

**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: 01APR-30SEP 2014
6. Approved Project End Date(s): 30APR2015[2010]; 31AUG2014[2012]
7. Period Covered by Report: (Check one)

First Quarter	<u> </u>
Second Quarter	X <u> </u>
Third Quarter	X <u> </u>
Fourth Quarter	<u> </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 (until 30JUN2014);
Sarah Baughman, 540.231.7142
10. Date of Report: 15OCT2014
11. Report Number: (Number sequentially beginning with 1) **33-34**
12. Name of NIFA-USDA Project Officer: Brent Elrod

eXtension Military Families Learning Network Quarterly Report
01APRIL-31SEPT 2014

I. MAJOR ACTIVITIES AND ACCOMPLISHMENTS DURING THIS PERIOD:

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

1. Seventeen 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 April (1 MC, 1 PF, 2 FD), three in May (1 PF, 1 FD, 1 MC), one in June (MC), three in July (1 MC, 1 PF, 1 FD), two in August (1 PF, 1 MC), and two in September (1 PF, 1 MC). Topics included:

PF – Military Homebuying; 20 Steps to 7 Figures; Small Steps to Health and Wellness; Cliffs Notes from the Journal of Financial Counseling and Planning; and Financial Planning for the Second Half of Life

FD – Trauma in Young Children; Novel Communication Tools; Fathers, Work, and Family Life; Needs and Supportive Strategies for Professionals Working with LGBT Military Families

MC – Preparing Caregivers to Communicate Effectively Using Three Types of Communication Skills; Visible and Invisible Parent Combat Injuries; Hidden Heroes: America’s Military Caregivers; Caregiver Identity Discrepancy & Implications for Practice; Caregiver Compassion Fatigue; Give Care, Take Care

NL – Online Privacy Tune-up: Facebook Settings; Finding the True Value of Twitter

2. One virtual learning event was delivered (<http://www.extension.org/pages/70421/mfln-personal-finance-virtual-learning-event>) during this reporting period and published on the MFLN YouTube channel. Four webinars were delivered in a three-day period covering the following topics: *Mental Health and Financial Management; Heuristics, Anchoring, and Narrowing Choice; The Culture of Personal Finance; and What Young Adults Need to Know about Money.*

3. One Twitter cohort was delivered (<http://twittercohort.wordpress.com>) by NL, with a focus on the PF concentration area. The cohort consisted of three webinars published on the WordPress site. This Twitter cohort emphasized 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.

4. Forty-eight blogs were posted (<http://blogs.extension.org/militaryfamilies/>) during this reporting period. *PF* posted 9, *FD* posted w6, *MC* posted 14, *NL* posted 3, and MFLN posted 1.

5. Seventeen articles were published in the MFLN (<http://www.extension.org/militaryfamilies/>) during this reporting period. *PF* published 3, *MC* published 8, *FD* published 1, and the MFLN published 5. Additionally, **twelve Ask an Expert** questions were answered and published: *MC* published 3, *FD* published 1, *PF* published 8.

6. For this reporting period, a **total of 96 pieces of content were published**.

7. The Military Families Learning Network was awarded the Military Families Learning Network Competitive Grant (award number 2014-48770-22587) with project dates of 9/1/14 – 9/30/15. Please see #X in “Activities Planned for the Next Quarter” for details on immediate project activity.

8. Several staffing changes have also taken place. Kyle Kostelecky is now the MFLN National Project Director based out of the University of Illinois at [Urbana-Champaign](#). Sarah Baughman is the National Project Leader based out of Virginia Tech. Karen Jeannette will be the new Social Media Strategist. Anne Adrian is transitioning to new programming and continues to be based out Auburn University.

9. The **Personal Finance** [2012] concentration area has 3 webinars scheduled for the fourth quarter, and 3 scheduled for the first quarter of 2015. New programming scheduled to begin in the fourth quarter includes blog posts from the “practitioner’s perspective” and beginning production on “whiteboard videos.”

10. The **Family Development** [2012] concentration area has 5 future webinars scheduled, 4 for the fourth quarter. The team has added a graduate student to assist in writing and posting blogs and will be hiring a new social media strategist to begin training with Kacy Mixon in the fourth quarter.

11. 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. In the third quarter, NL began working with social media strategists from the concentration areas on improving the quality of blog posts. The NL team sent out a survey to identify topics for future professional development needs. Two webinars have been scheduled for the fourth quarter of 2014, and one for the first quarter of 2015. Additional webinars are in the planning stages and will be scheduled on an ongoing basis.

12. The **Military Caregiving** [2012] concentration area currently has 7 future webinars scheduled, 3 for the fourth quarter of 2014. Ongoing preparations for MC’s first virtual learning event will begin in the fourth quarter.

