



eXtension – Military Families Monthly Report

Reporting Period: 16 January 2011 – 15 February 2011

1. Significant Activities:

- **Environmental Scan:** Plans to launch a third wave of data collection for the Environmental Scan have been formalized. Doug Lantagne, ECOP Chair, has agreed to assist in moving this forward. The plan was developed and articulated to Dr. Lantagne's satisfaction and he will move forward with its implementation. Quantitative data clean-up efforts continue and a review/analysis of the qualitative data is underway to create a comprehensive summary of this information. This portion of the Environmental Scan will take on new momentum as an evaluation/research professor was just hired for the project.
- **Resource Site:** The Resource Site (<http://militaryfamilies.extension.org>) has received a surface copy-edit review. More than 50 pages have been reviewed and the process is ongoing. Form development and YouTube implementation for various programs are each in the development stage.
- **eXtension Military Families CoP Marketing Plan:** A Military Families Facebook and Twitter pages are in development. WSU staff have been working with eXtension Military Families Staff to create effective designs for this portion of the public web presence. A communication plan is also in development to forward other portions of the overall eXtension Military Families marketing plan to include work with Scout Labs and Bremmer & Goris.
- **DoD/USDA Family Resilience Conference Social Media Plan:** A social media work team was formed to plan for and support these kinds of efforts at the Family Resilience conference in Chicago in April 2011. The team has met multiple times during this reporting period to develop and implement the social media plan for the event. (<http://www.facebook.com/FRConf?sk=wall>) (<http://twitter.com/frconf>)

- **4-H State Liaisons/OMK Program Coordinators Annual Conference:** Between the NAE4-HA National Conference in Phoenix last October and this meeting in Albuquerque, NM (February 8-11), a significant amount of progress has been made to develop and build a relationship between 4-H and this Partnership.
- **Wounded Warrior Program at Texas A&M:** Several meetings/teleconferences occurred with Vernon Davis and Rachel Brauner (Texas AgriLife Wounded Warrior Program), Andy Crocker (Family Caregiving CoP), and eXtension Military Families staff.
- **National Association for Rural Mental Health:** The Military Families CoP was contacted in late January 2011 by this organization looking to explore potential for collaboration, partnership, and other opportunities that may exist to further the delivery of behavioral healthcare to rural populations that include National Guard and Reserve members and their families. Several emails/meetings/phone calls developed as the conversation unfolded.
- **Amendment to the Plan of Work, Budget, & Narrative:** eXtension's work on these documents is coming to a close. As of the writing of this report, one document is missing to forward the entire package to USDA/NIFA.

2. Current deliverable(s), activity, goals/objectives:

- **Environmental Scan:** Dr. Lantagne will announce the launch of the 3rd wave data collection in the form of a letter/email communication to all Directors/Administrators in the CES. The primary focus of this data wave is to collect program information from the concentration areas of child care, community capacity building, family relationships, food and nutrition, personal finance, and workforce development that was not already reported in the initial wave of data.

The quantitative data clean-up and qualitative analysis has been given elevated priority now that Sarah Baughman was hired (February 14) as the evaluation and research specialist for the Military Families CoP.

- **Resource Site:** A plan is under development to try and ensure the highest quality publication of material on this site. The goal is to attempt to preserve the dynamic intent of the site, allowing for multiple authors/developers of content/information from over 25 lead/sub/additional award institutions that includes blogs and discussion, while at the same time maintain the highest level of professional communication, all in a space that has no full-time monitoring in the form of copy-edit support.

One of the consistent goals and objectives for this portion of our responsibility is to continue to meet the needs of the users (current and future) in the development and creation of requested resources for the site.

- **eXtension Military Families CoP Marketing Plan:** The primary activities with communications and marketing are currently focused on five main areas: 1) the development of both Facebook and Twitter pages; 2) the creation of a communications plan to inform all marketing decision making; 3) initializing the online research in social media; 4) design and creation of exhibit materials; 5) Google Adwords and Facebook Advertising. Additional areas of the marketing plan will follow as appropriate.
- **DoD/USDA Family Resilience Conference Social Media Plan:** The social media plan for this event is ongoing and continues as the conference date approaches. The intent is to engage attendees utilizing social media tools before and during the meeting.
- **4-H State Liaisons/OMK Program Coordinators Annual Conference:** This February meeting allowed for initial collaboration in a number of areas of interest from both sides – support for the Environmental Scan; Partnership Resource Site publicity of calendars, events, grant opportunities, publications, documents, etc., and a genuine interest in learn more about and participating in the Military Families Partnership.
- **Wounded Warrior Program at Texas A&M:** These meetings were and are to assist the program in its requirements to work with eXtension as the online public web presence. This, and other similar projects (i.e., Kinship Caregivers for Children of Service Members at the University of Florida) will enhance the overall Military Families CoP public web presence/activity.
- **National Association for Rural Mental Health:** An invited presentation at the Annual Conference in June describing the Military Families Partnership with the addition of an exhibit are immediate tangible outcomes from the conversations to date. The goal would be to connect this organization with interested members of the Partnership.
- **Amendment to the Plan of Work, Budget, & Narrative:** The objective for this portion of the project is to fund this work no later than April 1.

3. Action still needed to complete the current deliverable(s)

- **Environmental Scan:** An announcement to initiate 3rd wave data collection by Dr. Lantagne is forthcoming.

An initial cleaning of the quantitative data, including updating the current report (<http://collaborate.extension.org/mediawiki/files/4/4f/EScanTableOneFEB11.pdf>), and preliminary summary of the qualitative data by Dr. Baughman will soon be completed and available.

- **Resource Site:** Overall, this site continues to evolve. Every effort is being made to grow its content and serve the Partnership as it was intended.
- **eXtension Military Families CoP Marketing Plan:** Developing a comprehensive communications plan will enhance the overall approach to implementing the approved elements that have been funded.
- **DoD/USDA Family Resilience Conference Social Media Plan:** Participation in the work team meetings continues as the Military Families CoP leadership responds to requests for expertise in implementation.
- **Amendment to the Plan of Work, Budget, & Narrative:** As of the writing of this report, one document is missing to forward the entire package to USDA/NIFA.

4. Relevant challenges that need attention from DoD/NIFA

- Regular feedback is always appreciated and necessary to ensure the Military Families CoP efforts are headed in the right direction to serve and accomplish the goals and vision of the Partnership. This is particularly important as eXtension's responsibilities develop and expand.

5. Success stories that would be of interest to USDA and or DoD Leadership

- The eXtension Military Families Community of Practice would like to welcome Dr. Sarah Baughman to the team. Sarah is joining us as an Evaluation and Research Assistant Professor at Virginia Tech University and will be the evaluation specialist on the Military Families Project. Her official start date was February 14, 2011. Sarah brings a set of skills and experiences that make her uniquely qualified to provide leadership for the Military Families evaluation position. She recently received her Ph.D. from Virginia Tech with an emphasis in evaluation, has experience in conducting Extension program evaluations and has worked in Extension in two states, has worked on evaluation projects with the U.S. Department of Treasury and U.S. Army Operation Military Kids, is a member of the eXtension Evaluation CoP, and is an evaluation consultant on the Cooperatives CoP.
- An initial screening of the qualitative data collected in wave 2 of the Environmental Scan surrounding identification of organizational and professional

partners to Cooperative Extension programming that supports military families indicated and increase to **1,085** overall partners identified.

- The Military Families CoP continues to grow with **107** members and leaders.
- The Network Literacy CoP continues to grow with **77** members and leaders.