



## eXtension – Military Families Monthly Report

*Reporting Period: May/June 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:

- **PF Webinar:** A professional development webinar was conducted (8MAY) by the PF CoP titled ***Home Ownership: When is the Right Time?*** (<http://learn.extension.org/events/509>). The presenters were Jayne McBurney and Dr. Carolyn Bird, both from North Carolina State University.
- **NL Webinar:** A professional development webinar was conducted (8MAY) by the NL CoP titled ***Getting Started with Google+*** (<http://learn.extension.org/events/506>). The presenters were Stephen Judd from the University of New Hampshire and Kevin Gamble from eXtension.
- **NL Webinar:** A professional development webinar was conducted (23MAY) by the NL CoP titled ***Google+: I'm There, What Next?*** (<http://learn.extension.org/events/507>). The presenters were Stephen Judd from the University of New Hampshire and Kevin Gamble from eXtension.
- **PF Webinar:** A professional development webinar was conducted (26JUN) by the PF team titled ***9 Important Skills for Talking About Money*** (<http://learn.extension.org/events/529>). The presenter was Dr. Victor Harris from the University of Florida.
- **PF FAQs:** On 22 May, 275 FAQs have been published in eXtension. Another 125 FAQs are being developed.
- **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 275 FAQs are published and an additional 125 are in development.
    - 2) **Engage the Target Audience Through Social Media:** Seven blogs were posted at <http://blogs.extension.org/militaryfamilies> (*Home Ownership: When is the Right Time? [Announcement]*; *Resources from Home Ownership: When is the Right Time? [Re-cap]*; *What is Foreclosure?*; *Saving Money on Summer Expenses*; *To Insure or Not to Insure?*; *9 Important Skills for Talking About Money [Announcement]*; *9 Important Skills for Talking About Money [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 May and June 2012. A shift back to the DCO system was employed and sessions will continue in this manner indefinitely. Other sessions are planned as follows:
      - ◆ Tuesday, 10JUL2012, @ 2:00pm ET – *Retire Ready: Financial Planning for Later Life* (<http://learn.extension.org/events/530>)
      - ◆ Tuesday, 25JUL2012, @ 1:00pm ET – *Thrift Savings Plans: Retirement Planning for Military Families* (<http://learn.extension.org/events/563>)
    - 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:** Multiple articles are under review at this time.
    - 2) **Engage the Target Audience Through Social Media:** Two blogs were posted at <http://blogs.extension.org/militaryfamilies> (*Caring for Young Military Children's Mental Health*; *Child Care's Role in Preventing Child Maltreatment in Military Families*). Engagement and interaction on DoD sites continues. The Facebook page ended the reporting period with 129 Likes, and a reach of 297 (<http://www.facebook.com/childcareandmilitaryfamilies>). Twitter

followers were up to 187 and there are 132 members in the LinkedIn group, Early Care & Education for Military Families.

- 3) **Create a Searchable List of Children's Books:** The initial book list was approved by DoD. First draft of summaries and content has been completed.
  - 4) **Create Online Training Course:** Work is ongoing.
  - 5) **Provide Professional Development Opportunities Through Web Conferencing:** Plans are underway for fall PD sessions.
  - 6) **Create a Comprehensive Listing of State Online Training Approval Requirements:** The listing of state online training approval requirements is complete. The CC team and MFLN leadership are brainstorming ways to make the information available to DoD leaders who might find it useful.
- **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):** Three blogs were posted at <http://blogs.extension.org/militaryfamilies> (*How Can We Support Returning Veterans and their Families?*; *How Can Communities Support Military Families? [guest blog by Carole Gnatuk]*; *Working with "Complex" Families*).
  - 3) **Provide Professional Development Opportunities Through Web Conferencing:** This deliverable was completed in April.
- **Network Literacy:**
- One blog was posted at <http://blogs.extension.org/militaryfamilies> (*LinkedIn Password Breach: Protect Your Passwords!*).
  - Five articles were published (see: [http://www.extension.org/network\\_literacy](http://www.extension.org/network_literacy)).
  - Social media has been active for this reporting period with Alex NetLit tweeting (92 + 88 followers), #netlit hashtag (149), Google+ (19 posts, 74 followers), Facebook (19 posts, 60 likes).
  - Professional development:  
As stated in *Significant Activities*, two PD web conferences were offered in February 2012. Other sessions are planned as follows:
    - Tuesday, 21AUG2012, @ 2:00pm ET – *Assessing the Reliability of Online Information* (on MFLN Adobe Connect system) (<http://learn.extension.org/events/582>)
    - Tuesday, 22AUG2012, @ 2:00pm ET – *Assessing the Reliability of Online Information* (on DCO Adobe Connect system) (<http://learn.extension.org/events/583>)