13. The **Child Care** [2010] concentration area received approval from DoD for the final e-learning module on “Using Books in Child Care to Connect with Military Children’s Live” and will complete and post the module during the fourth quarter.

13. **Social media** points of note: Facebook “likes” for MFLN and its concentration areas reached 4,279 by the end of the third 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

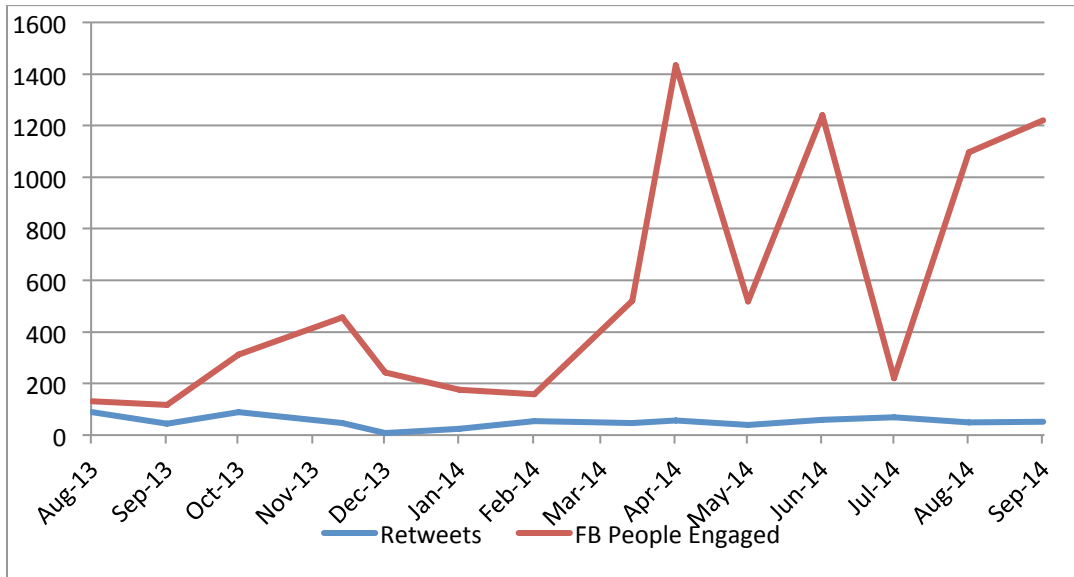
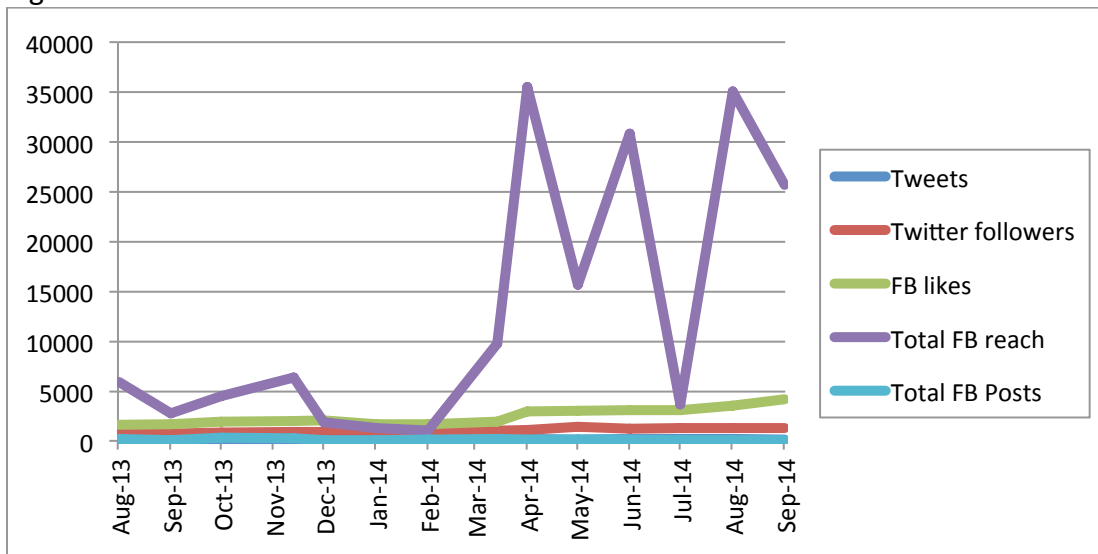


