



OLD DOMINION
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| Online Virginia Network

Why focus on online education? Why now?

| Online Virginia Network





The Origins and History of OVN





Online Virginia Network Defined

Under *Item 253 of the Special Session I, 2018 Appropriation Act Online Virginia Network*, an online degree completion initiative called Online Virginia Network (OVN) was formed and its purpose was to:

1. Serve adult learners, non-traditional students, and other students seeking access to an online degree program.
2. Provide degrees that are more cost effective than traditional degree programs and reduce unit costs.
3. Use tuition revenue to support the initiative.
4. Potential options to partner with additional institutions.
5. Existing financial aid programs are being used.



Online Virginia Network in Practice

OVN strategies embrace:



Serving Virginians who started a degree but didn't finish



Providing accessible and affordable online education

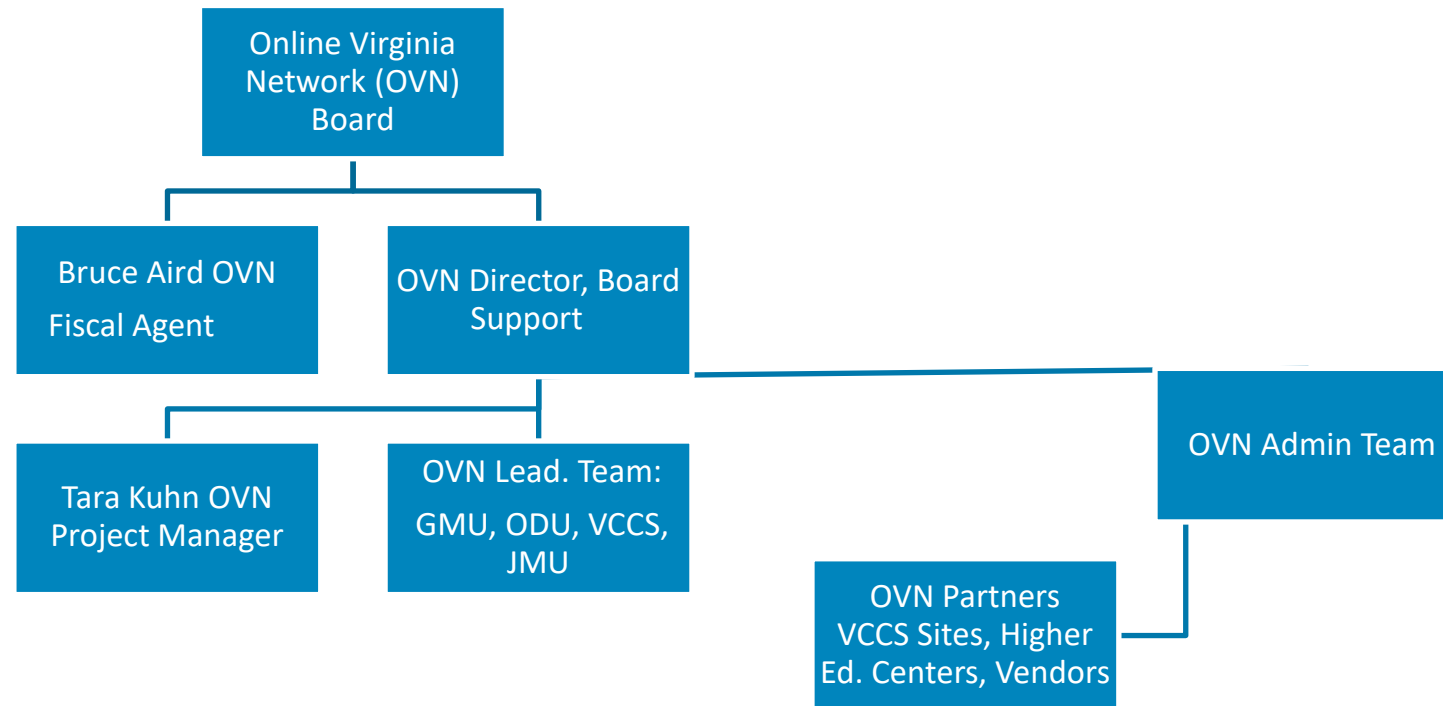


Offering a central location for students to locate courses and programs from partner institutions



Hosting resources to promote online degree completion for citizens and institutions in the Commonwealth

