

**QUARTERLY PERFORMANCE REPORT
MILITARY FAMILIES LEARNING NETWORK
eXtension
COVER SHEET**

1. Award Number(s): 2010-48869-20685; 2012-48755-20306; 2014-48770-22587
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-31MARCH 2015
6. Approved Project End Date(s): 30APR2015[2010]; 31AUG2016[2012], 31AUG2015[2014]
7. Period Covered by Report: (Check one)

First Quarter	<u>X</u>
Second Quarter	_____
Third Quarter	_____
Fourth Quarter	_____
8. Principal Investigators' Name and Telephone Number:
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10. Date of Report: 24APRIL2015
11. Report Number: (Number sequentially beginning with 1) 36
12. Name of NIFA-USDA Project Officer: Brent Elrod

**eXtension Military Families Learning Network Quarterly Report
01JAN-31MAR 2015**

I. MAJOR ACTIVITIES AND ACCOMPLISHMENTS DURING THIS PERIOD:

**PF = Personal Finance, NL = Network Literacy, FD = Family Development, MC = Military Caregiving, CCB = Community Capacity Building, NW = Nutrition and Wellness, LT = Lifecycle Transitions*

1. **Seven 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. One in January (PF), three in February (1 PF, 1 FD, 1 NL), and three in March (1 PF, 1 FD, 1 MC).

Topics included:

PF – Developing a Personal Asset Allocation Strategy; Calculating What to Save for Retirement; Investing with Small Dollar Amounts

FD – Domestic Violence: Helping Survivors Obtain Economic Freedom; Latino Military Families: Current Issues and Implications for Clinical Work

MC – Working to Balance Life

NL – Leveraging Technology in Collaborative Work: Foundations

2. **Thirty-seven blogs** were posted (<http://blogs.extension.org/militaryfamilies/>) during this reporting period. *PF* posted 9, *FD* posted 21, *MC* posted 7.

3. The Military Families Learning Network completed all work on the initial award [2010] and the final REEport was submitted. 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 – 8/31/15] is in place and has been fully executed at all institutions with the exception of the University of New Hampshire. The final package for UNH has been submitted to NIFA.

A face-to-face meeting for all CAs and MFLN leadership staff was held at the Mark Center in January. Faculty from all but one of the CAs attended the meeting. Representatives from USDA/NIFA and DoD MC&FP attended, including subject matter experts who met with their respective concentration areas. Topics at the meeting included programmatic planning, professional development and evaluation processes and time to build relationships for the virtual teams. The MFLN staff also rolled out new branding that has been integrated across the blogs and social media accounts.

4. The **Community Capacity Building** [2012] concentration area is fully functioning. The PI and social media strategist are in place and working closely with DoD on building the CA. In the second quarter, CCB will meet with staff from MC&FP as well as Army, Navy, Air Force, Marines and the National Guard face to face to discuss CCB broadly across the services and solicit feedback to guide future programming. The initial plan of work is still in place but we are still awaiting final approvals on the previously developed curriculum and inventory. CCB has been invited to present at the National Guard Bureau Soldier, Airman and Family workshop in April.

5. The **Family Development** [2012 & 2014] concentration area has 4 webinars scheduled for the second quarter of 2015, and has begun planning for FD's first virtual learning event tentatively planned for September, 2015. The Early Intervention team has an additional webinar scheduled for the second quarter. Integrating the new Early Intervention team into the existing FD CA continues to be a priority and significant work has been done accomplished including integrating social media accounts, related blog postings and webinar planning/implementation mentoring.

6. The **Military Caregiving** [2012] concentration area currently has 3 webinar scheduled for the first quarter of 2015. The MC virtual learning event is scheduled for three consecutive Wednesdays in August with the theme of "Foundational Learning." The VLE will include significant contributions from the Lifespan Special Needs team rather than have a separate VLE for each team with the approval of DoD. The social media strategist for the Lifespan Special Needs team will be housed at Texas A&M with Rachel Brauner, the MC social media strategist. That position has been approved and interviews are schedule in April. Andy Crocker was an invited speaker on "Serving Military Caregivers" for the North Texas Area Agency on Aging Spring Caregiver Conference in Wichita Falls, TX.

