

**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-31MAR 2014
6. Approved Project End Date(s): 30APR2015[2010]; 31AUG2014[2012]
7. Period Covered by Report: (Check one)

First Quarter	<u>X</u>
Second Quarter	_____
Third Quarter	_____
Fourth Quarter	_____
8. Principal Investigator's Name and Telephone Number: Elbert Dickey, 402.472.7543
9. Project Leader's Name and Telephone Number: Kyle L. Kostelecky, 515.450.5884
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11. Report Number: (Number sequentially beginning with 1) **32**
12. Name of NIFA-USDA Project Officer: Brent Elrod

**eXtension Military Families Learning Network Quarterly Report
01JAN-31MAR 2014**

I. MAJOR ACTIVITIES AND ACCOMPLISHMENTS DURING THIS PERIOD:

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

1. **Eleven professional development webinars** were delivered (<http://www.extension.org/pages/62581/military-families-learning-network-webinars>) during this reporting period. Four in January (1 NL, 2 PF, 1 FD), three in February (1 PF, 1 FD, 1 MC), and four in March (1 NL, 2 PF, 1 MC). Topics included: *PF – Secrets to Smart Car Buying; Using Twitter, Games, and Videos in Personal Finance; Savings Strategies for Non-savers; Tax Planning Updates for Military Families; Common Consumer Frauds and How to Avoid Them; FD – 9 Important Communication Skills for Deescalating the Cycle of Abuse & Violence; Wired for Distractions: Parent’s Overuse of Technology and its Impacts on Children; MC – Returning Warrior: Outdoor Recreation, Restoration, and Resilience; A Family Member’s Guide to Coping with Traumatic Brain Injury (TBI); NL – Workplace Learning Revolution: How the Internet is Changing the Way We Learn at Work; Using Lanyrd for National eXtension Conference.*
2. **Forty-two blogs** were posted (<http://blogs.extension.org/militaryfamilies/>) during this reporting period. *PF* posted 8, *FD* posted 16, *MC* posted 17, and *NL* posted 1.
3. **Fifteen articles** were published in the MFLN (<http://www.extension.org/militaryfamilies/>) during this reporting period. *PF* published 1, *NL* published 1, *MC* published 12, and the MFLN published 1. Additionally, *FD* published 2 FAQs, and the CoPs associated with the MFLN published an additional 9 articles of a more generic nature that could be useful for those serving military families. For this reporting period, **a total of 68 pieces of content were published.**
4. The **Personal Finance** team has solidified their plans for a virtual learning event to be offered in early June 2014: http://www.extension.org/pages/70421/mfln-personal-finance-virtual-learning-event-.U0_b561dUTI. *PF* is also working with *NL* to offer a two-week Twitter training session following the June virtual learning event. This Twitter cohort will emphasize proficiency for new Twitter users as well as the value of Twitter for personal finance managers in areas such as personal learning networks, professional collaboration, and communicating with millennials.
5. The **Family Development** team began offering professional development webinars in January 2014. *FD* offered 2 webinars during this reporting period, with 4 additional webinars confirmed for the coming months. *FD* has worked very closely with the National Association of Social Workers (NASW) to establish a protocol for offering 2 continuing education credits per *FD* webinar. During this reporting period, *FD* webinars have generated 146 NASW continuing education credits. Kacy Mixon, Social Media Specialist, has been very active in getting *FD* social media up and running, and has helped increase *FD* reach by working with the other concentration areas to highlight their work and cross-advertise events. *FD* has also established

a beneficial working relationship with the Clearinghouse for Military Families at Penn State University.

6. The **Network Literacy** team is working with the other concentration areas to provide network-related support. NL is preparing a syllabus for the Personal Finance Twitter cohort to be held in June and will be playing a lead role in managing and executing this two-week professional development event. NL is also planning to meet monthly with the concentration areas to provide support in areas of social media, online learning strategies, and general network-related issues.

7. The **Military Caregiving** [2012] team completed their pilot work [2010] in December of 2013 and continues to develop its social media reach and engagement, and has two webinars confirmed for the coming quarter. MC is sending a monthly e-newsletter out to target groups advertising MFLN webinars, social media, and the Military Caregiving You Tube series, which continues to be developed. The first video in this series was posted in February 2014, and the second and third videos are expected to be posted in the second quarter. Filming at joint Base Lewis-McChord, WA, is scheduled for May, and will go into editing and production in June.

8. **Staff changes:** In February, Anne Adrian (MFLN Social Media Strategist) assumed 50% duties with eXtension as the Associate Director for IT. Anne remains on the MFLN as the Social Media Specialist at 50%. Karen Jeannette (MFLN Professional Development Coordinator) assumed a portion of Anne's responsibilities in an expanded role (moved from $\frac{3}{4}$ time to full-time). In addition, Kerry Walker (Auburn) will take over some of Anne's IT support responsibilities with the MFLN.