- Three presentations were presented at the National Extension Technology Conference (NETC; New Orleans, May 2012): Immersive Learning; Evaluating Complex Emerging Problems; and Evaluating Social Media.
  - **Wounded Warrior/Family Caregiving CoP:** Although not funded with Partnership dollars, this CoP has been active in the work of the MFLN.
    - Four blogs were posted at <http://blogs.extension.org/militaryfamilies> (*Understanding the Recovery Phases After an Amputation; Military Caregiving-Caring for Those with Chronic Pain; PTSD Awareness Month; Center for Courageous Kids Wounded Warrior Camp*).
    - The third Advisory Council meeting was held in Grapevine, TX and significant eXtension content was reviewed (videos, FAQs, etc.) during the meeting. Presentations were given to those in attendance from both the Family Caregiving CoP and the MFLN.
    - Five articles were published (<http://www.extension.org/pages/60576/military-family-caregiving>).
- **Evaluation:** Our overall numbers were static or down in March (product of no professional development/webinar sessions) and are back up in April (7 PD/webinars). PD/webinar evaluations are ongoing.

- MFLN Facebook Metrics:

- This two month report includes what would be considered an outlier month (May) which points to significant negative (-) % change in June. If you remove the statistics from May and look at the percentage change from April to June, there is an overall significant positive result.

Metric	Dec 2011	January 2012	Feb 2012	March 2012	April 2012	May 2012	June 2012	% change
Total Likes	442	469	502	525	549	589	612	+ 3.9%
People Talking about this	30	54	63	50	60	45	33	-26%
# of Stories created	38	81	87	70	97	87	124	+43%
Engaged Users	43	71	91	na*	74	127	93	-27%
Total Reach	634	629	890	718**	1060	10,468	3412	-67%
Viral Reach	347	306	498	370	761	9,638	3174	-64%

\*data not available this month for reasons unknown \*\* used an average

- MFLN Google Analytics:
  - Pageviews, were relatively static at 3,771 and 3,104 with a 70% bounce rate and average time on page of a little under 2 minutes for May and June.
  - The MFLN blog continues to be an important resource (<http://blogs.extension.org/militaryfamilies/>) as there were 1,837 views in May and 2,677 views in June. Visitors are spending about a minute and a half at the pages.
- MFLN Twitter Metrics:
  - The MFLN Twitter account has 263 followers, with a total MFLN reach 22,452 in March and 65,778 in April. About 20% of followers are international.
- Total Activity for MFLN and its CoPs:

Metric	Type	Jan 2012	Feb 2012	March 2012	April 2012	May 2012	June 2012
Reach	Tweets	226	271	228	266	304	197
Engagement	reTweets	114	113	93	143	78	98
Reach	Twitter Followers	438	479	526	562	605	636
Reach	Facebook Likes	631	693	731	816	877	914
Engagement	Facebook People talking about this	76	95	73	120	89	102
Reach	Facebook Total Reach	824	1450	1031*	1950	<b>11010</b>	<b>4040</b>
Reach	Total Posts	98	115	38	68	92	101

\*incomplete data due to Facebook anomaly so an average was used

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

- **Partnership Project Assistance:** There is a need for feedback with direction on the Health Literacy Journal from West Virginia State University.
- **Network Literacy Reach:** This is simply an ongoing conversation with our Partners to explore how to further the reach of this important information to the military family service professionals.

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

- N/A

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

- **AleX NetLit Account:** Howard Rheingold re-tweeted a post to his 30,000+ followers.
- **National Association for the Education of Young Children (NAEYC):** The CC Concentration Leader, Kathy Reschke, connected with the Director of Education and Development for Bright Horizons (national leader in child care program management) to successfully discuss collaboration on content development and PD sessions.
- The MFLN was selected to receive continued funding from DoD to continue their work in the Military Extension Partnership!!