

**QUARTERLY PERFORMANCE REPORT  
MILITARY FAMILIES LEARNING NETWORK  
eXtension  
COVER SHEET**

1. Award Number: 2010-48869-20685
2. Project Title: eXtension - Military Families Partnership
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4. Telephone Number: 402.472.9725
5. Period of Performance: 01JUL-30SEP2012
6. Approved Project End Date for Active Programming: 31DEC2012  
[\*30APR2013 overall project end date]
7. Period Covered by Report: (Check one)

First Quarter	<u>          </u>
Second Quarter	<u>          </u>
Third Quarter	<u>  X  </u>
Fourth Quarter	<u>          </u>
8. Principal Investigator's Name and Telephone Number:  
Dan Cotton, 402.472.8841
9. Project Leader's Name and Telephone Number: Kyle L. Kostelecky, 515.450.5884
10. Date of Report: 15OCT2012
11. Report Number: (Number sequentially beginning with 1) 26
12. Name of NIFA-USDA Project Officer: Brent Elrod

**eXtension Military Families Learning Network Quarterly Report**  
**01JUL-30SEP2012**

**I. MAJOR ACTIVITIES AND ACCOMPLISHMENTS DURING THIS PERIOD:**

1. **Seven professional development webinars** were delivered (<http://www.extension.org/pages/62581/military-families-learning-network-webinars>) during this reporting period **servicing nearly six hundred** military family service professionals. Two in July, two in August, and three in September. Personal Finance offered four, Network Literacy offered two, and Child Care offered one.
2. **Twenty-three blogs** were posted (<http://blogs.extension.org/militaryfamilies/>) during this reporting period. Personal Finance posted twelve, Wounded Warriors posted four, Network Literacy and Child care each posted three, and there was an additional blog honoring 9/11.
3. **Fifteen articles** were published in the MFLN (<http://www.extension.org/militaryfamilies/>) during this reporting period. Child Care published seven, Wounded Warriors published four, and Personal Finance and Network Literacy each published two. In addition, after publishing **two guest articles** in the *National Perspective* (the newsletter of the National Association for Family Child Care [<http://www.nafcc.org/>]), Kathy Reschke was a **guest author** for MilitaryOneSource in their September eNewsletter (<http://www.militaryonesource.mil/MOS/f?p=MOSNEWS:ARTICLE:0::::MONTH,YEAR,COHE,PAGE:September,2012,268913,2>).
4. Leadership from the MFLN were present at the FINRA/Military Saves meetings in Washington, DC in July. Collaboration in this area continues.
5. A more formal relationship is being formed between the MFLN Child Care Concentration Area and the Child Care and Youth Program Training and Technical Assistance project. Several meetings occurred to bring these two groups together in a more seamless way. Progress is continuing.
6. Leadership from the Network Literacy CoP met with DoD/MC&FP to discuss and explore ways to move forward in a more connected and engaging way in the MFLN. Details were taken back to the CoP leadership and implementation is underway.
7. A new relationship is being developed with the Returning Warriors project (<http://blogs.cornell.edu/naturalresources/2012/09/12/update-nature-helping-returning-warriors/>). MFLN leadership met in New York in September collaborating with this project team from Cornell University. Further discussions are necessary but the intent is to have the Returning Warriors project partner with the MFLN in the near future.
8. Successfully completed work and coordination for requesting continued funding for the MFLN through April, 2014.

9. Stephen Holmes, Virginia Tech, joined the MFLN staff part-time in September as an evaluation assistant working with Sarah Baughman.

10. In general, social media efforts have continued to trend upwards. Engagement spiked in August and remained higher in September than July. Engagement (Figure 1) measures interactions or conversations and is a strong indication of interest in the MFLN. Metrics such as re-tweets, twitter mentions or sharing Facebook stories are examples of engagement. Reach (Figure 2) is defined as the number of actual people who have liked our Facebook pages or follow us on Twitter as well as the number of people who have seen any of our Facebook content.

