

**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,
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4. Telephone Number: 402.472.9725
5. Period of Performance: 01OCT-31DEC 2013
6. Approved Project End Date(s): 30APR2015[2010]; 31AUG2014[2012]
7. Period Covered by Report: (Check one)

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|----------------|-------------------|
| First Quarter | <u> </u> |
| Second Quarter | <u> </u> |
| Third Quarter | <u> </u> |
| Fourth Quarter | <u> X </u> |
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10. Date of Report: 15JAN2014
11. Report Number: (Number sequentially beginning with 1) **31**
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**eXtension Military Families Learning Network Quarterly Report
01OCT-31DEC 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. **Seven professional development webinars** were delivered (<http://www.extension.org/pages/62581/military-families-learning-network-webinars>) during this reporting period. Two in October (1 CC, 1 MC), two in November (1 CC, 1 MC), three in December (2 PF, 1 MC). Topics included: *PF – How Are You Doing? A Financial Check-Up, Life Insurance: What PFMP Staff & Military Families Need to Know; CC – Children Under Stress Part 2: Responding When Children Withdraw, Children Under Stress Part 3: Responding When Children Are Aggressive; MC – Military Caregivers: Commonalities & Differences Shed Light on Individuality, Be an Expert Problem Solver: Caregiving & Coping with TBI, What You Need to Know About Assistive Technology But Didn't Know Who to Ask.*
2. **Fifty-four blogs** were posted (<http://blogs.extension.org/militaryfamilies/>) during this reporting period. *PF* posted 18, *FD* posted 22, *MC* posted 7, *CC* posted 2, *NL* posted 2, and there were 3 *guest* posts.
3. **Twenty-one articles** were published in the MFLN (<http://www.extension.org/militaryfamilies/>) during this reporting period. *PF* published 2, *CC* published 4, *NL* published 1, *MC* published 9, *FD* published 1, and the MFLN published 4. Overall, the CoPs associated with the MFLN published an additional 41 articles and 85 FAQs of a more generic nature that could be useful for those serving military families. For this reporting period, **at total of 147 pieces of content were published.**
4. The **Personal Finance** [2012] team is adjusting their webinar schedule for the 2014 calendar year and making plans to offer a virtual conference, consolidating professional development topics.
5. The **Family Development** [2012] team finalized arrangements for multiple professional development webinars beginning in January. The schedule for future professional development webinars continues to develop and is becoming more solid with an agreed upon list of webinar topics. Their blogging efforts were prolific and there has been very positive engagement from that. Social media channels continue to be active in the early stages of the efforts, prior to webinars – a good sign. A social work CEU consultant was added to the team during this reporting period. The primary online space (<http://blogs.extension.org/militaryfamilies/family-development/>) has received a “make-over” and will provide excellent space for engagement and interaction. A good relationship has emerged between the **FD** team and our DoD partners.
6. The **Network Literacy** [2012] team initiated “Friday’s Online”, a webinar series to assist in developing online education programs for Extension. This series is easily transferable and can fit military families Extension program development as well. Seven of these have been conducted (five in this reporting period). Topics included Tips & Resources for Online Development, Platforms for

Delivery Online, Program Development for Online Learning, Accessibility & Intellectual Property Rights, Evaluation & Accountability. In addition, the Twitter Cohort is underway – 98 participants from 26 states, Canada and Australia. The AUSA panel presentation, “Expanding Our Reach: Our Neighborhood Knows No Bounds”, was held 23OCT with Steve Judd as a panelist. Other presentations during this reporting period included “Instagram, Social Media 101” 25OCT, Texas A&M and “Using Google+ for Professional Development and Personal Learning” 3DEC, NAEPSPD, Kansas City, MO. The Extension Committee on Organization and Policy (ECOP) requested that the NL team provide pre-conference training at the National Extension Directors/Administrators (NEDA)/eXtension joint meeting in Sacramento, CA in March. John Dorner, NL Vice-Chair, retired and arrangements are underway to find a replacement.

7. The **Child Care** [2010] team worked to wrapping up several deliverables as their project is winding down. As reported earlier, there was still significant webinar offerings, social media engagement, blog posts, etc. The active social media engagement concluded 31DEC2013. Online learning modules/courses and the searchable database for children’s books will continue into 2014. Of significant note, the **CC** professional development webinar recordings have nearly 1,000 views as of the end of this reporting period. This would suggest excellent engagement and reputation for their work.

