

**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: 01APR-30JUN & 01JUL-30SEP2013
6. Approved Project End Date(s): 30APR2014[2010]; 31AUG2014[2012]
7. Period Covered by Report: (Check one)

First Quarter	_____
Second Quarter	<u> X </u>
Third Quarter	<u> X </u>
Fourth Quarter	_____
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: 15OCT2013
11. Report Number: (Number sequentially beginning with 1) 29 & 30
12. Name of NIFA-USDA Project Officer: Brent Elrod

**eXtension Military Families Learning Network Quarterly Report
01APR-30JUN & 01JUL-30SEP 2013**

I. MAJOR ACTIVITIES AND ACCOMPLISHMENTS DURING THIS PERIOD:

**PF = Personal Finance, CC = Child Care, NL = Network Literacy, FD = Family Development, MC = Military Caregiving.*

1. **Twenty-three professional development webinars** were delivered (<http://www.extension.org/pages/62581/military-families-learning-network-webinars>) during this reporting period. Five in April (2 PF, 1 CC, 1 NL, 1 MC), four in May (1 PF, 1 CC, 2 MC), five in June (2 PF, 1 CC, 2 NL), two in July (1 PF, 1 CC), four in August (1 PF, 1 CC, 2 NL), and three in September (2 PF, 1 CC). Topics included: *PF – Financial Statements & Record-Keeping, Financial Ratios & SWOT Analysis, Paying for Post-Secondary Education Expenses-Parts 1 & 2, Credit Basics & Debt Repayment Strategies, Living on the Financial Edge, Estate Planning & Military Families-Parts 1 & 2, Behavioral Economics; CC – Intentional Connections: Establishing Positive Relationships Between Child Care Providers & Military Families, Sensitive Conversations with Military Families: Communicating Well When it Matters Most, Getting to Know You (Again): Helping Young Children Adjust to the Return of a Military Parent, When a Parent Comes Home Changed: Supporting Young Children Whose Military Parent Has Been Injured, Welcoming a Military Family Who Has a child with Special Needs, Children Under Stress, Part 1: Understanding the Language of Behavior; MC – TBI Options: Promoting Knowledge, Military Traumatic Brain Injury & Family Caregiving: What Families Need to Know-Part 1, Military Traumatic Brain Injury & Family Caregiving: Caregiving & Coping-Part 2; NL – Critical Conversation: The Role of Evaluation in Determining the Public Value of Extension, Use of Surveys in Extension for Program Development & Evaluation, Creating Online Forms/Surveys with Google Docs, Using Google+ Hangouts On Air for Educational Programming, Learning Google+.*

2. **Fifty-nine blogs** were posted (<http://blogs.extension.org/militaryfamilies/>) during this reporting period. *PF* posted 24, *CC* posted 8, *NL* posted 5, *FD* posted 8, *MC* posted 13, and there was 1 *guest* post. It is noted that 5 other guests contributed to Concentration Area posts as co-authors.

3. **Eighteen articles** were published in the MFLN (<http://www.extension.org/militaryfamilies/>) during this reporting period. *PF* published 2, *CC* published 9, *NL* published 1, *MC* published 5, and the Families, Food, & Fitness CoP published 1. Overall, the CoPs associated with the MFLN published an additional 77 articles of a more generic nature that could be useful for those serving military families. In addition, *PF* published 139 FAQs with *MC* publishing 4 more. Finally, 21 news articles were published during this period. For this reporting period, **at total of 259 pieces of content were published.**

4. The MFLN entered into a collaboration with the **How to Help Military and Veteran Families** publication series (<https://www.mfri.purdue.edu/publications/how-to-help.aspx>) to assist in communication and marketing of the project. MFLN leadership was at the public launch

(15APR2013) and continues to work with the HTH team in developing webinars (the first is scheduled for 7OCT2013), blog posts, and other social media outreach efforts.

5. The **Family Advocacy** team, as part of the *Family Development* Concentration Area, began work during this reporting period. Social media efforts have begun and planning for webinars and other training associated with their plan of work is well underway. Several face-to-face and teleconference meetings have taken place to fine tune the expectations as well as educate the DoD FAP leadership team about what this MFLN Concentration Area will provide to their training efforts. Professional development web conferences are the next step and should be underway by the 4th quarter of 2013.

6. The **Network Literacy** CoP was discovered by Army Wives Club and after a series of conversations with AUSA, was invited to be on a panel for the 2013 AUSA Family Forums in Washington, DC on 23OCT. Stephen Judd will be part of a multi-member panel on "Expanding Our Reach: Our Neighborhood Knows No Bounds."

