



eXtension – Military Families Monthly Report

Reporting Period: February 2012

❖ **MFLN** = Military Families Learning Network; **PF** = Personal Finance; **CC** = Child Care; **FD** = Family Development; **NL** = Network Literacy; **WW** = Wounded Warrior; **PD** = Professional Development (web conferencing)

1. *Significant Activities:*

- **4-H Military Liaison & OMK Coordinator Meeting:** MFLN leadership attended this meeting (6-10FEB) in Phoenix, AZ. A presentation, two round-table discussions, and share fair exhibit were part of the MFLN presence as well as several individual and unit meetings outside of the regular agenda. Take-aways from the meeting useful for the MFLN included priorities from the branches as being 1) desire to increase use of social media; 2) access to online professional development; 3) increase ability to evaluate programming outcomes; 4) increase availability of Extension resources; 5) access to information when needed; and 6) increase networking and connecting to professional communities. There was also a strong desire to explore programming surrounding wounded warriors, PTSD, TBI, and other clinical approaches and programming (with a desire to appropriately include the Chaplain's Corps). The MFLN is not focused in this area but it is mentioned as a possibility for future exploration.
- **PF Webinar:** A professional development webinar was conducted (2FEB) by the PF team titled ***Housing and Foreclosure for Military Families*** [<http://learn.extension.org/events/427>]. The presenters were Laura Royer and Dr. Michael Gutter, of the University of Florida and Florida Extension.
- **NL Webinar:** A professional development webinar was conducted (16FEB) by the NL team titled ***Using Pinterest in Education – A Conversation*** [<http://learn.extension.org/events/448>]. The presenter was Bob Bertsch, North Dakota State University Extension.
- **PF Webinar:** A professional development webinar was conducted (23FEB) by the PF team titled ***Talking with Military Kids About Money***

[\[http://learn.extension.org/events/441\]](http://learn.extension.org/events/441). The presenters were Anita McKinney and Dr. Kate Fogarty, of the University of Florida and Florida Extension.

- **FD Webinar:** A professional development webinar was conducted (29FEB) by the FD team titled ***Co-Parenting at a Distance*** [\[http://learn.extension.org/events/445\]](http://learn.extension.org/events/445). The presenters were Dr. Angela Huebner, Virginia Tech and Kara Newby, Ohio State University Extension.
- **CC Webinar:** A professional development webinar was conducted (29FEB) by the CC team titled ***Secure Attachments: Building Caring Relationships with Parents and Children in Military Families*** [\[http://learn.extension.org/events/443\]](http://learn.extension.org/events/443). The presenters were Lesia Oesterreich, Iowa State University Families Extension, Dr. Diane Bales, University of Georgia Cooperative Extension, and Dr. Kathy Broniarczyk, Military Families Research Institute, Purdue University.
- **PF FAQs (276) Entered Copy-Edit:** The 276 PF FAQs that were turned over to the DoD for review were returned in mid-February and immediately processed to copy-edit. The hope is to have them completed by mid-April for publication at that point.
- **Alex NetLit:** A significant amount of time and effort was expended by the NL team and the Social Media Strategist in February to educate and inform various and targeted audiences about the educational and marketing use of personas, and specifically the MFLN's Alex NetLit.
- **Qualitative Analysis of PD Chats:** Efforts are underway to qualitatively analyze the content in the PD chats for each of the sessions offered to date and those going forward.
- **Social Media Strategy Planning:** Weekly planning meetings between MFLN leadership and the pilot project Concentration Leaders continue.

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

- **Military Families Learning Network (MFLN):** Significant activities related to deliverables for the MFLN are presented according to the Concentration Areas/CoPs.
 - **Personal Finance:**
 - 1) ***Re-purpose Content/Establish Ask an Expert Resource:*** The FAQs are currently in copy-edit and with the expectation to have them published by mid-April 2012.