Figure 1: Social Media Engagement

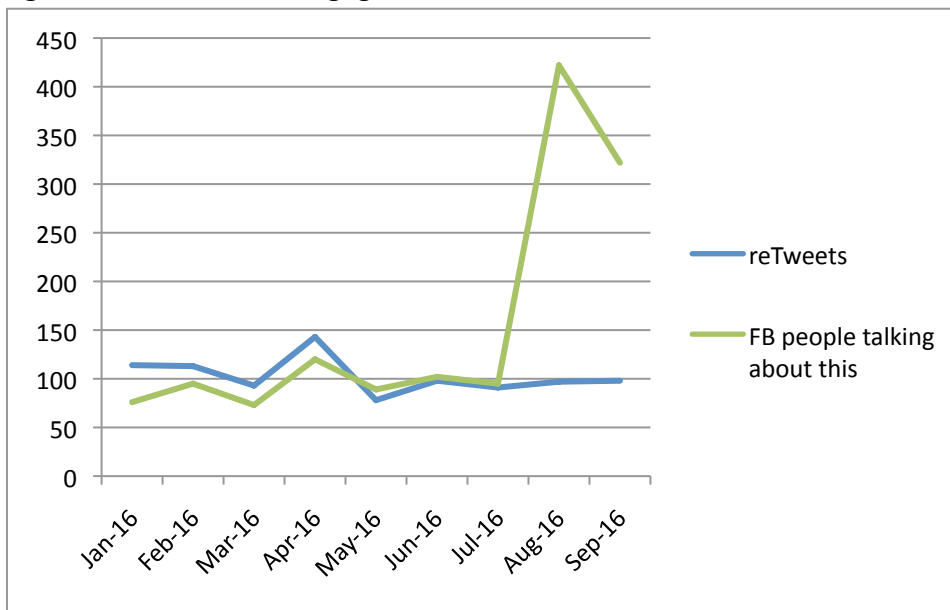
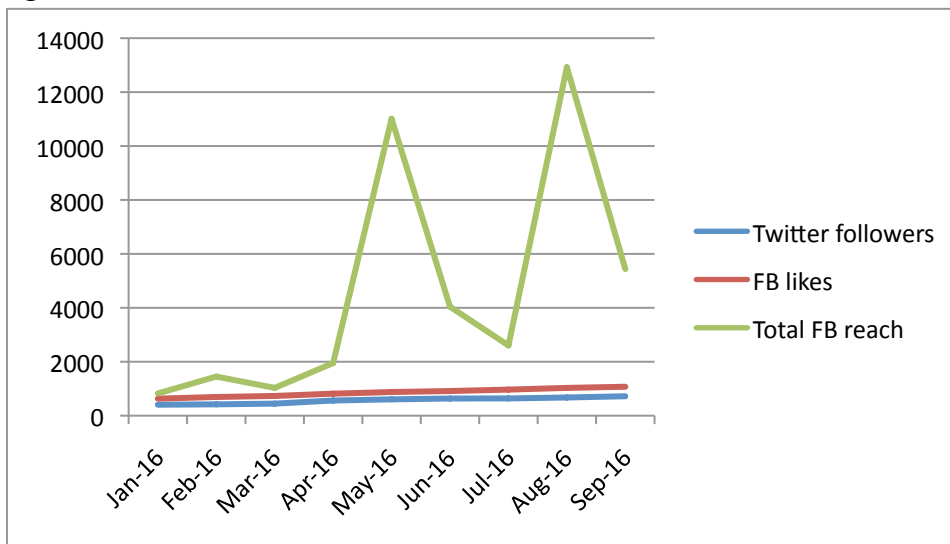


Figure 2: Social Media Reach



## **II. ACTIVITIES PLANNED FOR THE NEXT QUARTER:**

1. Continue work toward completion of MFLN activities associated with deliverables due by the end of this current programming period (31DEC2012). This will include, but is not limited to, continuing to offer the highest quality professional development webinars, growing social media reach and engagement in all Concentration Areas, and completing online learning modules.
2. Work toward seeking and obtaining feedback from DoD on the Child Care online learning modules and then support the team in completing this critical deliverable.
3. Seek new ways to include/encourage CES professionals as participants in the Personal Finance professional development webinars.
4. Gather new MFLN Family Advocacy Concentration Area leadership staff to help implement their new plan.
5. MFLN leadership will attend the Association of the United States Army (AUSA) Family Forums in Washington, DC, seeking networking opportunities, relationship building, and information gathering that will be significant as the MFLN moves forward into it's next phase of the project.
6. Develop a plan for re-capturing current un-used funding to forward and grow the MFLN through a specifically tailored no-cost extension that will provide continued efforts in the Child Care Concentration Area, new work in the existing Wounded Warriors Concentration Area, and potentially brand new work in a Civic Ecology Returning Warriors Concentration Area.