of the ways that I wanted to be more involved on campus," Davis said.

Freshman senators will be announced in the Fall 2025 semester alongside the Homecoming Court election results.

These newly elected SGA members will be sworn in on Wednesday, April 9, in the Friedman Student Union Ballroom.

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Photo by Lalaina Wood. SGA President Chris James and Vice President, Madysen Morgan are accompanied by the members of the newly elected senate.

“March”-ing for a purpose: International Women’s Day

By Isabel Juarez Rubio
Arts and Living Editor

International Women’s Day is recognized worldwide on March 8 every year. Women across the world celebrate this day differently, many of whom organize different types of protest or marches to fight for equality.

This day is significant for many countries because they use marches to advocate for their loved ones that have gone missing, kidnapped or killed due to femicide. According to the Merriam Webster Dictionary, femicide is the gender-based murder of a woman or a girl by a man.

This is one of the many reasons why a group of women decide to march and advocate for other women. Northwestern State University of Louisiana’s Iota Mu Chapter of Delta Sigma Theta Sorority, led a march on March 7 in honor of International Women’s Day.

“Women’s History Month is something important to me because of the organization I’m a part of and by being a woman, this is something important,” McKenzie Guilbeau, a junior nursing major, said.

Guilbeau serves as the social action and political chair for Delta Sigma Theta and was the main organizer for this march. “Being able to voice my opinion along with others voicing theirs, also, the males voicing their opinions, speaking up for their moms, family members, was something that was really important to me,” Guilbeau said.

Jasmine Wise, assistant professor and coordinator of Black studies and the Gail Metoyer Jones Center, shared how important it is to shine a light on women’s movements.

“Women’s History Month, I think, serves as a way to highlight in a very patriarchal society, where women have changed the world because we are overlooked, but this is a moment to stop for 31 days and say, let’s highlight what women have done,” Wise said.

This month is not only used to protest for women’s rights but also to celebrate womanhood and what it means to be a woman.

“I love being a woman. I just love how I am not threatened by being both feminine and strong. We get to occupy these sorts of spaces. I think there’s a strength that comes along with being a woman that men don’t have,” Wise said.

March marks unison for all women, the famous protest sign, “I am all girls,” has been circulating around marches to symbolize womanhood.

“I think personally it is important because I have two daughters, a wife and I also have a mother who did a fabulous job raising me. I think it’s important to remember that you need to fight for your rights. Although we have made strides in the past to achieve equal rights between men and women, we are still not there,” Benjamin Forkner, associate professor of French and Spanish, said.

Forkner, along with the Gail Metoyer Jones Center, made sure the NSU campus knew about how important International Women’s Day is through a variety of different events partnered with other organizations.



Photo by Lalaina Wood.
The Iota Mu Chapter of Delta Sigma Theta Sorority Inc. hosts a march in honor of International Women’s Day.

The Current Sauce Staff

The Current Sauce is the official student-run newspaper for Northwestern State University. The content and stories within the paper may not necessarily reflect the views of administration, faculty and staff.

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DOSE OF SAUCE Newsletter Sign up

Join The Current Sauce’s weekly newsletter: Dose of Sauce. Each Friday at 1 p.m., the newsletter will feature the stories posted in the past week and highlight photos and things happening around campus. Use the link below to sign up or use the link on our Instagram bio!



NSU's recreation complex pool to offer classes and job opportunities for NSU students

By Kallie Bourgeois
Copy Editor



Photo submitted by Paula Ray.

Northwestern State University of Louisiana's pool is set to open in June for students and the Natchitoches community.

Northwestern State University of Louisiana's Robert W. Wilson Recreation Complex will open its pool facilities on June 3 for students and the Natchitoches community. The recreation complex will not only allow individuals to have fun and relax during the summer, but there are also job opportunities for students at NSU.

The Olympic-size swimming pool is open to students, faculty, staff and the general public. There is also space for recreational and lap swimming with a spacious deck and lounge chairs surrounding the pool.

The pool typically operates in the months of June, July and early August from 2 to 7 p.m.

NSU students can use the facilities for free by presenting their student ID, and there is a pool fee for faculty, staff or non-university individuals. NSU faculty and staff can purchase a \$160 individual membership or \$200 family membership. The public can purchase a \$200 individual membership or \$240 family membership.

Swimming lessons are also offered for all levels and ages. Small group lessons are

\$55 per individual and private lessons are \$125 per individual. The pool offers morning water aerobics and deep water aerobics in the evenings with prices and times to be decided.

