

Presentation to the Joint Subcommittee Studying the Future Competitiveness of Virginia Higher Education

Online Virginia Network (OVN)

A Joint Partnership Between
George Mason University
Old Dominion University

October 11, 2016

Online Virginia Network (OVN) - A model for comprehensive online course offerings in Virginia

Network to serve adult learners, nontraditional students, and other students seeking access to online degree programs

Market Demand

647,910 residents of Virginia have earned credit at a Virginia institution but who have not yet earned a four-year degree.

	Total	0 to 3 Credits	4 to 10 Credits	11 to 16 Credits	17 to 29 Credits	30 to 59 Credits	60 to 89 Credits	90 Credits or more
1992-93 to 1996-97	102,323	37,631	31,850	11,233	11,381	8,301	1,588	339
1997-98 to 2001-02	126,321	35,267	36,938	14,679	17,298	15,761	4,611	1,767
2002-03 to 2006-07	146,331	29,505	40,892	18,590	22,735	23,533	8,012	3,064
2007-08 to 2011-12	199,400	33,573	49,777	26,437	33,927	37,042	13,260	5,384
2012-13	73,535	8,329	15,046	9,659	14,813	17,224	5,979	2,485
Totals	647,910	144,305	174,503	80,598	100,154	101,861	33,450	13,039

Market Demand

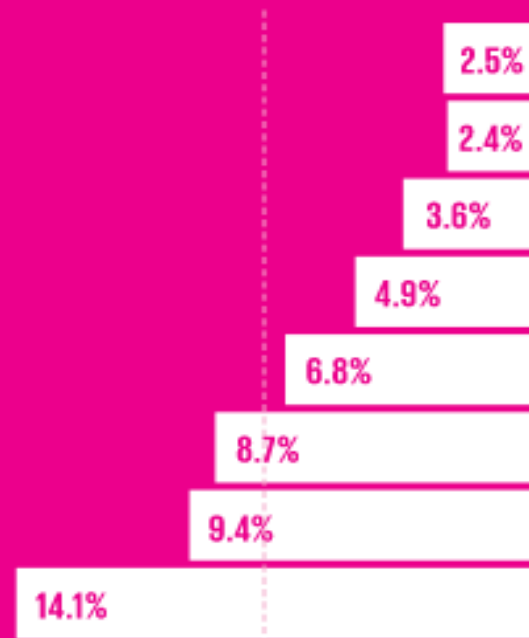
92% of enlisted personnel have earned a high school diploma or some college credit but only 6% have earned an undergraduate degree.

Rank	State	Number of Active Duty	% of Total Active Duty
1	California	155,051	13.5%
2	Virginia	122,884	10.7%
3	Texas	117,623	10.2%
4	North Carolina	100,867	8.8%
5	Georgia	69,322	6.0%

Return on Investment

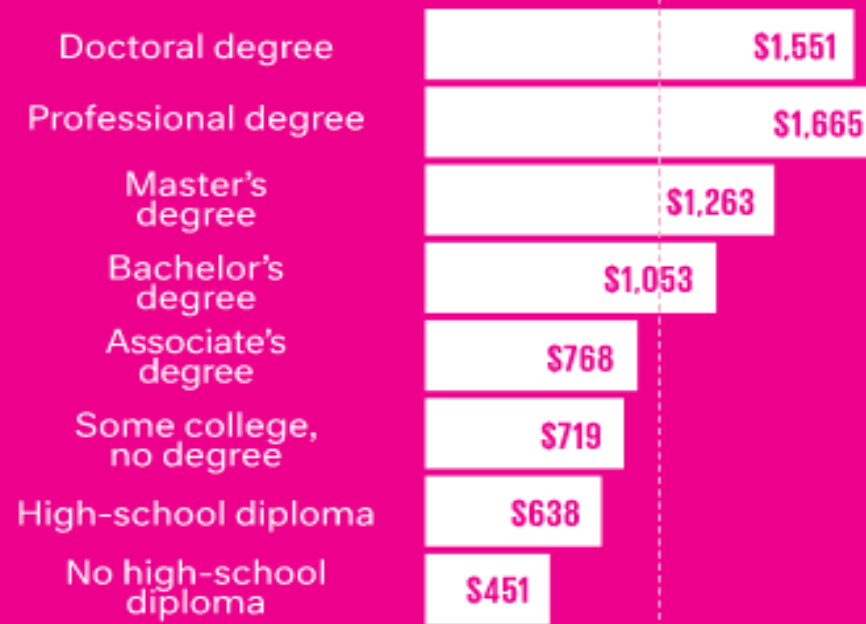
4. The economic value of college, meanwhile, is indisputable.

