



## **eXtension – Military Families Monthly Report**

*Reporting Period: 16 February 2011 – 15 March 2011*

### *1. Significant Activities:*

- **Evaluation:** Work on the Environmental Scan has garnered a majority of attention and time during this reporting period. Preparation for 3<sup>rd</sup> wave data collection continues, fine tuning the approach to that procedure. Decision making surrounding data clean up has involved eXtension, DoD, and NIFA staff. Initial reparation for the Family Resilience Conference presentation is underway.

Collaboration on evaluation and data collection continues with the Child Care and Youth Program Training and Technical Assistance Lead Institution program.

- **Network Literacy CoP:** After several months of planning, assembling a top leadership team, developing a plan of work, and working with the leadership in eXtension, approval was secured from the Content Board and the Network Literacy CoP was launched during this reporting period.
- **DoD/USDA Family Resilience Conference Social Media Implementation:** eXtension has continued to play a significant role in developing and implementing the social media strategy for this conference, participating in the multi-disciplinary/agency work team (DoD/USDA/LGU).
- **Amendment to the Plan of Work, Budget, & Narrative:** These re-allocation documents have been finalized by the eXtension Military Families CoP leadership and are currently seeking approval through the appropriate channels. The final eXtension package included 14 separate budgets from 11 different LGUs, totaling \$1,014,896.
- **eXtension Military Families CoP Marketing Plan:** Fine-tuning selected portions of the marketing plan is ongoing. Currently, the focus is on identifying a clear message to use in engaging the Col once Concentration Leaders are onboard in

the various Concentration areas (*Personal Finance, Child Care, and Family & Youth Development*), and exhibit development (window shades).

## 2. Current deliverable(s), activity, goals/objectives:

- **Evaluation:** The current edition of Table 1 (summary of programs by state and concentration) is located at the following URL: <http://collaborate.extension.org/mediawiki/files/6/6f/EScanTable1-11MAR2011.pdf> . These data have been cleaned and “reduced” to reflect appropriate overall OMK and 4-H Club program awards. Work continues on an overall update of the total report, including both quantitative and qualitative analyses.
- **Network Literacy CoP: March 21, 2011** is the next meeting of the CoP leadership as it now moves forward after approval and launch. The Network Literacy CoP will be working closely with the other collaborating CoPs (Financial Security for All, Better Kid Care America, Just In Time Parenting) as they implement their Concentration Area plans to engage the Col.
- **DoD/USDA Family Resilience Conference Social Media Plan:** the following sites have been in Facebook and Twitter to engage conference attendees as they prepare for the April event: <http://www.facebook.com/FRConf?sk=wall> & <http://twitter.com/frconf> . These two sites can also be used for those that cannot attend the conference allowing them to stay up-to-date, following the activity as it is discussed in these tools.
- **Amendment to the Plan of Work, Budget, & Narrative:** The most current copy of the DRAFT amended Plan of Work used to inform the budget re-allocation can be found at: <http://collaborate.extension.org/mediawiki/files/a/aa/AmendedPlanofWorkJanuary2011DRAFT.pdf> . Once the amendment is approved and funds are released, the Plan of Work will be appropriately updated and adjusted.
- **eXtension Military Families CoP Marketing Plan:** Contributions from WSU’s communication and marketing team as well as eXtension leadership are informing the development of the public/Col message that will be the guide to materials developed and the social media approach by *Personal Finance, Child Care, Family & Youth Development* in the coming months.

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

- **Evaluation:** The launch of the 3<sup>rd</sup> wave of data collection should occur during the next reporting period (16MAR-15APR2011).

- **Amendment to the Plan of Work, Budget, & Narrative:** Once the amendment is approved and funds are released, the Plan of Work will be appropriately updated and adjusted.
- **eXtension Military Families CoP Marketing Plan:** Completing a specific marketing approach that identifies the appropriate message to the Col and CoP membership is necessary to move forward with other portions of the overall plan.

#### *4. Relevant challenges that need attention from DoD/NIFA*

- Regular feedback is always appreciated and necessary to ensure the Military Families CoP efforts are headed in the right direction to serve and accomplish the goals and vision of the Partnership. This is particularly important as eXtension's responsibilities develop and expand.

#### *5. Success stories that would be of interest to USDA and or DoD Leadership*

- After several months of planning, assembling a top leadership team, developing a plan of work, and working with the leadership in eXtension, approval was secured from the Content Board and the Network Literacy CoP was launched during this reporting period.
- The Military Families CoP continues to grow with **113** members and leaders.
- The Network Literacy CoP continues to grow with **86** members and leaders.