8. Members of the **Military Caregiving** [2010] team traveled to Fort Campbell, KY and shot video interviewing/filming professionals serving wounded warriors and military family caregivers. A launch preparation face-to-face meeting was held on the campus of Cornell University in Ithaca, NY early in December. Members of the MFLN leadership team attended the meeting.

9. Karen Jeannette, MFLN Professional Development Coordinator [2010], started in her position on 01OCT. New protocol for planning, communicating, and implementing professional development webinars was formalized by Karen and her efforts continue to fine-tune the process. Her presence and work have greatly streamlined the process and created significant efficiencies.

10. The MFLN is thrilled to announce the hiring of Brigitte Scott as the new Evaluation & Research Leader [2010, 2012] (<http://about.extension.org/2013/12/09/scott-joins-extension-military-families-learning-network/>). Brigitte has already had a significant impact on overall evaluation for the MFLN and is working closely with each of the Concentration Areas to improve their understanding and significance of their evaluation efforts. Brigitte began her duties on 11NOV and we are fortunate to have her on our MFLN leadership team.

12. **Social media** points of note: **Military Caregiving** and **Family Development** are reporting for the first time. MFLN Facebook “likes” reached 1,001 in November and is at 1,017 at the end of this reporting period. The monthly Facebook reach nearly doubled from October to November. MFLN Web page (<http://www.extension.org/militaryfamilies>) views and blog page (<http://blogs.extension.org/militaryfamilies/>) views continue to rise. Our annual professional development webinar “distribution” by viewer is: 54% military, 10% Extension/university, 16% other organization, and 19% unknown.

