

DRAFT-SUBJECT TO BOARD APPROVAL

ONLINE VIRGINIA NETWORK AUTHORITY

BOARD MEETING

September 13, 2019

MINUTES

The Online Virginia Network (OVN) Authority Board met on Friday September 13, 2019 at Old Dominion University in Norfolk, VA.

Present from the Board were:

Speaker Kirk Cox
Delegate Lashrecse Aird
Delegate James Leftwich
Ron Ripley, ODU BOV Representative
James Hazel, GMU BOV Representative
Jane Dane, Associate Vice President, Old Dominion University
Michelle Marks, Vice President, George Mason University
Sharon Morrissey, Vice Chancellor, Virginia Community College System
Andrew Ko, Citizen Member
Karen Jackson, Citizen Member
Senator Bill Stanley (Via Phone)
Senator Rosalyn Dance (Via Phone)
Peter Blake, Director of SCHEV (Via Phone)
David Leichtman, Citizen Member (Via Phone)

Absent:

Delegate Nick Rush
Senator Steven Newman
Adnan Bokhari, VCCS Representative

Also present were:

Don Stansberry	Holly Whistler
Brian Payne	Amanda Specht
Austin Agho	Dave Sprinkel
Ellen Davenport	Sarah Cheverton
Charles Kreitzer	Bill Nuckols
Lisa Sedlock	David Kozoyed
Caitlin Shear	Rusty Waterfield

Ahmad Taneri
Janette Muir
Dara Ingle
Marc Austin
Hongyi Uu
Mark Smith

Jon Lester
Karen Sanzo
Van Wilson
David Burge
Andy Casiello
Sheri Prupis

WELCOME & OPENING REMARKS

President John Broderick welcomed guests to Old Dominion University. Speaker Kirk Cox welcomed board members to the meeting.

APPROVAL OF November 30, 2018 Meeting Minutes

Sharon Morrissey added a correction to the minutes. She noted that Adnan Bokhari is not a citizen member but a Virginia Community College System board representative. A motion was made by James Hazel and seconded by Michelle Marks. The minutes were approved by all members present and voting.

OVN PRESENTATION

Van Wilson, Andy Casiello, and Dave Burge presented on OVN. Wilson noted that the initial VCCS colleges that joined OVN include Northern Virginia Community College, Reynolds Community College, John Tyler Community College, Tidewater Community College and Thomas Nelson Community College. The VCCS Steering Committee is creating a strategic plan for the five leading institutions and initial programs and courses offered for fall. An overview of the prospect personas for VCCS and ODU was provided.

Burge updated the group regarding marketing efforts and top performing website ads. An overview of OVN student characteristics and the funnel strategies from inquiry to enrollment was provided.

Casiello reported on the OVN Online prospect personas for Old Dominion University. Burge highlighted the types of ads and images that will be used for reaching target audiences. More resources are being directed to digital ads as compared to email and print options. The student prospects have increased from 200,000 to 300,000 OVN in Virginia. The enrollment projection through fiscal year 2024 was provided.

APPROVAL OF BUDGET

Speaker Cox moved that the board vote to approve the budget as presented. James Hazel made a motion and Karen Jackson seconded the motion. The budget was unanimously approved by all members present and voting.

ADJOURNMENT

There being no further business, the meeting adjourned at 11:34 a.m. The next meeting will be scheduled for late spring 2020 at George Mason University.