

**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: 01OCT-31DEC 2014
6. Approved Project End Date(s): 30APR2015[2010]; 31AUG2015[2012]
7. Period Covered by Report: (Check one)

First Quarter	<u> </u>
Second Quarter	<u> </u>
Third Quarter	<u> </u>
Fourth Quarter	<u>X </u>
8. Principal Investigator's Name and Telephone Number: Elbert Dickey, 402.472.7543
9. Project Leader's Name and Telephone Number: Kyle Kostelecky, 217.244.7172
10. Date of Report: 22JAN2014
11. Report Number: (Number sequentially beginning with 1) 35
12. Name of NIFA-USDA Project Officer: Brent Elrod

**eXtension Military Families Learning Network Quarterly Report
01OCT-31DEC 2014**

I. MAJOR ACTIVITIES AND ACCOMPLISHMENTS DURING THIS PERIOD:

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

1. **Nine professional development webinars** were delivered (<http://www.extension.org/pages/62581/military-families-learning-network-webinars>) during this reporting period and published on the MFLN YouTube Channel. Four in October (1 MC, 1 PF, 2 FD), three in November (1 PF, 1 FD, 1 MC), two in December (1 PF, 1 FD).
Topics included:
PF – How to Read a Mutual Fund Prospectus; Current Personal Finance issues for Financial Practitioners; and Year-end Tax Planning Strategies
FD – What is Trauma and Why Must We Address It? Implications for Clinical Practice; What Is Trauma and Why Must We Address It? Implications for Work with Children; Sexualized Behavior in Children; and Using Protective Factors to Inform Work with Child Maltreatment
MC – Handling Marital Conflict Constructively: It Starts with Me and Begins with “I”; and Overview of Suicide Risk Assessment & Prevention
2. **Twenty-six blogs** were posted (<http://blogs.extension.org/militaryfamilies/>) during this reporting period. *PF* posted 3, *FD* posted 16, *MC* posted 7.
3. **Eleven articles** were published in the MFLN (<http://www.extension.org/militaryfamilies/>) during this reporting period. *PF* published 1, *MC* published 3, *FD* published 1, and the MFLN published 6. Additionally, **one Ask an Expert** question was answered and published by *FD*, and 2 MFLN news items were published.
4. For this reporting period, **a total of 40 pieces of content were published.**
5. The Military Families Learning Network completed all work on the initial award [2010] with the final deliverables submitted by the Child Care Concentration Area and accounts closed out at University of Nebraska Lincoln. Final project report on this award is in process. The existing concentration areas of Personal Finance, Family Development, Military Caregiving and Network Literacy continue to work under 2012 funds with final work estimated to be complete by early summer. The new award [2014 award number 2014-48770-22587 with project dates of 9/1/14 – 9/30/15] is in process with all sub-award PIs named and plans of work submitted.
6. The **Personal Finance** [2012] concentration area has 2 webinars scheduled for the first quarter of 2015. New programming scheduled to begin in 2015 includes whiteboard videos, tweet chats and a virtual learning event.
7. The **Family Development** [2012] concentration area has 2 webinars scheduled for the first quarter of 2015, and has begun planning for *FD*'s first virtual learning event. Heidi Radunovich continues to

lead the 2012 efforts for this project while Kacy Mixon is transitioning to co-PI at Valdosta State, and hired two support staff who are also housed at Valdosta State.

8. The **Network Literacy** [2012] team is working with the other concentration areas to provide network-related support. NL continues to meet monthly with the concentration areas to provide support in areas of social media, online learning strategies, and general network-related issues. The NL team sent out a survey to identify topics for future professional development needs. One webinar has been scheduled for first quarter of 2015. Additional webinars are in the planning stages and will be scheduled on an ongoing basis. New efforts scheduled to begin in 2015 include hiring an educational technologist at 20% to assist with the project.

9. The **Military Caregiving** [2012] concentration area currently has 1 webinar scheduled for the first quarter of 2015. Military Caregiving continues to collaborate with West Virginia University on presenting webinars based on previous work by Dr. Plein on the impact of Medicaid on military families. Future programming for military caregiving includes incorporating the new “Lifespan Special Needs” concentration area into their work, a virtual learning event to include a tract on lifespan special needs, and continued work on producing videos for military caregivers.

13. The **Child Care** [2010] concentration area submitted and posted the final e-learning module on “Using Books in Child Care to Connect with Military Children’s Live.”

10. The entire **MFLN** will meet for a face-to-face meeting in Washington, D.C., during the week of January 26, 2015. During this meeting, we will have the opportunity for all CAs and connected staff to get to know one another, develop ideas and plans for cross-pollination of program offerings, and discuss processes and expectations as we move forward with the 2014 funding.