7. The **Child Care** team hosted a lunch forum, "*What about Children from Military Families?*", at the Ohio Early Childhood Conference in Columbus, OH on 27APR. Current membership in the *Child Care* LinkedIn group, Early Care & Education for Military Families, is **849**. Kathy Reschke co-hosted (MFLN was the primary host) for the Child Trends Twitter Chat on 21AUG2013. Social media engagement has been exceptional during this reporting period with peek analytics from a number of *Child Care* channels. The Child Care and MFLN leadership teams worked with 8 different teams for the DoD Child Care Curriculum Development RFA, collaborating on the development for those proposals. Letters of Support and Acknowledgement were created and ultimately, one of those teams was notified of a successful proposal. The following is feedback recently received after the September professional development web conference "Children Under Stress: Understanding the Language of Behavior" - ***Your Stress Webinar was one of the very best AF has hooked us up with in a long time. I'm a Trainer at Kirtland AFB, NM. We are getting ready to begin to implement Becky Bailey's Conscious Discipline program into our center. Your info is exactly what I needed to form a foundation for the staff to understand why the Conscious Discipline program will be so important for our staff and children. Again, many, many thanks. I am so looking forward to the next 2. All is well, Judith Hesters, Training and Curriculum Specialist, Maxwell Child Development Center.***

8. The **Military Caregiving** Concentration Area formally began pilot work in September. The team has been very productive and continues to meet with DoD leadership to implement their plan of work. Procedures were established and approved to shoot video at a number of military installations as part of this work.

9. The success of the MFLN has warranted a new leadership position to assist with growth. Karen Jeannette will fill the position of **Professional Development Coordinator** with the MFLN, beginning 1OCT2013. Karen brings with her a wealth of experience in the areas of online learning, professional use of social media, and building engaged communities from her past work as a content staff member with eXtension in the areas of Consumer Horticulture and Master

Gardening. Her new role with the MFLN will be to centralize the coordination of professional development working with other members of the MFLN leadership, the Concentration Areas, and the DoD. Karen will be the point person for all of these groups moving forward.

10. New part-time staff will be added to the MFLN in the areas of **Communication & Marketing** and **Computer Engineering/Instructional Technology** to assist in the growth and accommodate for the departure of the WSU Communication & Marketing project from the Partnership.

11. The MFLN is in the final stages of interviewing candidates to fill the vacant **Evaluation & Research Leader** position. The expectation is to have the successful candidate start in their new role by mid-November 2013. Recall, these responsibilities have been covered by Sarah Baughman after she left to lead all of eXtension's evaluation efforts and a doctoral graduate student under her supervision at Virginia Tech University.

12. Successful **major events** where members of the MFLN leadership were involved included: the National Research Summit on Reserve Component Military Families, Ann Arbor, MI; National Extension & Research Administrative Officer's Conference in New Orleans, LA; Air Force Reserve Command Yellow Ribbon/Project Y.E.S.! in San Diego, CA; Military Consumer Protection Day in Washington, DC; Army Chaplains Corps online training at Ft. Belvoir, VA; National Association of Community Development Extension Professionals Galaxy IV in Pittsburgh, PA; eXtension Face-to-Face staff meetings in Charlotte, NC; as well as various face-to-face meetings with USDA/NIFA, DoD (MC&FP, FAP) staff.

13. **Social media** points of note: Although individual Concentration Area social media metrics were quite positive during this reporting period, a number of factors contribute to explaining the graphs below. First, the peaks represent well-received professional development and public engagement opportunities that were focused and timely in nature. Second, many other social media channels are now being used prolifically (YouTube, Pinterest, LinkedIn, etc.) and new evaluation efforts/reports will work toward accurately reflecting those analytics as possible. Third, several social media team members were added to the project during this reporting period as the budget and release of funding was resolved and time is needed to develop new followings in the areas of Family Development (Advocacy) and Military Caregiving. As is evident in this report, a number of changes have been made, in part, to address what appears to be a flattening or plateau of social media engagement. To be clear, the overall reach and engagement are still quite strong. Efforts are being made to more accurately show what is going on for the entire project and it is expected that future reports will likely show a more comprehensive and therefore positive view of social media engagement.

