

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

1. Award Number: 2010-48869-20685
2. Project Title: eXtension - Military Families Partnership
3. Address: University of Nebraska – Lincoln, 6 Ag Communications Building,
PO Box 830918, Lincoln, Nebraska 68583-0918
4. Telephone Number: 402.472.9725
5. Period of Performance: 01OCT-31DEC2012
6. Approved Project End Date for *Active Programming*: 31DEC2013
[*30APR2014 overall project end date]
7. Period Covered by Report: (Check one)

First Quarter	_____
Second Quarter	_____
Third Quarter	_____
Fourth Quarter	<u> X </u>
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10. Date of Report: 15JAN2013
11. Report Number: (Number sequentially beginning with 1) 27
12. Name of NIFA-USDA Project Officer: Brent Elrod

eXtension Military Families Learning Network Quarterly Report
01OCT-31DEC2012

I. MAJOR ACTIVITIES AND ACCOMPLISHMENTS DURING THIS PERIOD:

1. **Eight professional development webinars** were delivered (<http://www.extension.org/pages/62581/military-families-learning-network-webinars>) during this reporting period **servicing nearly four hundred** military family service, Cooperative Extension, private sector professionals. Two in October, three in November, and three in December. *Personal Finance* offered three, *Network Literacy* offered three, and *Child Care* offered two.
2. **Twelve blogs** were posted (<http://blogs.extension.org/militaryfamilies/>) during this reporting period. *Wounded Warriors* posted four, *Personal Finance* and *Network Literacy* each posted three, and *Child Care* posted two.
3. **Twenty-one articles** were published in the MFLN (<http://www.extension.org/militaryfamilies/>) during this reporting period. *Wounded Warriors* published nine, *Network Literacy* published six, *Child Care* published three, other MFLN staff published two, and *Personal Finance* published one. Overall, the CoPs associated with the MFLN published an additional **eighty-nine articles** of a more generic nature that could be useful for those serving military families. In addition, *Personal Finance* published **486 FAQs**.
4. Meetings were held with MFLN, *Network Literacy*, and DoD staff to plan strategy and communications for 2013 during this reporting period. Plans were developed and strategies continue to unfold.
5. The eXtension National Conference was held in Oklahoma City, OK in October. The MFLN was highlighted throughout the weeklong meeting with various presentations and recognition from **Dr. Catherine Woteki**, *Deputy Under Secretary, Research, Education, Economics, USDA* during her lunch presentation as one of her favorite programs.
6. MFLN leadership attended the AUSA Family Forums in Washington, DC. Tremendous networking and marketing took place during the week.
7. Continued work and collaboration with the Family Caregiving CoP, Wounded Warrior project at Texas A&M, and Civic Ecology/Returning Warriors project at Cornell is ongoing. There is significant hope to organize a small pilot in 2013 to test the viability of this exciting relationship.
8. A professional relationship has developed with the Consumer Financial Protection Bureau with hope to collaborate on appropriate projects in the future.
9. Planning meetings occurred in Gainesville, FL with the Personal Finance leadership and the new Family Advocacy leadership in December.

10. Social media engagement points of note: In December, as many as 34 people were talking about our Facebook page on any given day and in the week ending December 15 and our Facebook page posts were seen by 134,186 friends of fans. The MFLN has 362 twitter followers and all of the MFLN Twitter accounts reached 602,847 people over the course of this reporting period. Engagement (Figure 1) measures interactions or conversations and is a strong indication of interest in the MFLN. 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