Online Virginia Network Governance



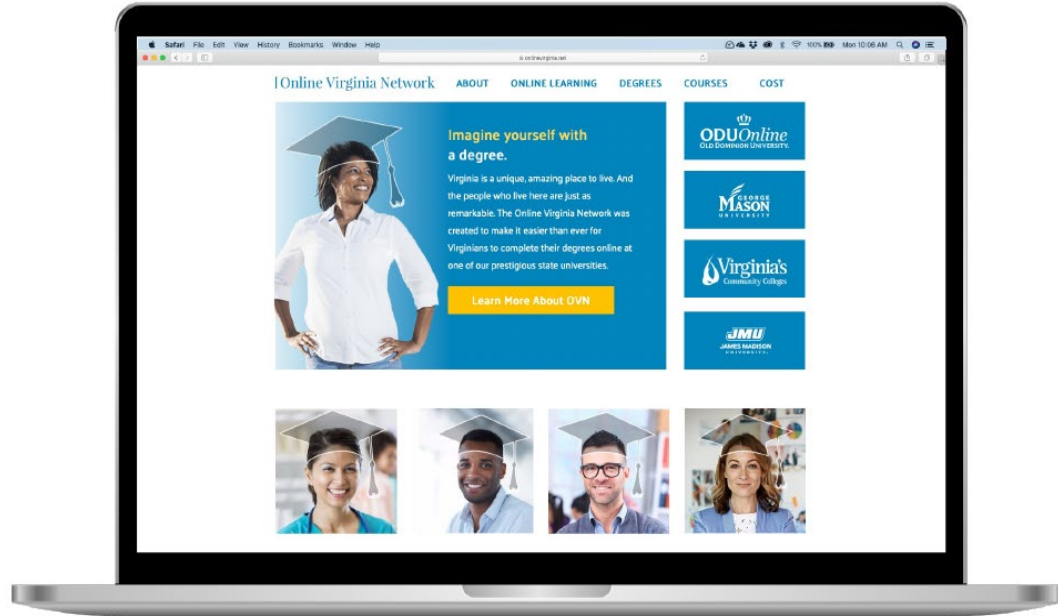


Online Virginia Network

Online Virginia Network's is currently completing five projects to support its purpose and strategies:

1. Human Resource Strategy to Lead OVN
2. Online Virginia Network Website Refresh
3. Enhanced Marketing to Engage Prospects
4. Outreach and Survey to Degree Completers
5. Experiential Learning

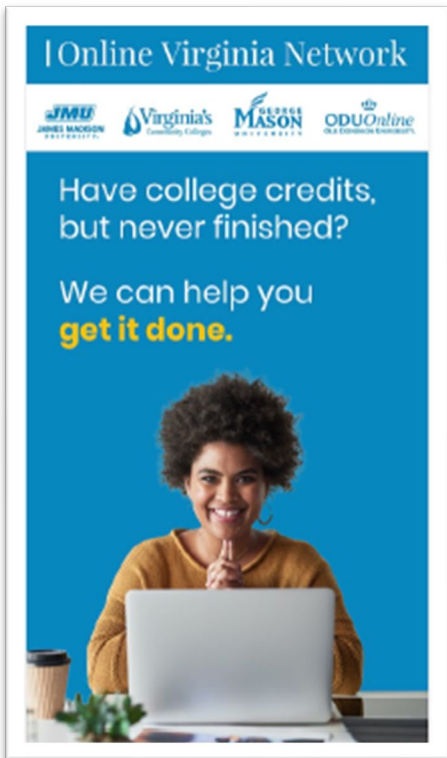
Online Virginia Network Website Refresh



- This team is working with an external vendor to update the OVN website to improve the user experience.
- The website updates will support emerging OVN features such as transfer pathways and experiential learning opportunities.
- The website will also allow for partners to upload and service their own program and course content.

Enhanced Marketing to Engage Prospects

- Beginning in January, the team implemented many new marketing strategies and across multiple channels including:
 - Bus and transit wraps in northern Virginia
 - Billboards across the Commonwealth
 - A direct mailing that was sent to more than 300,000 households
 - The production of 3 audience-segmented video spots
 - And more than 25 digital campaigns with over 37 million impressions
- In the upcoming fiscal year, the team will continue to optimize the digital campaigns, implement a comprehensive social media content strategy, and develop long format content marketing pieces about online learning and degree completion.