9. The MFLN had a sizeable presentation presence at the **2014 National eXtension Conference** in Sacramento in March. MFLN leadership gave 3 presentations, while concentration areas and associated CoPs gave 8 presentations (6 NL, 1 FD, 1 PF). In addition, significant planning meetings, both for individual team members and Concentration Areas were held.

10. The **MFLN** held a **face-to-face staff meeting** in Sacramento after the 2014 National eXtension Conference. In attendance were MFLN leadership staff and PIs and social media specialists from each concentration area. Action items generated included communication and marketing plans, and revised protocols for evaluation, reporting, and professional development protocols.

11. **Social media** points of note: Facebook "likes" for MFLN and its concentration areas reached 1,962 by the end of this reporting period. Facebook reach increased between February and March 2014 as MC began experimenting with paid advertising on Facebook. We views this as a pilot experiment, and will monitor ongoing results within the context of an overall strategic plan for social media goals. MFLN Web page (<http://www.extension.org/militaryfamilies>) views and blog page (<http://blogs.extension.org/militaryfamilies/>) views continue to rise.

Figure 1: Social Media Engagement

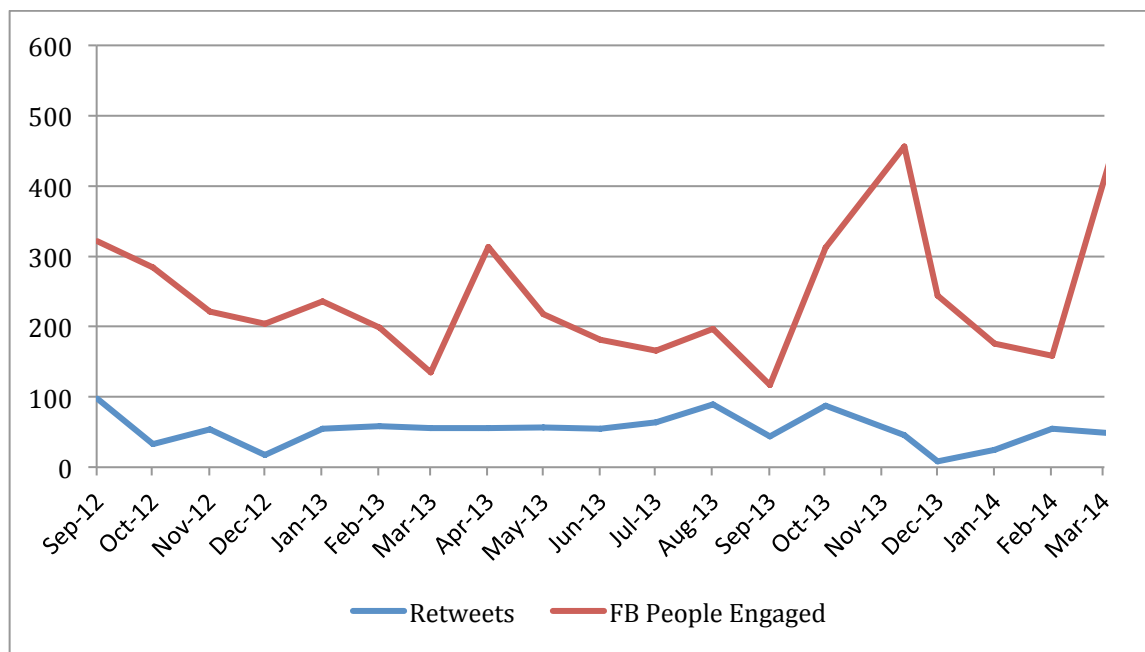
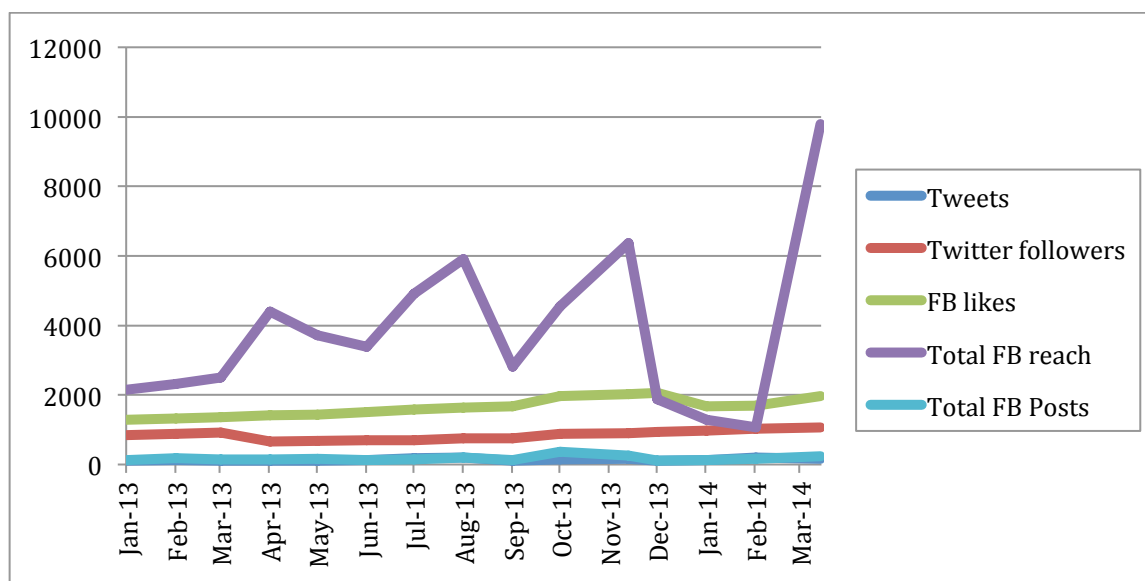


