

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

1. Award Number(s): 2010-48869-20685; 2012-48755-20306
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: 01JAN-31MAR2013
6. Approved Project End Date(s): 30APR2014[2010]; 31AUG2014[2012]
7. Period Covered by Report: (Check one)

First Quarter	<u>  X  </u>
Second Quarter	<u>      </u>
Third Quarter	<u>      </u>
Fourth Quarter	<u>      </u>
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10. Date of Report: 15APR2013
11. Report Number: (Number sequentially beginning with 1) 28
12. Name of NIFA-USDA Project Officer: Brent Elrod

**eXtension Military Families Learning Network Quarterly Report  
01JAN-31MAR2013**

**Reminder:** When appropriate and necessary, descriptions of effort/deliverables associated with Award Number 2010-48869-20685 will be identified by [2010] and the same associated with Award Number 2012-48755-20306 will be identified by [2012].

**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. One in January (NL), three in February (NL), and three in March (2 PF; 1 NL). Topics included *Google+ Quickstart; Does Your Digital Footprint Stink?; Google+: Tips, Tricks, and What's New; Using Multiple Accounts with Google Apps; Investing in Your Future 1: Basic Concepts and Investment Products; Investing in Your Future 2: Mutual Funds and Tax-Deferred Investments;* and *LinkedIn – How You Can Build and Leverage Your Network*.
2. **Twenty-Eight blogs** were posted (<http://blogs.extension.org/militaryfamilies/>) during this reporting period. *Personal Finance* posted fourteen, there were eight *guest posts*, *Wounded Warriors* posted three, *Child Care* posted two, and *Network Literacy* posted one.
3. **Nine articles** were published in the MFLN (<http://www.extension.org/militaryfamilies/>) during this reporting period. *Wounded Warriors* published five and *Child Care* published four. Overall, the CoPs associated with the MFLN published an additional **eighty-one articles** of a more generic nature that could be useful for those serving military families. In addition, *Personal Finance* and *Wounded Warriors* published **34 FAQs** between them, many jointly.
4. The ***Personal Finance*** team continued to move forward with “business as usual” while waiting for the release of their funding/contract execution [2012]. As of the inclusive dates of this report (01JAN-31MAR2013), funding had been released but contracts had not been executed. Their good faith efforts should be noted and it is expected that this will be resolved by the end of April 2013.
5. Although there have been a few planning meetings (teleconferences) for the ***Family Advocacy*** team, their work has yet to begin because of the above-mentioned delay in the release of funding and contract execution.
6. ***Network Literacy*** slowed their activities somewhat during this first quarter related to the funding release delay. Although they continued to offer webinars (5), their blogging and other deliverable outputs were impacted by less staff time dedicated to the project/CoP.
7. The ***Child Care*** team was able to continue its efforts at 70% due to their funding originating from a no-cost-extension and re-budget [2010]. Further “re-captured” [2010] dollars will be dedicated to the *Child Care* team in order to extend their work to 31DEC2013. In addition to

the published content mentioned above, the team’s social media presence has increased with their implementation of new tools (ex., Pinterest) and significant engagement in their LinkedIn group. They continue to work toward completing the Military Culture online learning course, awaiting DoD final review. In addition, planning and preparation has been directed toward 2<sup>nd</sup> quarter professional development web conferences.

8. It looks more promising to form a **Military Caregiving** Concentration Area involving the eXtension Family Caregiving CoP, past and current efforts associated with the Texas A&M US Army Wounded Warrior project, and Cornell Universities Civic Ecology program. A portion of the re-captured funding [2010] is expected to fund this effort.

9. A successful **Partnership Lead Institutions** meeting was attended by leadership in Arlington, VA (14-17JAN). Key personnel were also able to attend a quarterly DoD Family Advocacy planning meeting to begin plans for the MFLN Family Advocacy efforts. MFLN leadership attended the **4-H Military Partnership** meeting in Arlington, VA (5-8FEB). From this meeting, a new relationship/collaboration developed with the MFRI How to Help series and plans are underway to assist and incorporate this content in to the efforts of the MFLN.

10. The MFLN became involved in and assisted with the **Consumer Financial Protection Bureau Financial Forum** on funding post-secondary education (20MAR). This partnership involved developing and implementing a social media strategy for the Forum and participating on site during the broadcast/event.