Figure 1: Social Media Engagement

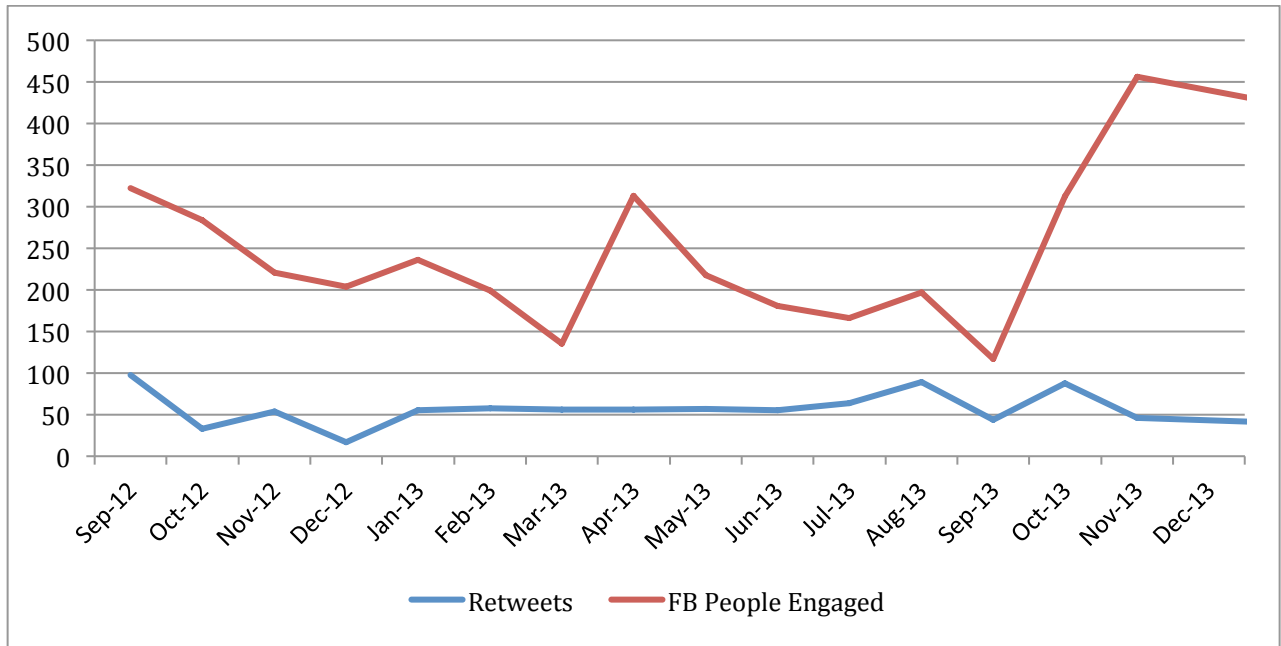
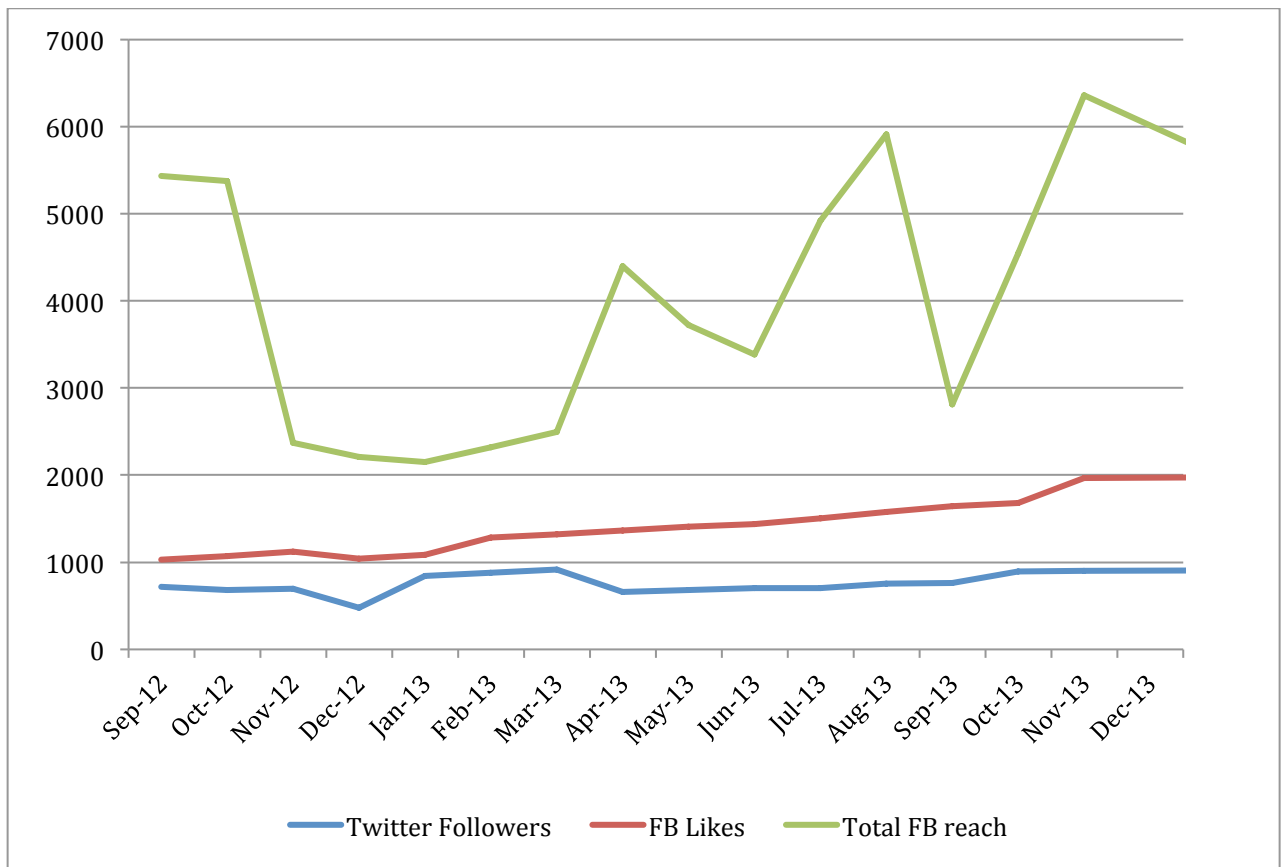


Figure 2: Social Media Reach



II. ACTIVITIES PLANNED FOR THE NEXT QUARTER:

1. Concentrate on efforts to provide a **Personal Finance** virtual conference for late spring/early summer.
2. Continue efforts with the new Evaluation & Research Leader, the new Professional Development Coordinator, and the Social Media Strategist to develop and implement an evaluation plan to more accurately reflect and report the level of social media engagement and reach in the MFLN.
3. Work with the DoD to formalize plans to create two new Concentration Areas: **Community Capacity Building** and **Exceptional Family Members**.
4. Conduct a face-to-face MFLN all staff meeting in Sacramento, CA in March during the National eXtension Conference.

§ 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].