- 2) **Engage the Target Audience Through Social Media:** Six blogs were posted at <http://blogs.extension.org/militaryfamilies> (*Talking to Military Kids about Money Web Presentation Re-Cap; Talking to Military Kids About Money [announcement]; Making the Most of Your Tax Return; New IRS Tool Helps Taxpayers Find Locations and Help; Get a Smarter Tax Refund; Foreclosure & Housing for Military Families Web Conference Re-Cap*). Engagement and interaction on DoD sites continues.
 - 3) **Provide Professional Development Opportunities Through Web Conferencing:**
As stated in *Significant Activities*, two PD web conferences were offered in February 2012. Attendance peaked at 210 and 150, with roughly half representing the military. A total of 226 AFCPE CEUs were requested for these two PD sessions. Other sessions are planned as follows:
 - ♦ Thursday, 5APR2012, @ 2:00pm ET – *Implications Of Relatives Raising Children While Parents Are Deployed* (<http://learn.extension.org/events/458>)
 - ♦ Thursday, 12APR2012, @ 11:00am ET – *Financial Aspects Of Divorce* (<http://learn.extension.org/events/456>)
 - ♦ Tuesday, 8MAY2012, time TBA – *Home Ownership, When Is The Right Time?*
 - 4) **Make Available and Distribute Current Research and Trends in Personal Finance:** The list continues to be updated (<http://www.extension.org/pages/18203/financial-security-for-all-research>).
- **Child Care:**
- 1) **Re-purpose and Create New Content:** An article on pretend play and military children is under review.
 - 2) **Engage the Target Audience Through Social Media:** The Facebook page ended the reporting period with 67 Likes, and a reach of 439 – all significant increases (<http://www.facebook.com/childcareandmilitaryfamilies>). Twitter followers were up 29 to 122 and there are 39 members (up 19) in the LinkedIn group, Early Care & Education for Military Families.
 - 3) **Create a Searchable List of Children's Books:** Worked with eXtension staff and a prototype was created on the Moodle system.
 - 4) **Create Online Training Course:** This project is in a holding pattern until DoD provides feedback and critical content information.
 - 5) **Provide Professional Development Opportunities Through Web Conferencing:**

As stated in *Significant Activities*, one PD web conference was offered in February 2012. Attendance peaked at 150 with a majority of attendees coming from community child care situations and Extension. More detailed information of any affiliation with serving military families is being investigated and will be a part of information gathering at following PD sessions. Other sessions are planned as follows:

- ♦ Wednesday, 25APR2012, @ 2:00pm ET – *Children’s Literacy*

6) **Create a Comprehensive Listing of State Online Training Approval Requirements:** No activity at this time.

○ **Family Development:**

- 1) **Identify, Promote, and Make Available Content (Re-purpose, Create New, and Disseminate Content):** No activity at this time.
- 2) **Develop a Military Family Professional Commons (Engage the Target Audience Through Social Media):** Two blogs were posted at <http://blogs.extension.org/militaryfamilies> (*10 Reasons to be Passionate about Working with Military Families; What One Word Describes Military Families?*).
- 3) **Provide Professional Development Opportunities Through Web Conferencing:** As stated in *Significant Activities*, one PD web conference was offered in February 2012. Attendance peaked at 85, with roughly a third each representing the military, Extension, and other professional organizations. Another session is planned as for:
 - ♦ Thursday, 5APR2012 – *Balancing Work and Family: A Focus on Building Military Family Resilience @ 11:00am ET* (<http://learn.extension.org/events/464>)

○ **Network Literacy:**

- Three blogs were posted at <http://blogs.extension.org/militaryfamilies> (*Explaining Alex NetLit: Fictional Personas & Online Learning; Should I be a “Curator”?; What is a Platform?*).
- Fourteen pieces of content (articles and FAQs) were published (see: http://www.extension.org/network_literacy).
- Social media has been active for this reporting period with Alex NetLit tweeing (35), #netlit hashtag (60), Google+ (11 posts, 25 followers), Facebook (49 likes).
- Professional development:
As stated in *Significant Activities*, one PD web conference was offered in February 2012. Others planned include:

- ♦ Wednesday, 4APR2012 – *Creating Your Own Learning Network* @ 11:00am ET (<http://learn.extension.org/events/471>)
 - ♦ Wednesday, 11APR2012 – *RSS Feeds and Feed Readers* @ 11:00am ET (<http://learn.extension.org/events/472>)
 - ♦ Wednesday, 18APR2012 – *Finding and Following on Online Networks* @ 11:00am ET (<http://learn.extension.org/events/473>)
- **Wounded Warrior/Family Caregiving CoP:** Although not funded with Partnership dollars, this CoP has been active in the work of the MFLN.
 - One blog was posted at <http://blogs.extension.org/militaryfamilies> (*One Mother's Struggle to Care for Her Wounded Warrior*).
 - Six articles were published (<http://www.extension.org/pages/60576/military-family-caregiving>).
- **Evaluation:** The new tracking system was implemented for the professional development webinar metrics/evaluations. A Tweetreach account was established and a tracker was set up.

- MFLN Facebook Metrics:

Metric	December 2011	January 2012	Feb 2012	% change
Total Likes	442	469	502	+ 7%
People Talking about this	30	54	63	+ 16%
# of Stories created	38	81	87	+ 7%
Engaged Users	43	71	91	+28%
Total Reach	634	629	890	+41%
Viral Reach	347	306	498	+63%

- MFLN Google Analytics:
 - Pageviews, based on “page title” were up significantly from 597 to 977 for the MFLN. A more accurate analytic is “page” over “page title”. This metric is significantly higher. For example, in January 2012 the number of page views based on “page” was 3396 and for February 2012 the number increased to 4005 with a bounce rate of 65% and time on page of 1:50.
 - People are finding us primarily through our blog page (<http://blogs.extension.org/militaryfamilies/>) and there were 2,919 views (2,159 unique) which is 36% of the total eXtension blog site page views. Visitors are spending about 2 minutes at the site.

- The breakdown of page views, time on site, and bounce rate for the 10 most viewed MFLN pages is shown below:

Plot Rows		Secondary dimension	Sort Type: Default	militaryfamilies				
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit			
1. /militaryfamilies/	396	289	00:02:35	51.17%	45.20%			
2. /militaryfamilies/2012/02/14/one-mother's-struggle-to-care-for-her-wounded-warrior/	272	225	00:04:32	83.78%	79.78%			
3. /militaryfamilies/military-families/	208	156	00:01:17	49.53%	48.08%			
4. /militaryfamilies/child-care/	157	122	00:01:55	56.94%	50.96%			
5. /militaryfamilies/2012/02/14/to-be-passionate-about-working-with-military-families/	108	100	00:05:00	90.62%	88.89%			
6. /militaryfamilies/category/child-care/	101	78	00:02:32	63.83%	57.43%			
7. /militaryfamilies/category/family-and-youth-development/	93	63	00:02:17	59.65%	61.29%			
8. /militaryfamilies/network-literacy/alex-netlit/	78	42	00:02:59	42.86%	34.62%			
9. /militaryfamilies/2012/01/27/3-reasons-to-allow-war-play-in-your-early-childhood-classroom/	62	53	00:04:58	81.82%	77.42%			
10. /militaryfamilies/2012/02/07/foreclosure-housing-for-military-families-web-conference-recap/	54	22	00:02:34	61.54%	31.48%			

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

- **Deliverables:** There is a need for feedback with content/material/guidance for the CC learning module on military culture.

4. Relevant challenges that need attention from DoD/NIFA

- See Item #3 above, Deliverables.

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

*Just an observation from the Project Leader: We seem to have created an infrastructure as well as a social media presence where un-targeted family service professionals are finding us, participating in our professional development, engaging in social media conversations, and following us. We are experiencing and enjoying that engagement from all parts of the world, from many important and influential organizations, as well as from small town service organizations that are interested in making life better for the U.S. military family. It appears we are doing exactly what we set out to do!