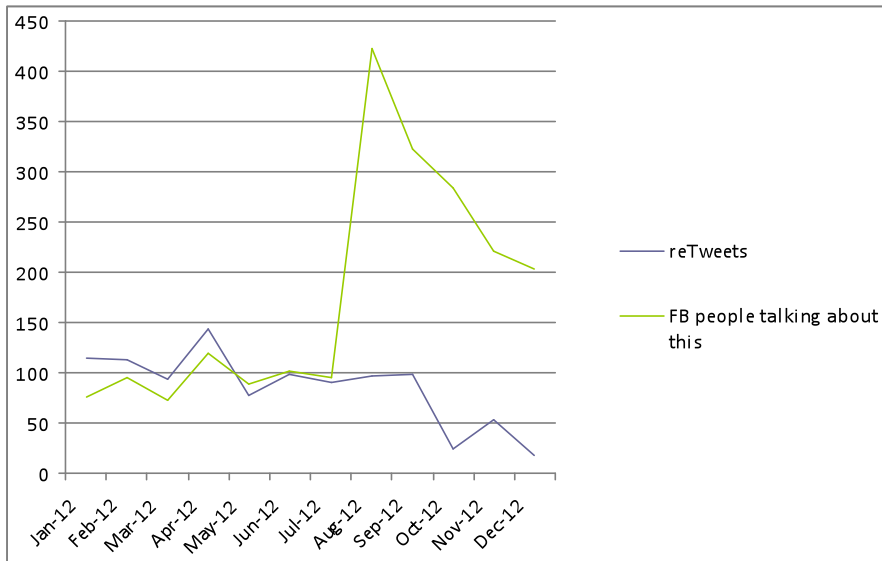
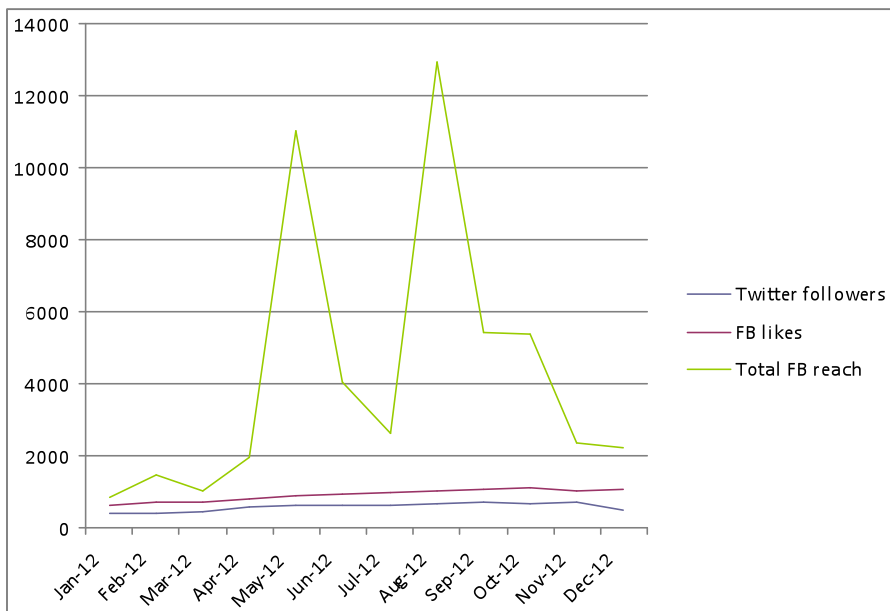


Figure 2: Social Media Reach



II. ACTIVITIES PLANNED FOR THE NEXT QUARTER:

● To date, this report has been entirely associated with Award Number 2010-48869-20685. This award has received a no-cost-extension through 30APR2014. A new award has been approved for continued MFLN work/programming (2012-48755-20306). Subsequent reports will include descriptions and a record for both awards. Delineation between the programming of each award will be presented when appropriate and necessary. Funding sources will be identified using the first four digits of the award in brackets, i.e., [2010] or [2012].

1. Seamlessly continue the ongoing programming for the MFLN in the areas of *Personal Finance* [2012], *Child Care* [2010], and *Network Literacy* [2012]. Start newly funded programming in *Family Advocacy* [2012].
2. Provide a plan and training for improving the quality of the professional development webinars for all of the Concentration Areas lead by MFLN leadership and *Network Literacy*.
3. Develop professional development webinars targeted at Cooperative Extension professionals who could or do serve military families with the specific intent to make them aware of the opportunities to do so, educate them on the resources available to them, and engage them with their counterparts in the DoD/branches.
4. Explore new pilot work in *Family Caregiving* to include collaboration between Wounded Warrior and Civic Ecology/Returning Warriors programming [2010].
5. 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.
6. MFLN leadership will attend the 4-H Military Partnerships Meetings in Arlington, VA, presenting a workshop, growing networking opportunities, relationship building, and information.
7. MFLN leadership will continue to collaborate with the Consumer Finance Protection Bureau on an online financial forum about college student financial debt, providing social media support.