UNEMPLOYMENT RATE IN 2011



AVERAGE: 7.6%

MEDIAN WEEKLY EARNINGS IN 2011

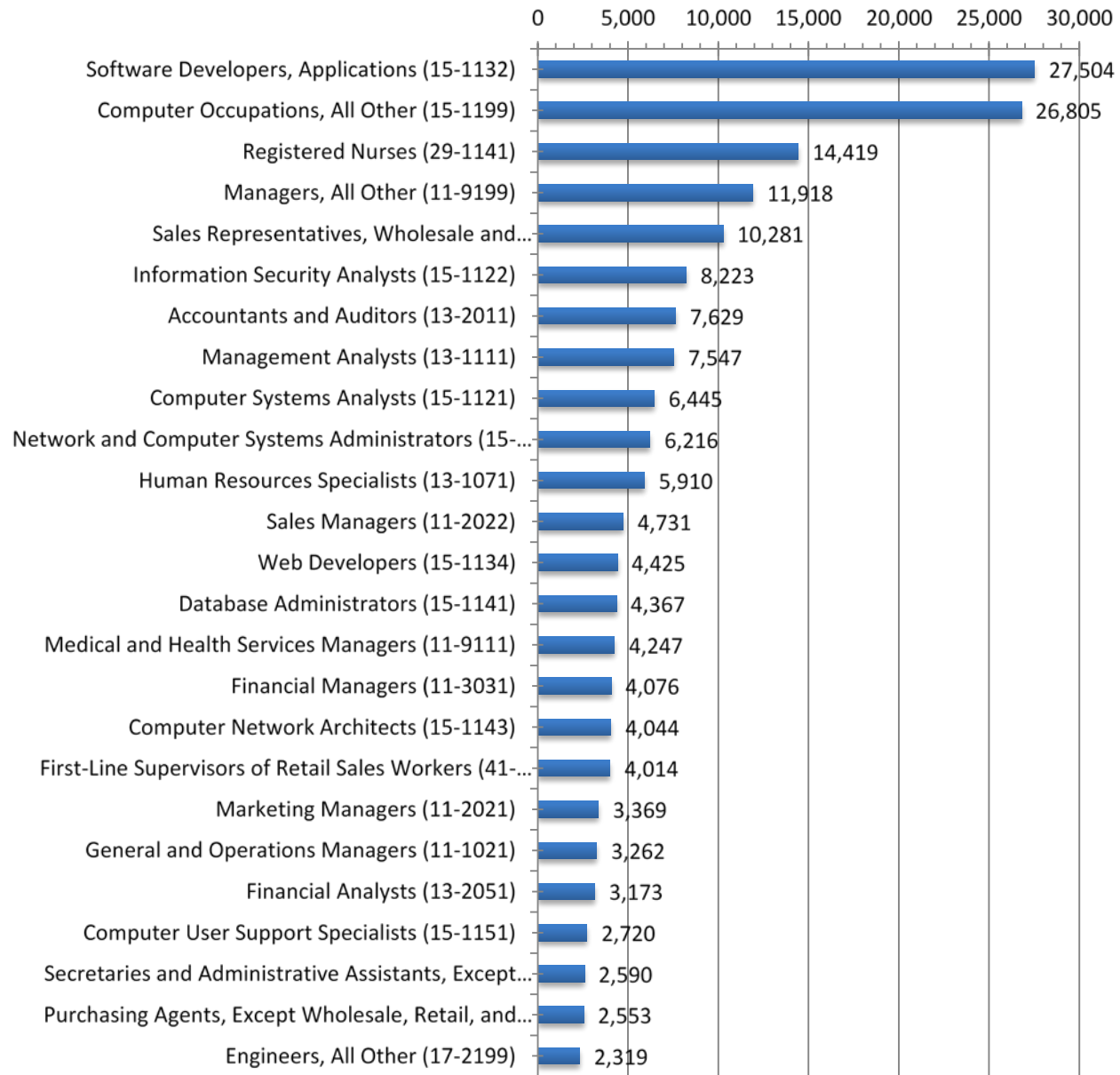


AVERAGE: \$797

(ADULTS AGES 25+)