7. The **Network Literacy** [2012] concentration area is working with the other concentration areas to provide network-related support. NL completed hiring the new Educational Technologist and she has begun working with the other CAs. A proposal for a "connection hub" for the MFLN was submitted and will be discussed at the quarterly DoD meeting to get feedback. NL is working closely with the new Lifecycle Transitions team on network mapping and social media. One webinar is scheduled for the second quarter and extensive support will be provided to the PF twitter cohort.

8. The **Nutrition and Wellness** [2014] concentration area identified a social media strategist to hire in the second quarter (April) and has begun identifying and contacting potential presenters for the first webinar to be held in the summer.

9. The **Personal Finance** [2012] concentration area has schedule their virtual learning event (VLE) for June 2-4, 2015. In preparation for increasing engagement during the VLE, PF is collaborating with NL to conduct a Twitter Cohort prior to the VLE. Additionally, CEUs are now being offered through fincert.org at the request of DoD. AFCPE CEUs continue to be offered.

10. The **Lifecycle Transitions** [2014] concentration area has hired two social media strategists and scheduled their first webinar for June 24th on change management. They have been successful in working closely with their DoD subject matter expert to learn more from the "field" about the needs of relocation and deployment managers.

11. **MFLN Leadership** presented at and staffed MFLN booths at the Virginia Cooperative Extension Annual Conference.

12. **Social media** points of note: Facebook "likes" for MFLN and its concentration areas reached 7,526 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

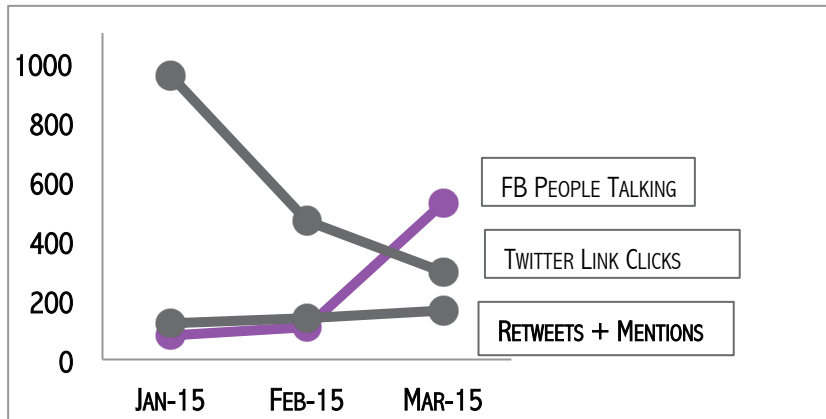
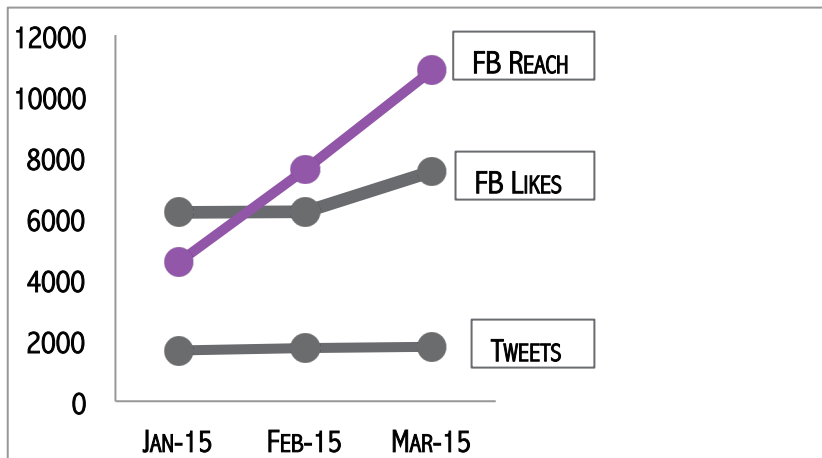


