Online Virginia Network
Cost Structure Report and Program Timeline

November 2024

Purpose

This document is designed to address Code of Virginia § 23.1-3137 (11.), which requires an "Annual report of the Online Virginia Network Authority on the cost structure of funds allocated to the establishment, maintenance, and expansion of the Online Virginia Network."

Online Virginia Network (OVN) Vision

- Build a network across Virginia universities to support adult degree completion
- Increase the number of college degree completers in Virginia
- Create accessible and efficient pathways to a bachelor's degree
- Provide more cost-effective programs than traditional degree offerings

OVN Authority Board Established 2018 (House Bill 1181)

- 4 Members of the Virginia House of Delegates
- 3 Members of the Senate of Virginia
- 3 Citizen appointees by the Governor
- President of George Mason University or designee
- President of Old Dominion University or designee
- Chancellor of Virginia Community College System or designee
- President of James Madison University or designee
- Director of SCHEV
- 1 George Mason University BOV Nominee
- 1 Old Dominion University BOV Nominee
- 1 VCCS Board Nominee
- 1 James Madison University BOV Nominee

Role of OVN Board (Duties of Authority)

- Expand access to affordable online delivery of courses that facilitate completion of degrees at George Mason University, James Madison University, Old Dominion University and Virginia Community College System
- Encourage public institutions to offer online courses through the Network and oversee approval process to participate with such funds as appropriated
- Serve as resource for online programs and coordinate online portal of Network offerings
- Collaborate to ensure needs of students through online student support systems
- Ensure courses expand access and respond to employment demands
- Provide cost effective and flexible offerings

- Promote seamless transferability of courses
- Assist participating institutions to expand online offerings
- Develop goals for meeting demand for affordable/accessible online learning and examine ways to reduce cost of online education
- Annually report to General Assembly on cost structure of funds allocated for the Network and account for moneys received

OVN Progress to Date and Next Steps

- 2015 – Initial budget language introduced in General Assembly Session
- 2016 – General Assembly provides $3 million over biennium for OVN creation
- 2017 – Web portal launch, OVN Authority established (15-member board), additional courses developed, refined media strategy, worked with SCHEV to identify candidates for completion
- 2018 – Develop/increase capacity of course and high demand program offerings, create efficient pathways through degree completion, enhance infrastructure for student support and flexible scheduling, cultivate community college partners, refine marketing tactics to identify more online learners. Met 2017-18 enrollment goals.
- 2019 – Expand partnership to five VCCS institutions, create branding of OVN to promote community college attendance, complement digital advertising with big data leads to reach potential online learners, define unique personas for OVN outreach efforts. Met 2018-19 enrollment goals.
- 2020 – Expand partnership to James Madison University and two additional VCCS institutions, establish collaborations with NCI and higher education centers, develop portal integration with "Transfer Virginia", transfer budget authority for OVN to Old Dominion University, explore OVN business models to meet COVID-19 demands. Met 2019-20 enrollment goals.
- 2021 - Utilize half of $10M from American Rescue Plan funds approved in August 2021 to expand scope of OVN offerings and services. Establish administrative organizational team including budget and resource management, technology and infrastructure solutions, marketing and outreach, and enrollment coaching and advising support. Expand promotion and targeted outreach through integrated marketing strategies, connect degree-completer web-based platforms, and provide career tools to link value of bachelor's degree, internships, and job placement. Met 2020-21 enrollment goals.
- 2022 - Utilize remaining half of $10M from American Rescue Plan funds approved in July 2022 to expand scope of OVN offerings and services. Complete hiring process of inaugural OVN Director. Expand promotion and targeted outreach through integrated marketing strategies, including a survey partnership with SERL (VCU) and SCHEV. Continue the improvement of the onlinevirginia.net website. Expand experiential learning opportunities for online students at all OVN institutions, specifically in study

abroad, service learning, undergraduate research and design thinking. Met 2021-22 enrollment goals.

- 2023 – Continue prospective learner outreach through integrated marketing strategies. Expand educational and enrollment support content for prospective learners on the onlinevirginia.net website. Expand experiential learning opportunities for online students at all OVN institutions through student research opportunities, learning conferences for instructors and prospective students, and study abroad opportunities. Improve the quality and content of online course content through instructional design workshops and learning opportunities. Improved transcription data processing through Parchment.
- 2024 – During 2024 Special Session I, no funding was included for the OVN initiative in FY25 nor FY26. At this time, there are no further operations planned.

OVN Budget/Cost Structure

With no funding appropriated to OVN in FY25 nor FY26, there is no budget nor cost structure of funds for reporting.