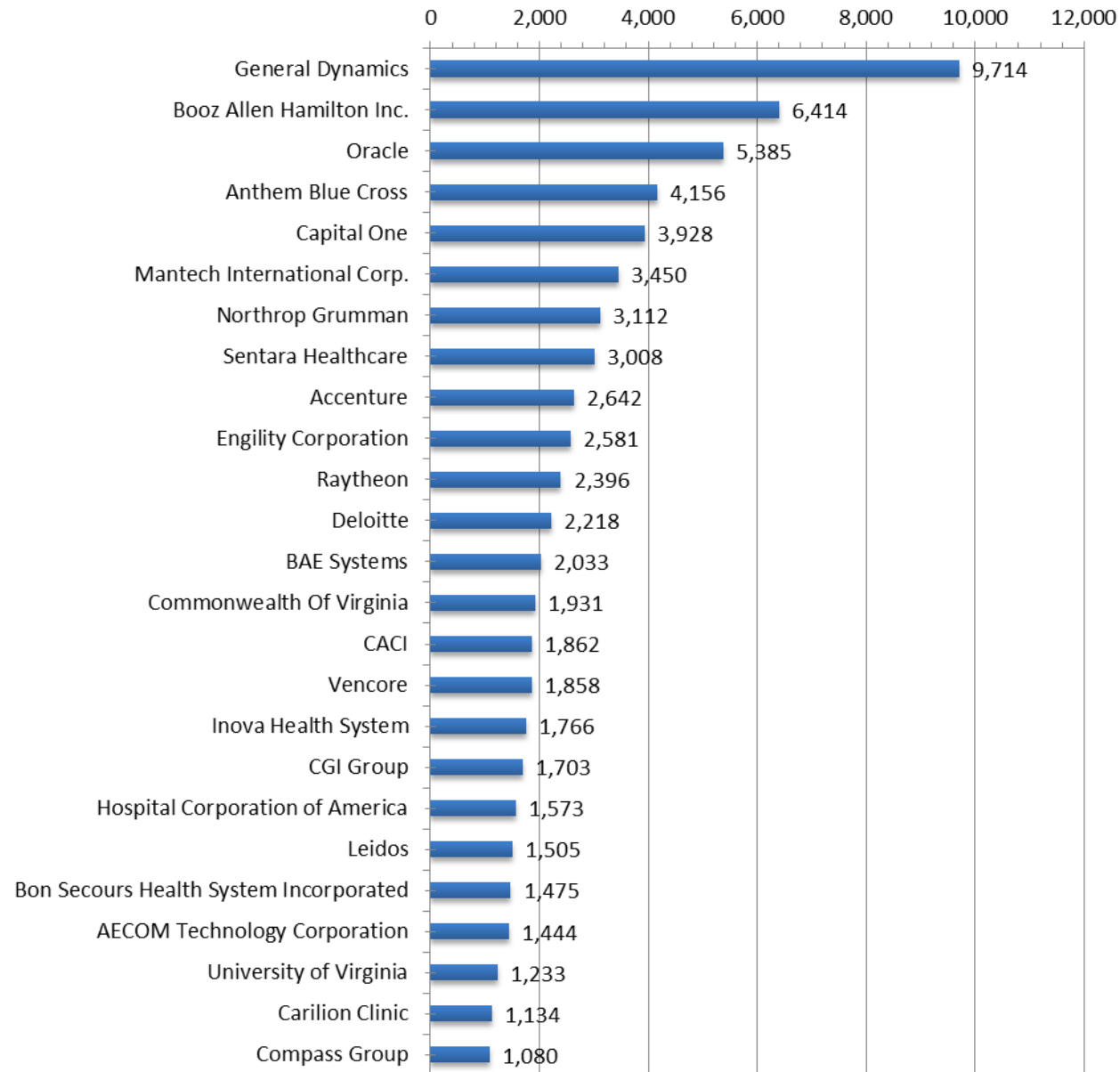
http://www.theatlantic.com/magazine/archive/2013/03/myth-student-loan-crisis/309231/?goback=.gde_150353_member_217367090

Top Occupations in Virginia with Bachelors's Degree Required



Source: Labor Insight Jobs
(Burning Glass Technologies)
Jul. 01, 2015 - Jun. 30, 2016

Top Employers in Virginia with Bachelor's Degree Required



Source: Labor Insight Jobs
(Burning Glass Technologies)
Jul. 01, 2015 - Jun. 30, 2016