11. **Social media** points of note: As would be expected due to the funding issues, engagement and reach were down for this reporting period. It should be noted that reach was slightly trending upward. The entire MFLN reached 341,948 people in the 1<sup>st</sup> quarter of 2013.

Figure 1: Social Media Engagement

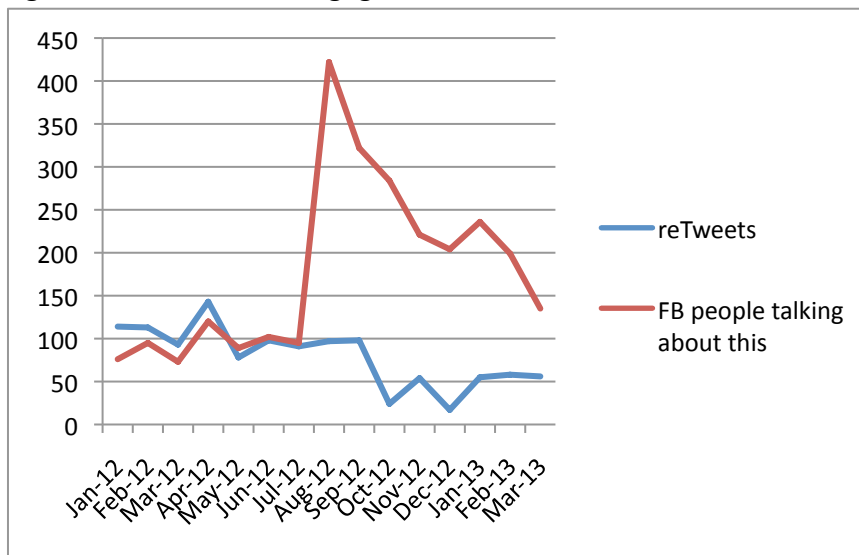
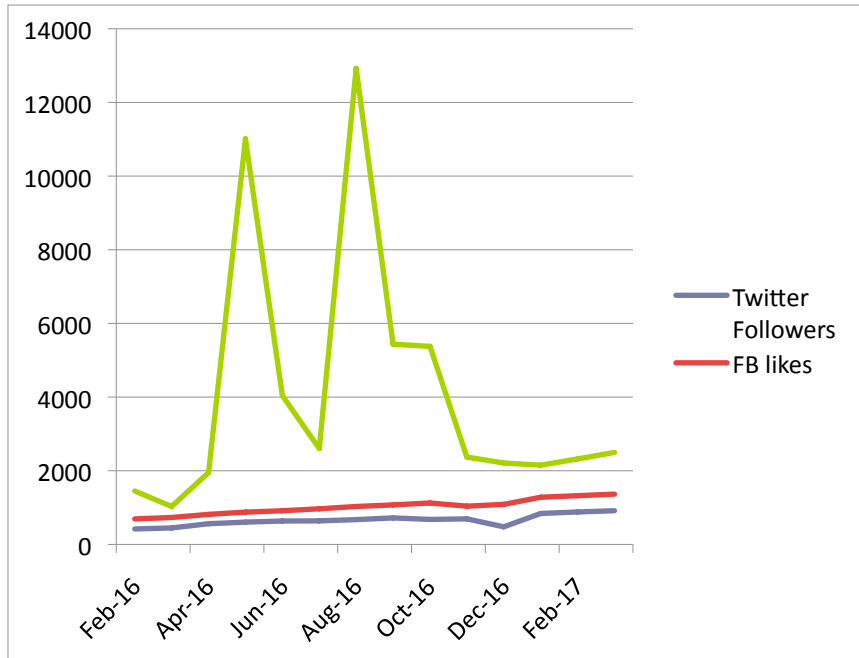


Figure 2: Social Media Reach



## II. ACTIVITIES PLANNED FOR THE NEXT QUARTER:

1. Transition to more active and full participation from the MFLN as (hopefully) the funding difficulties are resolved. This will include the development of the *Military Caregiving Concentration Area* and exploring the potential for two new expansion projects discussed during conversations with DoD (*Community Capacity Building* and *Re-Location* communities).
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. MFLN leadership will attend the Project Y.E.S.! Yellow Ribbon AFRC event in June in San Diego, CA with the intent to discover new ways to serve military family service providers by observing the event, meeting with Y.E.S.! and AFRC team leaders.