



eXtension – Military Families Monthly Report

Reporting Period: 16 March 2011 – 15 April 2011

1. Significant Activities:

- **Evaluation:** Environmental Scan data management continues. This project is coming closer to some form of “completion” where it can be used as a benchmark for this stage of the Partnership work. Goal coding has been completed for wave one and two of the qualitative data – that is goals for the various programs. Wave three data collection was launched with a deadline of April 30, 2011. A partnership list (identified partners) has been created.

Collaboration on evaluation and data collection continues with the Child Care and Youth Program Training and Technical Assistance Lead Institution program. Cross data collection from that data set and our data set was conducted to ensure the most complete information in both data sets.

- **Amendment to the Plan of Work, Budget, & Narrative:** Further documentation was requested by NIFA on April 6th and provided to their budget office by the deadline of April 11th. We were notified on April 14th that the funds were released as of Tuesday, April 12th.
- **Preparation for Implementation of Pilot Projects:** In anticipation for the approval and release of funding for the amended plan of work, a significant amount of preparation has taken place with the various CoPs (Better Kid Care America, Just In Time Parenting, and Financial Security for All) as they ready themselves for their work with military family service professionals. Interviews for Concentration Leaders (the social media staff associated with each pilot), developing specific steps to implement the plans of work, creating adjusted timelines, and maintaining an open line of communication between Military Families leadership, NIFA, and the CoPs has been the primary focus.
- **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).

- **eXtension Military Families CoP Marketing Plan:** Marketing material is being designed as the project takes on a more public presence. There is increasing activity in promoting and marketing the project through social media tools patterned off of the Family Resilience Conference plan.
- **DoD/USDA/Military Families CoP Bi-Weekly Meetings:** These meetings started during this reporting period and continue. At this stage of the project, communication, guidance, and information sharing has increased and is appreciated.

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

- **Evaluation:** We are in the final stages of collecting year one data. The intent is to complete wave 3 data collection on April 30, 2011 and then clean, compile, and analyze it. A year-one report will be developed that will provide a benchmark for moving forward to inform the overall Partnership and for any other appropriate use.
- **Amendment to the Plan of Work, Budget, & Narrative:** Contracts are being developed accordingly, based on notification of funding approval and release. The eXtension Military Families team has been building momentum through various social media avenues and other tools to take advantage of the preparation time for the release of funding. Nearly all of the pieces (staff, plans, etc.) are in place to ensure an immediate and significant initial impact.
- **Preparation for Implementation of Pilot Projects:** As noted above, under *Amendment to the Plan of Work...*, significant work has already been done to secure an efficient start to the major work associated with the release of funding to the Personal Finance, Child Care, and Family & Youth Development pilot projects and the Network Literacy CoP.
- **DoD/USDA Family Resilience Conference Social Media Plan:** A considerable amount of time and effort has been given to support this conference/social media project with substantial benefit to the Military Families CoP. Lessons have been learned and successes noted on social media strategy that will be and are currently useful to the overall social media plan for the Military Families CoP. Facebook and Twitter accounts for the CoP are in the final stages of refinement and are beginning to be populated by public activity. The Conference social media plan has been unfolding and is well underway with great “chatter” and success already as the event looms only days away from this report date.

- **eXtension Military Families CoP Marketing Plan:** Exhibit designs are in the final stages, nearly ready for submission to WSU for completion for the overall CoP. A marketing message has been developed for the Military Families CoP and includes the following three approaches:

Military Families Community of Practice

Serving Military Family Service Professionals:

- *Community Capacity Building*
- *Workforce Development*
- *Family & Youth Development*
- *Child Care*
- *Personal Finance*
- *Food & Nutrition*

www.eXtension.org/militaryfamilies

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Military Families Learning Network

Working with Military Family Service Professionals to:

- *Engage, Discover, Collaborate*
- *Build Relationships*
- *Address Priority Issues for Military Communities*
- *Provide Professional Development*
- *Strengthen Community Capacity*
- *Research- and Evidence-Based Educational Resources*

www.eXtension.org/militaryfamilies

Military Families CoP

*Building engaged communities
connecting research, Extension, and
military family service professionals to
better serve military families with the
highest quality education, services, and resources.*

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

- **Evaluation:** Completion of the 3rd wave data collection will allow for year-one information to be evaluated use.
- **Amendment to the Plan of Work, Budget, & Narrative:** Once the contracts are completed and put in place, implementation of the plan can begin/continue in earnest.
- **eXtension Military Families CoP Marketing Plan:** The production of the main Military Families CoP banner/windowshade will allow for further marketing of

the project. Other banners will be designed and produced shortly as they are associated with the various pilot projects.

4. Relevant challenges that need attention from DoD/NIFA

- Regular feedback has increased due to the scheduling of the bi-weekly meetings and 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. Thank you.

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

- We can now be found on Facebook (<http://www.facebook.com/MilitaryFamilies>) and followed on Twitter (<http://www.twitter.com/milfamLN>). Activity has been good with a particular interest in the Facebook page.
- The *Child Care* and *Family & Youth Development* pilot projects have been planning for and will hold extensive pre-conference sessions at the DoD/USDA Family Resilience Conference in Chicago on Monday and Tuesday, April 25-26.
- The Military Families CoP continues to grow with **116** members and leaders.
- The Network Literacy CoP continues to grow with **88** members and leaders.