The NOvA Electron Neutrino Appearance Analysis EVAN NINER, Indiana Univ - Bloomington, NOVA COLLABORATION — NOvA is a long-baseline neutrino oscillation experiment that uses two functionally identical detectors 810 kilometers apart and located 14 milliradians off-axis from the NuMI beamline at Fermilab. The experiment studies oscillations of the muon neutrino and anti-neutrino beam that is produced. Both detectors completed commissioning in the summer of 2014 and are collecting data. One of the primary physics goals of the experiment is to study the appearance of electron neutrinos and anti-neutrinos after oscillations of the beam which will lead to measurements of $\sin^2 2\theta_{13}$, $\delta$ and the mass hierarchy. This talk will present the cosmic ray background rejection, show latest near detector data, and discuss the analysis strategies and techniques developed for the electron neutrino analysis.