Example OVN Programs

- RN to BSN – the number of nursing positions increased 254 percent between 2010 and 2014
- Cybersecurity – demands for cybersecurity jobs increased nearly 100 percent over the past four years
- Computer systems analyst – The Bureau of Labor Statistics projects a 25% increase in jobs in this field
- Supply chain management – Job postings for logistics analyst occupations grew 91 percent between 2001 and 2013

Progress to Date

- Researched other statewide networks
- Conducted market research
- Developed a business plan
- Designing portal

OVN Web Portal

The web portal will be a collaborative effort between ODU and MASON to produce an engaging, interactive, and personalized online experience for potential and current participants in the program

- The “face” and point of contact for the OVN
- Will engage and guide individuals from initial interest through enrollment
- Will inform potential students of program requirements, costs, financial aid, and registration options

Virginia Online Network Portal Mockup

[Create Degree Completion Profile](#) | [Sign In](#)

Virginia Online
Network

 ▼

[Get Started](#) | [Degree Programs](#) | [Paying for School](#)



**It's never been
easier to finish
your degree.**

Get Started

Budget

(GMU + ODU) ¹	Year 0 (Planning)	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Enrollment		225	898	1,643	2,921	4,320	10,007
Gross Tuition Revenue	\$ -	\$ 1,069,681	\$ 4,132,470	\$ 8,002,730	\$ 13,985,113	\$ 20,414,027	\$ 47,604,021
Instructional Costs	\$ -	\$ 236,682	\$ 830,704	\$ 1,762,527	\$ 2,981,295	\$ 4,225,834	\$ 10,037,041
Course Development & Refresh Costs	\$ -	\$ 1,140,434	\$ 1,219,087	\$ 1,461,501	\$ 1,865,533	\$ 2,377,245	\$ 8,063,799
Support Personnel Costs	\$ 200,768	\$ 875,690	\$ 1,524,163	\$ 2,159,684	\$ 3,682,118	\$ 5,388,941	\$ 13,831,364
Communication & Outreach Costs	\$ 420,000	\$ 3,243,006	\$ 3,710,690	\$ 4,072,045	\$ 5,023,806	\$ 5,287,530	\$ 21,757,077
Technology Costs	\$ -	\$ 1,202,588	\$ 1,374,577	\$ 1,871,386	\$ 2,464,667	\$ 3,266,015	\$ 10,179,233
Portal Development & Maintenance	\$ 400,000	\$ 155,000	\$ 175,000	\$ 166,000	\$ 185,000	\$ 190,000	\$ 1,271,000
Shared Operating Costs	\$ -	\$ 1,537,500	\$ 2,296,295	\$ 3,178,089	\$ 3,869,416	\$ 5,055,347	\$ 15,936,647
Net Revenue (before State Support)	\$ (1,020,768)	\$ (7,321,219)	\$ (6,998,045)	\$ (6,668,502)	\$ (6,086,720)	\$ (5,376,885)	\$ (33,472,139)
State Funding	\$ 1,000,000	\$ 7,400,000	\$ 7,400,000	\$ 7,400,000	\$ 7,400,000	\$ 7,400,000	\$ 38,000,000
Program Supported Student Aid	\$ -	\$ 106,618	\$ 411,751	\$ 797,737	\$ 1,393,795	\$ 2,034,168	\$ 4,744,070
Net Revenue (incl. State Support and Institutional Student Aid Expenses)	\$ (20,768)	\$ (27,837)	\$ (9,796)	\$ (66,239)	\$ (80,516)	\$ (11,053)	\$ (216,209)
Enhanced State Need Based Financial Aid	\$ -	\$ 213,236	\$ 823,502	\$ 1,595,475	\$ 2,787,590	\$ 4,068,336	\$ 9,488,140

1. Does not include enrollments, costs, and revenues from other entrants

Next Milestones

- Version 1.0 of web portal opens January 2017
- Registration for fall 2017 classes begins April 2017

Future Enhancements

- Offer year round programs
- Seamless articulation of credits
- Support Prior Learning Assessment
- Provide 24/7 adult centered support

Commonwealth Partners

Will offer:

- Flexible online course offerings
- Outreach services
- Financial aid support
- Seamless articulation

Presentation to the Joint Subcommittee Studying the Future Competitiveness of Virginia Higher Education

Online Virginia Network (OVN)

A Joint Partnership Between
George Mason University
Old Dominion University

October 11, 2016