

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 David 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. An OVN coordinator for VCCS will be brought on.

The VCCS Steering Committee is creating a strategic plan for the five leading institutions as well as initial programs and courses for fall. Outreach has begun and a landing page was designed. Preliminary research has started regarding the design of the VCCS Online component with EAB analysis. An overview of the prospect personas for VCCS and ODU was provided.

Burge updated the group regarding marketing efforts and top performing website ads. There were over 117 million impressions, and over 279,000 clicks. Big data was utilized to design an outreach strategy to adult learners. Campaigns with customized messaging to real time campaign monitoring and optimization were utilized.

An overview of OVN student characteristics and the funnel strategies from inquiry to enrollment was provided. The process includes building rapport and consideration, encouraging research and inquiry, and finally converting to enrollment.

Burge described the target audience for George Mason as challenge driven networkers. They often thrive in challenging environments and are typically drawn to places with opportunities for

collaboration. Casiello reported on the target audience for Old Dominion as community focused self-improvers. They are typically objective, analytical, digitally savvy, and resourceful. Van reported on the target audience for VCCS as purpose driven skill builders. They are driven by passion, seek practical and hands on experiences, and need objective facts to determine ROI.

Burge highlighted the types of ads and images that will be used for reaching target audiences. More resources are being directed to digital ads and social media as compared to email and print options.

The actual and projected enrollment increases for George Mason, Old Dominion, and Virginia Community College System were provided. The student prospects have increased from 200,000 to 300,000 for OVN in Virginia. The enrollment projection through fiscal year 2024 was provided. The FY20 budget was reviewed. The budget includes project support and management, technology, outreach, course creation and capacity, and student support.

Old Dominion University faculty members presented from the perspective of instructors teaching in an online environment. Videos were shared depicting the student experience.

Next steps include enhancing the OVN website, increasing digital marketing and outreach, providing tools to estimate time for degree completion, and establishing corporate relations ties. More online classes will be developed and faculty will be added to scale enrollment. Career tools will be added to provide information on the value of a degree, internships and job placement. There are plans to expand the capacity of call centers with the addition of staffing and technology to achieve seamless service.

## **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.