



eXtension – Military Families Monthly Report

Reporting Period: 16 April 2011 – 15 May 2011

1. *Significant Activities:*

- **Evaluation:** Environmental Scan benchmark data have been collected and analyzed. A “year one” report is being prepared that summarizes the **236 programs identified**. There is an expectation that this scan is ongoing and further data will be submitted and used to inform our Partners and the overall Military Families Partnership efforts. It would be reasonable to believe that this data is not comprehensive or complete. Every effort was made to collect as much data as possible, including the use of national email listservs, Extension Directors and Administrators, phone and email follow-up, and direct contact at conferences and events.

Evaluation planning progresses with the Network Literacy CoP as well as the development of social media metrics for the Military Families Learning Network overall (to include the *Personal Finance, Child Care, and Family & Youth Development* Concentration Areas). A significant amount of progress was made at the Family Resilience Conference in Chicago the last week of April in meetings with members of all three Concentration Areas.

- **DoD/USDA Family Resilience Conference Social Media Implementation:** Several staff, including members of the leadership of the Military Families Learning Network led the social media efforts for the Family Resilience Conference as reported in prior NIFA reports. Engagement with social media tools was primarily conducted by this team leading up to, during, and after the event. The creation of the Conference specific tools (Facebook page, Twitter account, hashtag, etc.) was also a responsibility of these eXtension staff members.
- **Public Launch of the Military Families Learning Network:** An extraordinary amount of time and effort during this reporting period has been dedicated to the public launch of the Military Families Learning Network at the Family Resilience

Conference in Chicago during the last week of April, 2011. **All 1,000 postcards** that included QR Codes for the Twitter account and Facebook page, as well as URLs for these and the Military Families Learning Network page and the environmental scan survey were produced and passed out to conference attendees. More than **20 hours** of planning and implementing meetings involving leadership from the Concentration Area pilot projects were held during the conference. In addition to these meetings, **nearly 30 presentations** were delivered by members of the Military Families Learning Network during the course of the conference related to the Concentration Areas and military families as well as **several showcase exhibits**.

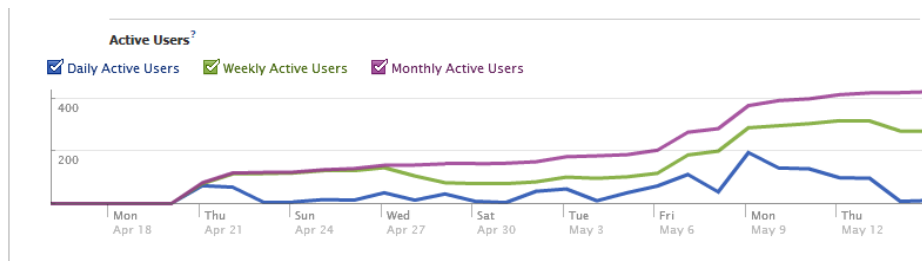
2. Current deliverable(s), activity, goals/objectives:

- **Evaluation:** The year one report will be complete by the end of May, 2011 and distributed to personnel at DoD and NIFA as well as being published at: http://collaborate.extension.org/wiki/Military_Families

Activity surrounding evaluation planning focuses on infusing appropriate mechanisms and tools into the implementation of the various pilot projects, the Network Literacy CoP and the Learning Network, broadly – all associated with the approved amended plan of work.

- **DoD/USDA Family Resilience Conference Social Media Plan:** The report on the success of the efforts can be found at: https://docs.google.com/a/extension.org/document/d/14fmCWnD-Z4j-0mgA9jAnghe93iin_KXJnWPJ-cxwnXk/edit?hl=en
- **Public Launch of the Military Families Learning Network:** The Military Families Learning Network has enjoyed a significant amount of engagement and activity during this reporting period. From April 16 - May 15, the Facebook page (www.facebook.com/MilitaryFamilies), alone, has been very active:
 - **282 new likes**
 - **422 monthly active users**
 - **14,823 post views**

Facebook Insights



Membership in the Military Families Learning Network is increasing more rapidly as well. There are **28 new members**, many of which are family service professionals from the branch services and DoD. Google analytics for www.eXtension.org/militaryfamilies indicates:

- **10 page titles** (with Military in the title/keyword) **viewed 343 times** with **202 unique pageviews**
- **Bounce rate for our pages is 48%** (anything under 50% is very good – visitors are spending time on our pages)

In regard to Twitter, a post/tweet that was specific to the Military Families Learning Network overview presentation at the Family Resilience Conference in Chicago ranked **among the top ten most popular** posts for the entire event.

One of the most exciting and significant outcomes from the launch of the Military Families Learning Network at the Family Resilience Conference in Chicago was the ability to talk about and explain the Learning Network to military family service professionals in person. Open access to our target audience during this time proved to be, perhaps, the single most important outcome from this event. The most noteworthy conversations, among hundreds, included those with leadership from the ***Navy Reserve Family Programs, Air Force Space Command, U.S. Army Europe***, and www.militaryonesource.com .

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

- **Evaluation:** Contracts need to be developed and completed so the funding can be fully released to the various pilot projects and the Network Literacy CoP which will allow their work can begin in earnest.
- **Public Launch of the Military Families Learning Network:** Once the contracts are completed and put in place, implementation of the plan can begin/continue in earnest.

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. In spite of the tremendous access to military family service professionals experienced at the Family Resilience Conference in April, continued open dialog with this target audience is critical to learn about their work habits (specifically, online networks) and needs for targeted professional development.

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

- The completed eXtension Military Families Learning Network windowshade/banner design can be found at:
<http://collaborate.extension.org/mediawiki/files/d/d6/MilFamsLNWindowShadeFinal.pdf>
- The Military Families Learning Network continues to grow with **144** members and there are **45 published pieces of content** currently available on the site (www.eXtension.org/MilitaryFamilies).
- The Network Literacy CoP continues to grow with **94** members.