



eXtension – Military Families Monthly Report

Reporting Period: 16 May 2011 – 15 June 2011

1. Significant Activities:

- **Evaluation:** The Environmental Scan “year one” report was published on May 25, 2011. Continued work is being done with this data in the form of ongoing collection of data, marketing the report to Extension Directors/Administrators for their use to inform their decision making and planning, and other stakeholders of interest.

An interactive and graphic map is being created using Google Maps to display the CES programs serving military families found in the Environmental Scan. The intent is to have a state “clickable” map that will provide a variety of information, potentially including not only the CES programs but also installations and county/regional Extension offices.

An evaluation plan draft logic model for the overall project was developed and completed.

- **Growth and Maintenance of the Military Families Learning Network:** A significant portion of our efforts during this reporting period include the growth and maintenance of the Learning Network, post launch. These activities include social media activity on Facebook and Twitter. A blog site is under development and will be active soon. Communication and outreach is ongoing with members of DoD, the branch services, NGOs, CES, and other entities about the Learning Network. A meeting has been scheduled in Washington, DC during mid-July to further some of these conversations (*Air Force Caring for People Breakfast*, www.MilitaryOneSource.com). Specifically, this communication and outreach effort has included working with various content that has been posted on the Military Families Learning Network.

- **Military Families Leadership Network:** A report was prepared and presented to the Military Families Leadership Network on the status of eXtension's efforts associated with the Military Families Partnership (June 15, 2011).

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

- **Evaluation:** The Environmental Scan "year one" report was published on May 25, 2011 (<http://collaborate.extension.org/mediawiki/files/8/8d/ESCanReportMay2011.pdf>).

The interactive map is still in the development and exploration stages, looking at possible other programs/platforms that may provide the most graphic appeal as well as ease of use.

There is a continuing investigation of SAS and/or Scoutlabs as a means to monitor online activity related to eXtension and the Military Families LN. Several meetings have occurred with SAS and more information is being gathered to move forward.

- **Growth and Maintenance of the Military Families Learning Network:** As funding is released to the Communities of Practice involved in this work, a variety of planning and meeting activities are scheduled to implement the plans of work associated with continuing the efforts of the Learning Network (this includes a major face-to-face event at the National CoP Workshop in Louisville, KY in late June with 15 members of the pilot projects as well as the Network Literacy CoP).

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

- **Evaluation:** More planning and conversations with our Partners surrounding the next steps is continuing to ensure appropriate next steps and uses of the Environmental Scan results.

We will continue exploration of options for the interactive map to display data.

Continued work on the evaluation will occur at the National CoP Workshop in Louisville, KY in late June.

- **Growth and Maintenance of the Military Families Learning Network:** Subcontracts need to be completed at various universities to engage the funding associated with this work.

4. Relevant challenges that need attention from DoD/NIFA

- Regular feedback is always appreciated and necessary to ensure the Military Families Learning Network efforts are headed in the right direction to serve and accomplish the goals and vision of the Partnership. Continued and increased transparent dialog is important to continue creating successful conditions for, not only eXtension's efforts but also the overall Partnership.

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

- The Military Families Learning Network continues to grow with **149** members.
 - 49 pages with "military families" tag or keyword were viewed 1,550 times up significantly from last month (10 pages with 343 page views)
 - Main military families page (www.eXtension.org/MilitaryFamilies) was viewed 174 times with 108 unique views and a 49% bounce rate
 - The primary source of traffic to the /MilitaryFamilies page is direct, indicating people going directly to the page not from a search engine or referral site
- The Network Literacy CoP continues to grow with **97** members.