



eXtension – Military Families Monthly Report

Reporting Period: May 1, 2010 – June 15, 2010

Activities prior to May 1, 2010 Award Date:

- **A project leader position** was established and advertised in January – February 2010. Interviews with selected candidates were conducted in February. Kyle Kostelecky, a State Extension Specialist in Intergenerational Programs, Iowa State University Extension, was hired. He began his appointment, effective June 7, 2010. He is responsible for designing and leading eXtension efforts in support of educational programming for military family helping professionals. For more information see: http://about.extension.org/wiki/Military_Families_-_Project_Leader
- **A Social Media Strategist position** was established and advertised in January – February 2010. Interviews with selected candidates were conducted in February. Anne Adrian, Associate Director, ACES/Ag Information Technology for the Alabama Cooperative Extension System was hired. She began her appointment, effective May 3, 2010. She is responsible for developing social media strategies to support engagement with military family helping professionals, and assisting with design and implementation of related educational programs for target audiences. For more information see: http://about.extension.org/wiki/Military_Families_-_Social_Media_Strategist
- **A request for applications (RFA) was developed and distributed to eXtension Communities of Practice** to immediately establish a new Military Families Community of Practice. The strategy was to enlist the support of CoPs programming in content areas of interest to military families. CoPs would 1) repackage existing content, 2) development new content, and 3) establish social media-based learning environments. Eight proposals were submitted, six were asked to refine and resubmit their proposals focusing on supporting military family helping professionals. At DoD's request the RFA was tabled until Kyle Kostelecky and Anne Adrian began their appointments at which time the RFA strategy could be reconsidered. For more information see: <http://bit.ly/7wYejA>

- **eXtension leaders met with DoD staff in February while in Washington, DC.** Project goals and directions were discussed and training on using eXtension tools and services provided.
- The Financial Security for All Community of Practice (Carolyn Byrd, NCSU) was asked to meet with the DoD Office of Personal Finance to discuss developing a pilot project that would feed the development of the Military Families CoP. Carolyn met with OPF staff in March, - a framework is supposedly in development.
- On March 31, **DoD sent eXtension a revised set of work expectations** including, 1) doing an environmental scan/assessment to learn of all projects supported by CES faculty/staff in support of military child, youth, or families; 2) establishing a user-friendly workplace to facilitate interactions between military helping professionals, university and CES faculty/staff – pilot in the area of personal finance – military family helping professionals want help synthesizing, understanding, and making sense out of information overload –work to include webinars, Facebook - research should be conducted with the personal finance pilot - DoD is drafting objectives for the pilot; 3) provide technology support to other projects, as appropriate ; 4) recruit university faculty and staff, and military partners to join the Military Families Community of Practice; 5) communicate project activities; 6) conduct professional development programs; 7) conduct a call(s) for proposals linked to specific activities within the Military Families CoP – could include opportunities for faculty and staff "buy-outs" for expertise needed for the assessments, research and pilots identified through the Military Families CoP. For more information see: http://about.extension.org/wiki/Military_Families_Partnership (New Expectations)
- **A Military Families Community has been established at people.extension.org.** People with an eXtension ID may request to join the community. To date, 11 people are listed as leaders, while there are 52 members. As a result, two mail lists have been generated which may be used to communicate with membership:
MF Community Leaders: military-families-leaders@lists.extension.org
MF Community Members: military-families@lists.extension.org

Activities May 1, 2010 - June 15, 2010:

- Attended the **May and June Military Families leaders meetings** organized by Purdue University; shared updates describing eXtension work activities.
- **Attended the 2010 CYFAR meeting.** Met with helping professionals, helped staff the military families exhibit, and attended a leadership team meeting with other project leads.
- **Attended the 2010 National eXtension CoP meeting.** Met with eXtension staff, collected ideas on creating a web presence with a different approach than the traditional CoP development.

3. Current deliverable(s), activity, goals/objectives

- **Environmental Scan:** eXtension is developing an organizational scan to identify all CES programming targeting military families and youth, including child care training programs. An organizing meeting was held June 3 to discuss goals, strategies and time lines. Participants included: Cathann Kress, Matt Wiest, DoD; Brent Elrod, Lisa Lauxman, Dawn Brunson (NIFA), Kathleen Lodl (Nebraska), Kyle Kostelecky, Anne Adrian, Ashley Griffin, Kevin Gamble, Michael Lambur and Dan Cotton (eXtension). The agenda included:

1. Program goals/objectives/outcomes
2. Work team membership
3. Data models (Mike/other eXtension staff)
4. Evaluation and reporting
5. Time lines/schedule upcoming discussions/meetings
6. Other business

Next steps include a meeting of the work team to describe all needed outcomes, develop a data framework, time lines and evaluation. A preliminary report needs to be available for the September Leaders meeting in Washington, D.C. Complete meeting notes may be found at: <http://bit.ly/avecN7>

- **June 21, 3 p.m. ET -- webinar with sub-awardees:** A web conference has been scheduled with military family program sub-awardees. Goals include introducing them to eXtension, why and how to use it as a communication and information delivery system, how eXtension can/will help them, eXtension tools and services and how they can be used. A message was sent out to the sub-awardees requesting feedback prior to the webinar to help guide preparation. We also need to explain to them their program efforts should reside on HomeFront and/or eXtension. To join the meeting please visit: <http://connect.extension.iastate.edu/milfam>

- **Program Web site:** Given a recent decision by DoD and NIFA, eXtension will work with colleagues at Washington State University and other project leaders to develop a new program web site. The site should include information related to project goals, mission, individual projects, participants and partners, materials, and more. Washington State University has developed a draft of what the site might include. It can be found at: <http://caheinfo.wsu.edu/video/mfp/index.html>

4. Action still needed to complete the current deliverable(s)

- **Environmental Scan:** The work team needs to describe all needed outcomes, develop a data framework, time lines and evaluation. A preliminary report needs to be generated for the September Leaders meeting in Washington, D.C.
- **June 21, 3 p.m. ET – webinar with sub-awardees:** Invitations have been sent to sub-awardees and others with a stake in the program. Feedback is critical to moving forward with eXtension support, publishing of content to be generated and building the

Military Families CoP. We believe those with sub-wards will be critical to the success of the CoP.

- **Program Web site:** We need to work with Washington State University, program leaders, sub-awardees, and DoD and NIFA partners to develop and implement appropriate site specifications. A telephone conference has been scheduled with Washington State and appropriate eXtension staff for June 17 to discuss the web site content location and logistics.

5. Relevant challenges that need attention from DoD

- Several key **“to do’s” are now identified and moving forward.** We will rely on their continued participation in the environmental scan, the June 21 web conference with sub-awardees, and development of the program web site.
- More conversation and input is needed for **developing the Military Families Community of Practice**, especially in the area of making sure the CoP is “generating” the type of traffic, content focus and energy needed to attract military family helping professionals to engage and participate in the CoP. Identifying a few willing helping professionals who can participate in online engagement, discussions, and discovery of resources with key areas of interest, such as personal finance, child care, workforce development, and community capacity.

6. Success stories that would be of interest to USDA and or DoD Leadership

- We have completed the hiring of Kyle Kostelecky, Project Leader, and Anne Adrian, Social Media Strategist.