Paula Ray, assistant director and aquatics director of the recreation complex, believes that not many students are aware of the pool off-campus and the recreation complex's facilities. "I don't think a lot of students know about the pool, and, you know, we also have an 18-hole golf course. I don't think that all the students know about the golf course either. So it's good to get it out there," Ray said.

Hailey Rachal, sophomore elementary education major, was unaware that NSU had a community pool off-campus but believes that it could be a great opportunity for students to get fresh air while not being affected by the heat.

"I think that it might be nice for some students in their free time to go take water aerobics class or things of that nature because it involves exercising," Rachal said. "However, I do not know how many students would partake in it given that it is off-campus and most students I know would prefer going to places on-campus, especially if they don't have a car."

Ella Robinson, sophomore business administration major, said she also has never been to the off-campus pool. "I have never heard of the pool," Robinson said. "I could potentially see myself going to tan."

Avery Phillips, sophomore secondary education major, was aware of the pool, but just had never been.

"I just never had the time. We were actually talking about going the other day, but it started raining," Phillips said.

Anderson Davis, sophomore elementary education major, knew of the pool, but didn't know there was a golf course.

With the hours of operation only spanning across three months, Ray added that she is looking for certified lifeguards or anyone interested in becoming a lifeguard to extend the pool's hours.

"We do hire in the summer. One of the reasons we have to close so early is because most of our lifeguards are high school students," Ray said. "So it would be great if we had some NSU students as lifeguards, so we could extend our sea-

son a little."

Zoe Knighton, sophomore communication major, explained that it could be a great job opportunity for students to be lifeguards. "Many students are constantly looking for jobs and with work in Natchitoches being so small, there aren't as many opportunities for people without a degree," Knighton said.

Knighton believes that if the pool hours were extended then that would help more students have a guaranteed job for a longer period of time.

"I definitely think they should extend hours. It is normally warm enough to swim by mid-March until the end of September," Knighton said. "That would help more students to have jobs."

For anyone interested in checking out the recreation complex's facilities, please visit here. For any NSU students interested in becoming a lifeguard, contact Ray at (318) 332-0371 or rayp@nsula.edu. For more information on the classes offered by the pool, contact Melanie Bedgood at (318) 357-5003 or bedgoodm@nsula.edu.

How NSU's social media campaigns have reached new students

By Nina Ovalle
Viewpoints Editor

Northwestern State University of Louisiana's retention rates have reached an all-time-high in the Spring semester, which leaves me to wonder how much of an impact an online presence has on enrollment rates.

The NSU Office of Marketing and Branding received an award of Excellence in Online Presence during the Chamber of Commerce Go Natchitoches Awards program on Feb. 26. The Natchitoches Chamber rewarded NSU Marketing and

Branding for "strong visuals and engaging content across digital and social media platforms," according to nsula.edu.

I believe the strong social media presence of NSU has allowed for the university to portray an image that largely appeals to prospective students as well as keeps current students engaged.

The official NSU Instagram, @nsula, currently has 25,600 followers. While this may seem like mediocre numbers when compared to a celebrity's social media following, I do not believe that this is a

small number of people by any means.

Further analytics of NSU social media includes over 3 million impressions across platforms, more than 1.5 million video views on TikTok, a 15% increase in audience engagement compared to the previous year and a growth in follower count by 20%, according to the NSU Office of Marketing and Branding.

The large number of people taking in NSU's content are not only clicking at a meaningless screen but rather are seeing a portrayal of NSU which is specifically designed to appeal to them.

Among their content plans are visuals, which consist of high quality images and videos like student achievements and alumni spotlights. The marketing office also creates informational posts that consist of graphics announcing university closures, events or updates, and they also produce interactive content like polls in their social media so that followers directly give feedback. These are some of the examples provided by the NSU Office of Marketing and Branding.

According to The Clinton Courier, 92% of universities and colleges in the United States use social media to utilize data-based and analytics-driven marketing to drive engagement and reach potential students.

This is because social media marketing models allow universities, or any business, to continuously make targeted and intentional posts in an attempt to increase conversation surrounding the given topic. Whereas within traditional marketing, such as billboards or ads, it's more one-and-done. Comparatively, social media allows for two-way communication and gives businesses the chance to directly see audience feedback, which is also known as analytics-driven marketing.

Therefore, when it comes to marketing a university, the intent is to make targeted posts based on analytics you receive from your targeted audience: the current and potential student body.

According to Vision Point Marketing, a study done by Education Dynamics found that 16% of prospective students began their school selection process by following institutions on social media and 42% of respondents said they turned to Instagram to find official university-owned accounts.

Additionally, having a designated marketing team to create engaging content, ensure communication with audiences and measure success through analytics allows for a boost in engagement and adds value to the university in the perception of the audience, according to The Clinton Courier.