Figure 1: Social Media Engagement

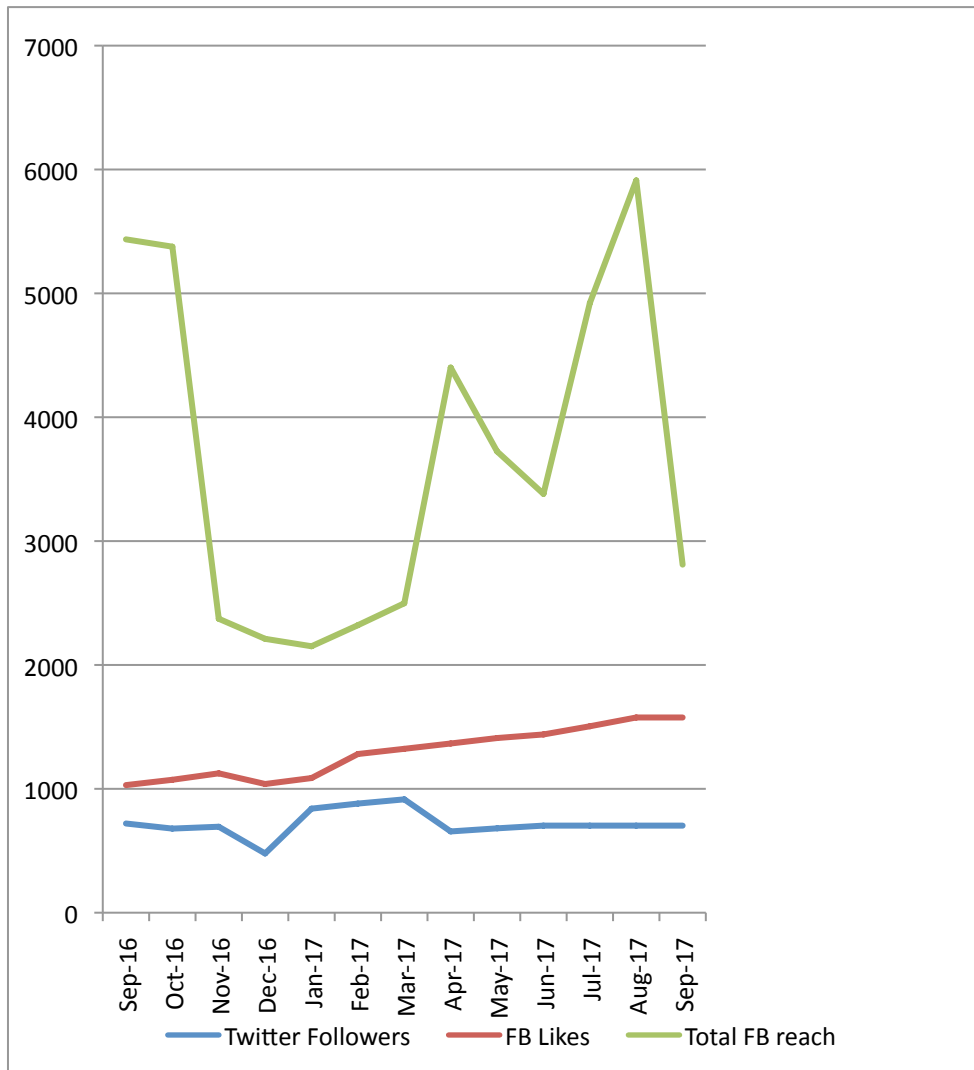
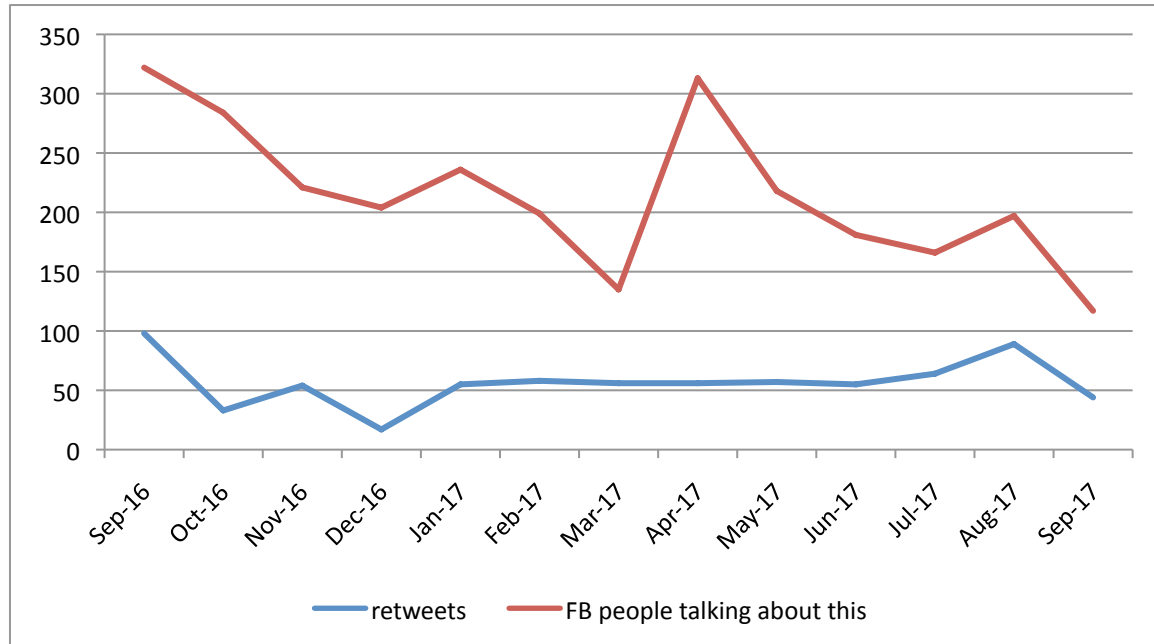


Figure 2: Social Media Reach



II. ACTIVITIES PLANNED FOR THE NEXT QUARTER:

1. 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*.
2. 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.
3. Work with the new Evaluation & Research Leader, the new Professional Development Coordinator, and the Social Media Strategist to develop and implement a plan to more accurately reflect and report the level of social media engagement and reach in the MFLN.

§ 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].