Outreach and Survey to Degree Completers

- Send an OVN marketing piece with online survey to 90,000 Virginians
 - identified by SCHEV - some college, but no degree
- This strategy will:
 - gather information regarding population,
 - provide awareness of OVN, and
 - build contact list of prospective students.
- Contract with Survey & Evaluation Research Library (SERL) team at VCU in final stages & survey will launch this fall

Transfer Committee Work

- Representatives from JMU, GMU, ODU and the VCCS meet monthly
 - Collaborate closely with Micol Hutchison and leverage the TransferVA framework
- Fall 2022 Review Parameters
 - Evaluated existing agreements (GAA, AA, Passport) for online-to-online pathways
 - Audited courses to ensure availability
 - Reviewed Transfer Portal for gaps in service for online students
 - Garnered feedback from the VCCS partner colleges (BRCC, BCC, JSRCC, TCC, VPCC, CVCC, NVCC)
- Spring 2023 Transfer Portal Enhancements
 - Improved Online Course Finder
 - Enhanced Online Search Filters
 - Pathway Guides for Online Degrees
 - Consortium tools (example: shared events)

Transfer Committee Work

- OVN Projects that Improve Online Transfer
 - Experiential learning as a bridge program
 - Targeted marketing and public outreach
 - Shared faculty events
 - Common digital tools
- Online Pathways by the Numbers
 - 16+ pathways already identified
 - Potential Impact for the OVN: 8,000+ online students (Spring 2022 data)
- Next steps:
 - Implement Common Curricula developed by TransferVA and evaluate online readiness
 - Develop curriculum guides specific to each existing pathway

Experiential Learning

- First goals: Determine best ways to present wide range of experiential opportunities available and offer stipends to online students who participate in experiential learning
- Team determined liaisons from each institution to work on providing experiential learning opportunities for online students



Design Thinking



Undergraduate Research



Study Abroad



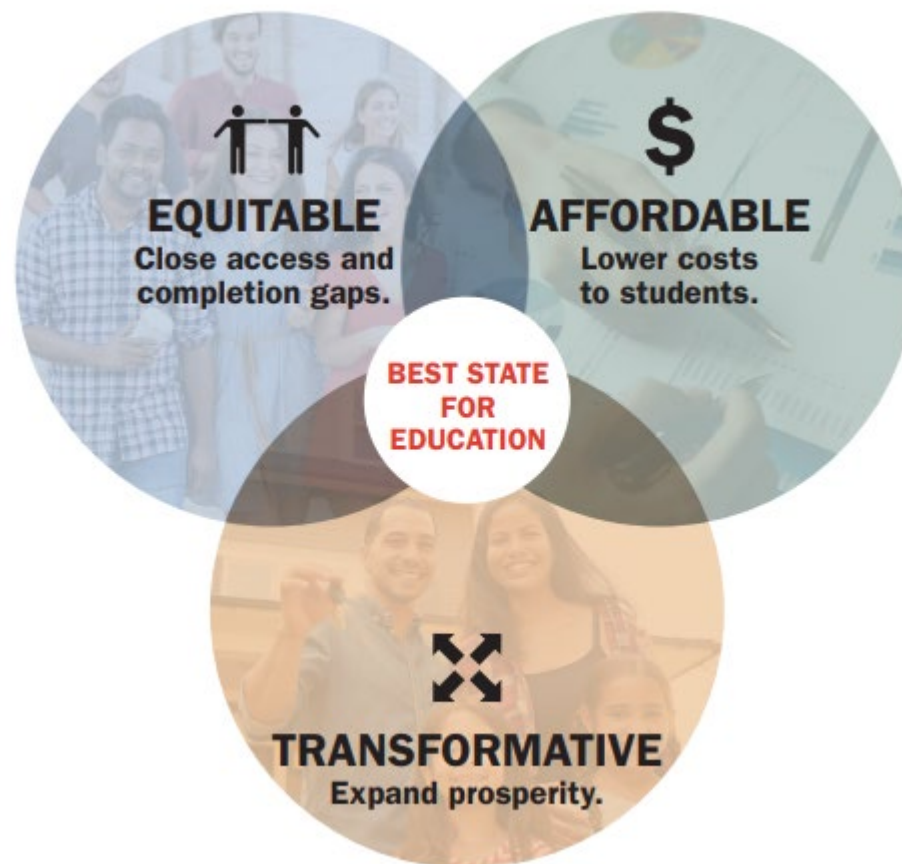
Service Learning



Online Virginia Network

Linkages with Pathways to Opportunity: The Virginia Plan for Higher Education

- Remove barriers
- Cost Savings
- Increase cultural, social, and economic well being





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