11. **MFLN Leadership** presented at and staffed MFLN booths at both the 2014 Association for Financial Counseling and Planning Education in Washington (November) and the 2014 National Association of Extension Program & Staff Development Professionals conference (December). MFLN leadership staff also attended the National Council on Family Relations Military Families pre-conference workshop/discussion.

12. **Social media** points of note: Facebook “likes” for MFLN and its concentration areas reached 6,076 by the end of the fourth quarter. 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

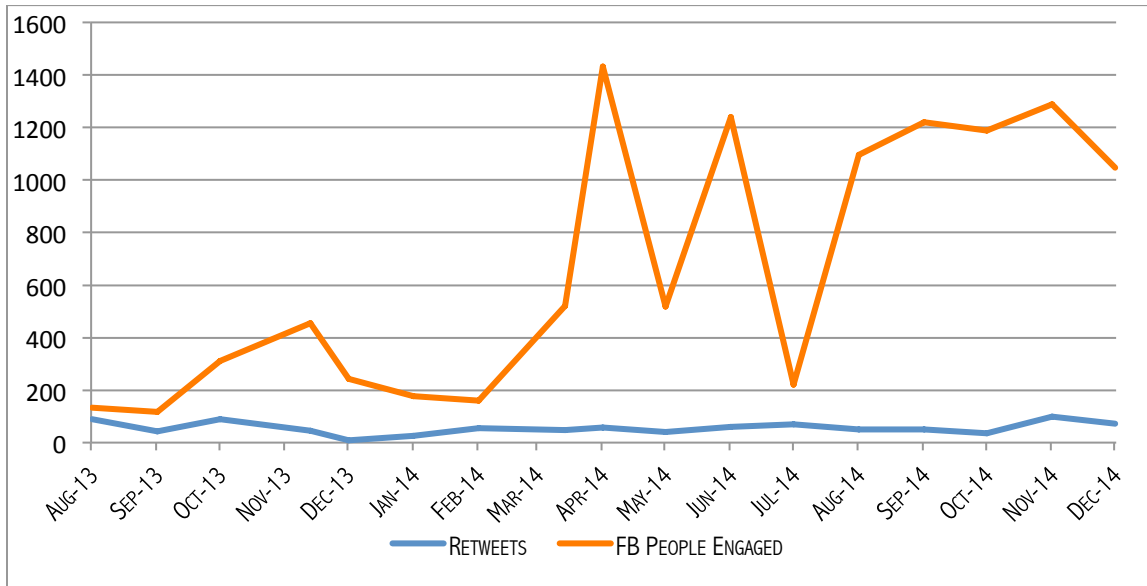
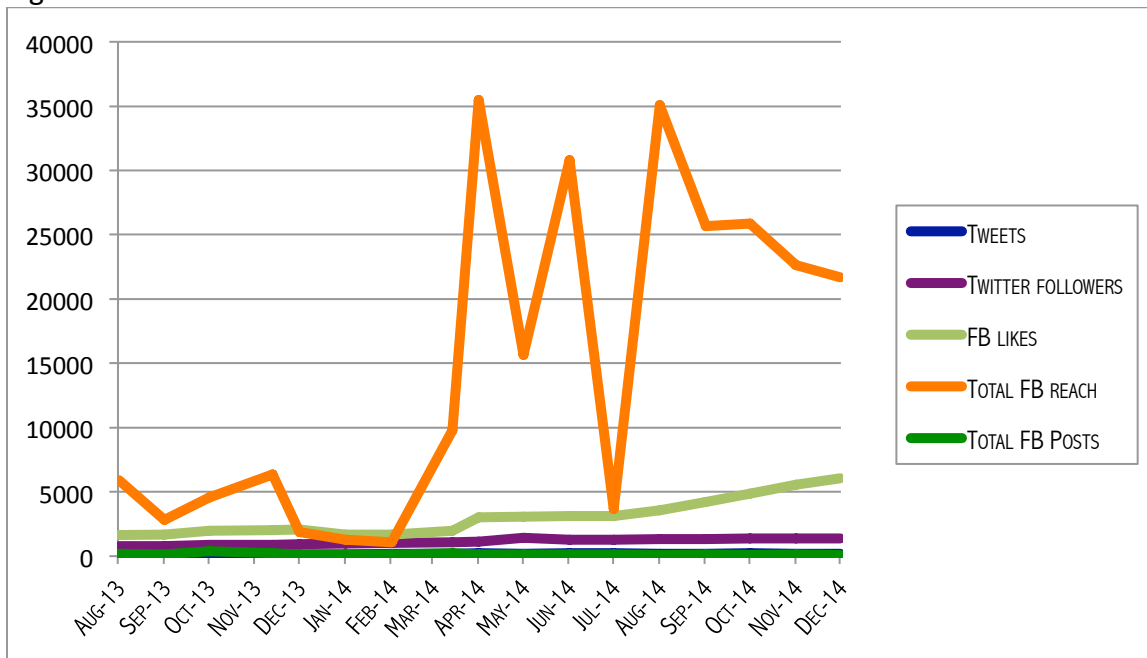