So, NSU's marketing team does the same for our university. In fact, according to the NSULA Marketing and Branding, the sole responsibility of Amy Lee, NSU director of marketing and branding, is to strategize ways to promote NSU programs and oversee the creation and production of print and online materials that target prospective students. "Furthermore, the Office of Marketing and Branding coordinates marketing campaigns, integrating research, advertising, promotions and public relations efforts to strengthen recruitment and retention initiatives," the website explained.

This is where, what I like to call, the "NSU image" comes in. The "NSU image" is the profile of NSU which has been created based on the specific design choices, photography styles and posting strategies of NSU's Office of Marketing and Branding via social media. The "NSU image" is also just the various ways in which NSU is marketed to the public audience.

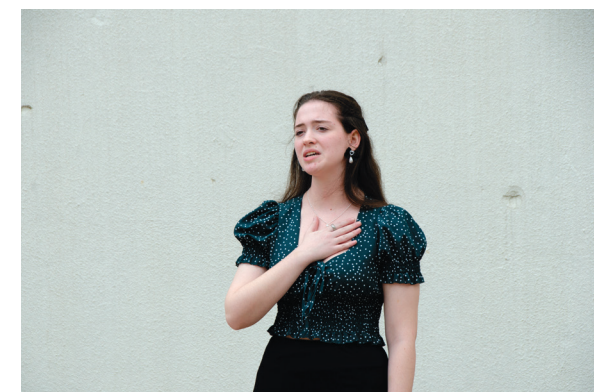
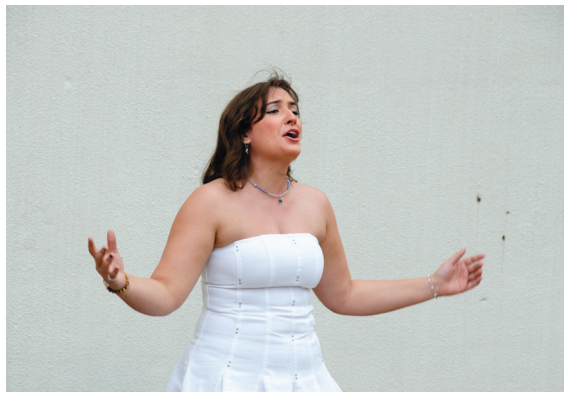
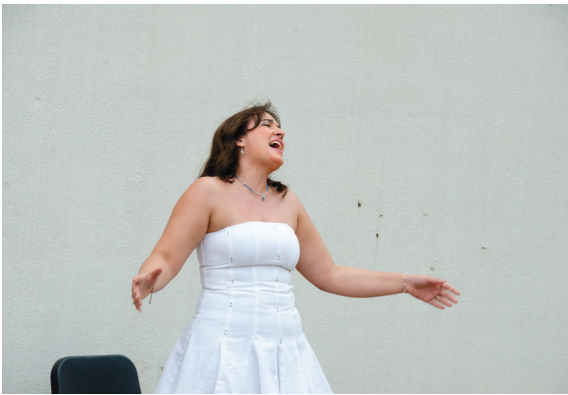
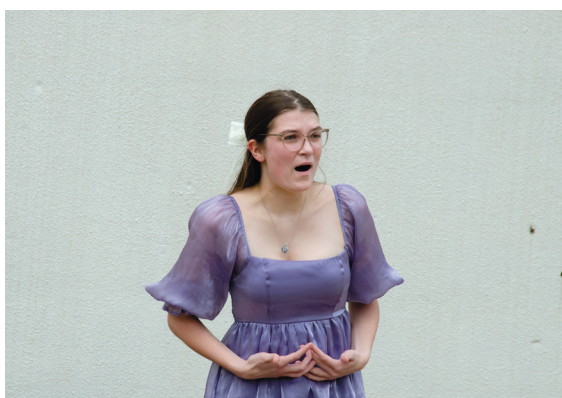
This image created by the specific choices of Lee and the Office of Marketing and Branding has created an idea of NSU, which seems to have made a quite successful appeal to students. These choices also are exactly why NSU Marketing and Branding has been directly acknowledged for "strong visuals and engaging content across digital and social media platforms."

Social media can be used in a strategic way to connect with a certain demographic by portraying a certain image, and NSU Marketing and Branding have reached prospective students through compelling content.



Photo by Christopher Richard.

The NSU Office of Marketing and Branding received an award of Excellence in Online Presence during the Chamber of Commerce Go Natchitoches Awards program on Feb. 26.



STO Cabaret

Photos by Katie Grace Rion