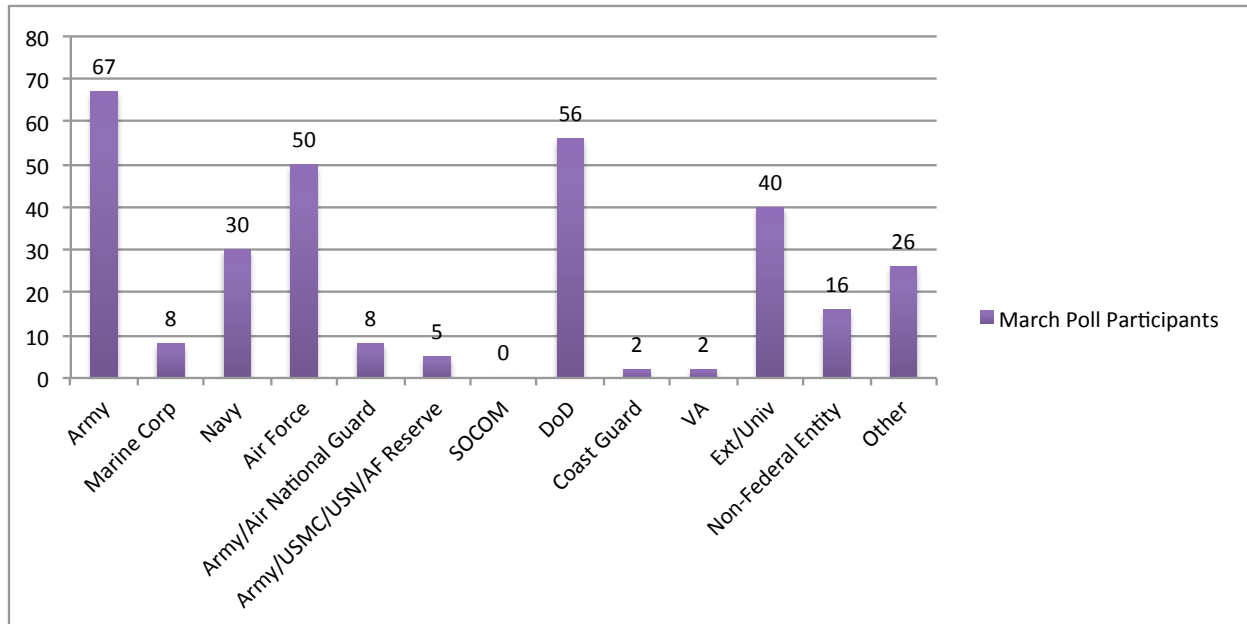
Figure 2: Social Media Reach



12. **Total webinar attendance** to date in 2014 is 842. Of those webinar participants who shared their e-mails (568), institutional affiliations were as follows: 65% Military, 5% Extension/University, 9% Other organizations, and 21% Unknown.

13. In March 2014 MFLN began polling webinar participants for their branch service/professional affiliations. The following chart details the professional affiliations reported of those participants who took part in the March MFLN webinar polls.

Figure 3. March Webinar Poll Participants by Professional Affiliation



II. ACTIVITIES PLANNED FOR THE NEXT QUARTER:

1. Continue to prepare for the Personal Finance virtual learning event and Twitter cohort in June.
2. Continue work with leadership team to support ongoing network-wide development in areas of social media strategy and engagement, webinars (content, delivery, and formatting), cross-concentration area programming, and unique and novel professional development/learning opportunities.
3. Work with the DoD to formalize potential expansion of the MFLN.
4. Continue work to transition the MFLN from the University of Nebraska – Lincoln to another suitable LGU home.
5. Complete and close out the *Child Care* Concentration Area project.

§ 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].