Figure 2: Social Media Reach

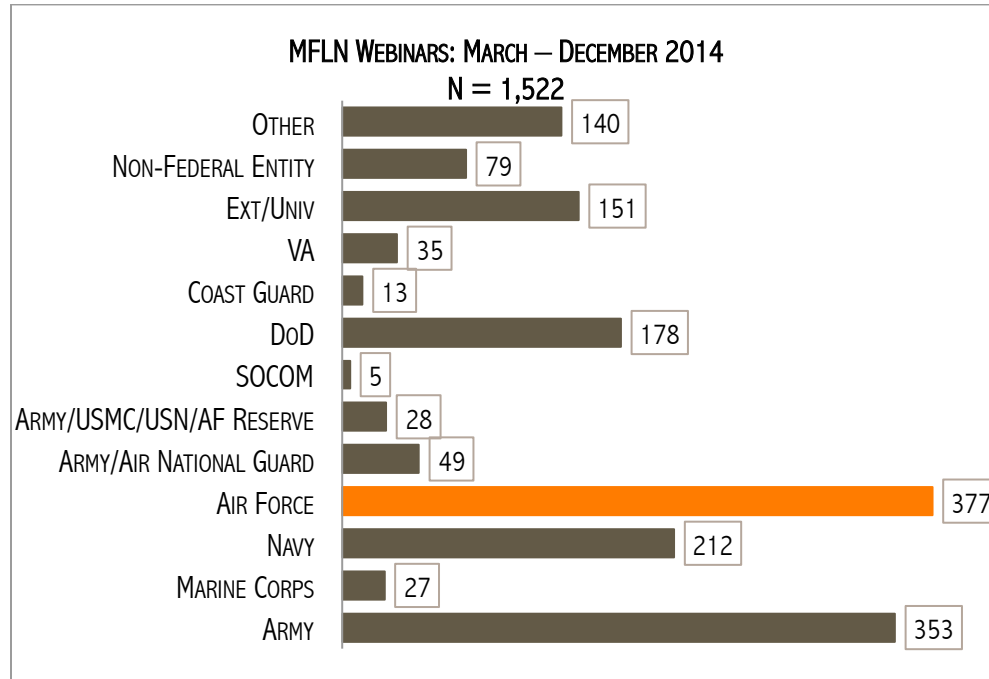


13. Total webinar attendance for 2014 is 3,532.

14. Total CEUs awarded in 2014: 5,346.5 (3,858.5 PF; 692 MC; 796 FD). AFCPE awarded 3,858.5; NASW awarded 1,488.

14. 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 these polls since March 2014.

Figure 3. March–December 2014 Webinar Poll Participants by Professional Affiliation



II. ACTIVITIES PLANNED FOR THE NEXT QUARTER:

1. A new professional development coordinator will be hired in the next quarter as Karen Jeannette transitions into her new role as social media strategist.
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. New evaluation efforts will include asynchronous online focus groups to better assess MFLN programming impact on participants' work. Institutional Review Board paperwork has been accepted at Virginia Tech and will be submitted to DoD in the next quarter. We hope to have focus group evaluation and research underway in the second quarter of 2015.
4. Work with the DoD to ensure our four new concentration areas: **Community Capacity Building, Exceptional Family Members, Health and Wellness, and Transition**. Launching four new concentration areas will begin in January 2015 with programming expected to begin shortly after that. The initial Exceptional Family Members concentration area was split into two "sub" concentration areas: lifespan special needs and early intervention. The Early Intervention team will work as part of

the Family Development concentration area and the Lifespan Special Needs team will work as part of the Military Caregiving concentration area.

5. Communications and marketing discussions already underway during the 3rd and 4th quarters have resulted in approved communications plans with MilitaryOneSource and new MFLN branding guidelines, to be released in the first quarter of 2015.

6. The “new” eXtension plans are well underway with a new membership model and new board. MFLN continues to work in close partnership with eXtension to best leverage technology and resources while the grant funding transitions fully to University of Illinois Urbana-Champaign sometime in the second or third quarter of 2015.

§ 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]. Award number 2014-48770-22587 with project dates of 9/1/14 – 9/30/15 will be identified by [2014].