Figure 2: Social Media Reach

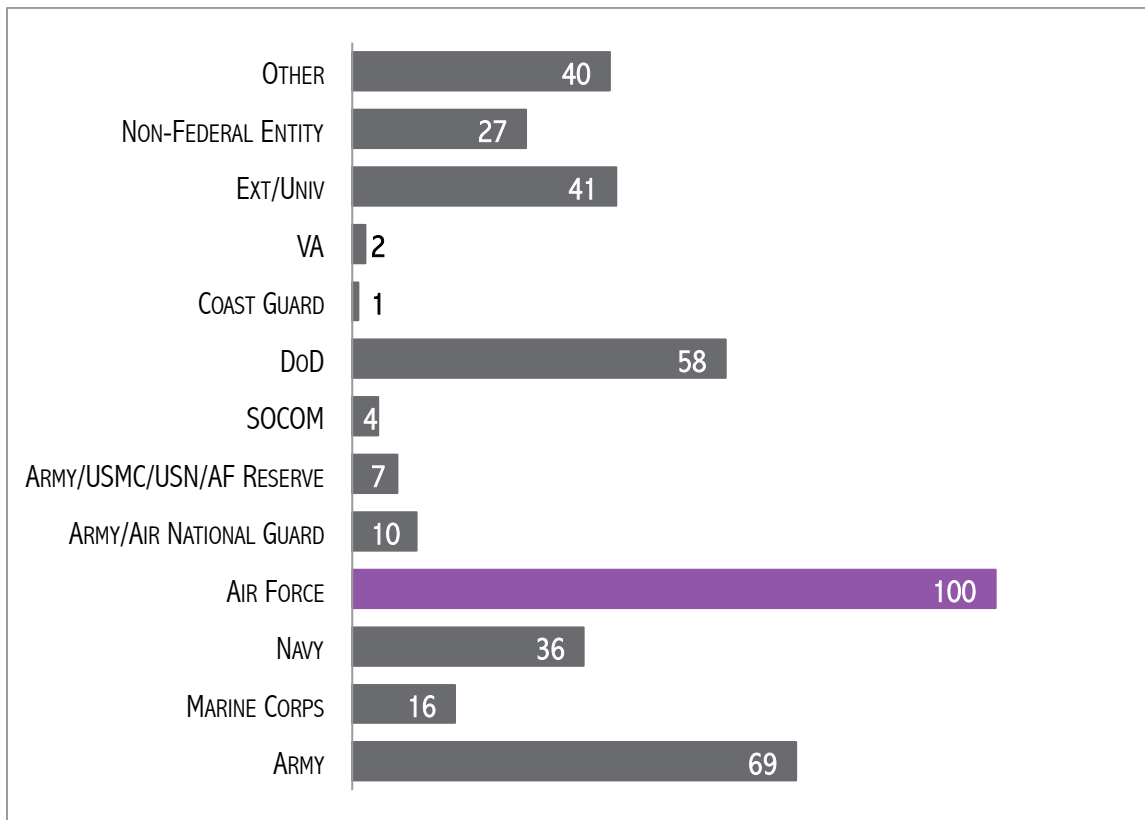


13. **Total webinar attendance** for 2015 is 645.

14. **Total CEU certificates issued in 2015: 1377.5 total** (514.5 PF; 270 MC; 566 FD).

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 responding to the poll.

Figure 3. January-March 2015 Webinar Poll Participants by Professional Affiliation



II. ACTIVITIES PLANNED FOR THE NEXT QUARTER:

1. The new professional development coordinator will be fully trained by the end of the quarter and take over all PD duties allowing Karen Jeannette to fully assume the role of social media strategist.
2. All concentration area faculty/staff will be hired and begin work. We anticipate all CAs will have webinars schedule for the 3rd quarter and be fully up and running.
3. 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.
4. New evaluation efforts (asynchronous online focus groups) will be implemented in the second quarter. Institutional Review Board paperwork has been accepted at Virginia Tech and has been submitted to DoD. Revisions were requested and will be responded to in the second quarter.
5. Work with the DoD continues to ensure successful launching of the new CAs as the existing CAs. A key part of this effort in the second quarter will be the Network Literacy launch of a

connections hub to help improve communications and model professional networking in virtual spaces.

6. New concentration areas will be fully launched including establishment and proper branding for all social media channels, webinar scheduling 90 days out per Military One Source communications plans and new PI monthly reporting against plans of work.
7. 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].