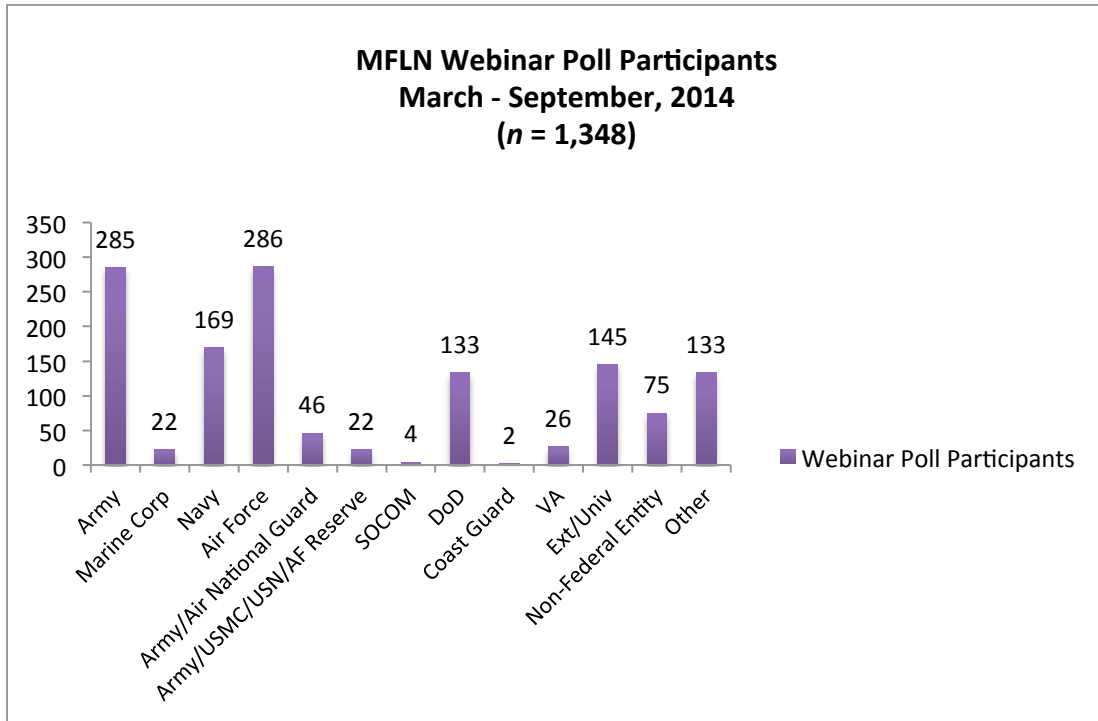
Figure 2: Social Media Reach



15. **Total webinar attendance** to date in 2014 is 2,849. Of those webinar participants who shared their e-mails (1,853), institutional affiliations were as follows: 66% Military, 6% Extension/University, 9% Other organizations, and 18% Unknown.

16. 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 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 will be submitted at both Virginia Tech and DoD in the next quarter. We hope to have focus group evaluation and research underway late in the first quarter of 2015.
4. Funding from the new award includes the expansion of our CAs. In cooperation with DoD partners, Community Capacity Building will move from the planning to the implementation phase and two new concentration areas will be added (Nutrition and Wellness and Transition Support) and Family Development and Military Caregiving will expand to include programming for Early Intervention Special Needs (FD) and Lifespan Special Needs (MC).

- Community Capacity Building will be led by Keith Tidball at Cornell. Keith will also be working with Military Caregiving and Transitions Support under the new funding [2014].
- Military Caregiving – The Lifespan Special Needs focus will be led by Alicia Cassels at West Virginia University
- Family Development – The Early Intervention Special Needs focus leadership team is under development and will be finalized during the fourth quarter.
- Family Development leadership will transition from Heidi Radunovich at UF to Kacy Mixon in a new faculty role at Valdosta State University.
- Nutrition and Wellness will be led by Karen Chapman-Novakofski at University of Illinois Urbana-Champaign
- Transition will be led by Sara Croymans at University of Minnesota

5. The new award [2014] has a new primary institution, The University of Illinois at Urbana-Champaign. The move to UIUC situates the MFLN within the new Chez Family Foundation Center for Wounded Veterans in Higher Education. In anticipation of this change, Kyle Kostecky is now the PI at UIUC and Sarah Baughman was hired as the new National Project Leader. She is housed at Virginia Tech. The transition from UNL to UIUC begins in the fourth quarter.

6. Communications and marketing discussions already underway will continue into the fourth quarter as MFLN updates its branding and marketing to reflect the new 2014 Lead Institution award. MFLN will continue to partner with and collaborate closely with eXtension as well as leverage the eXtension platforms and technology expertise currently in use (i.e. LEARN, MOODLE, and extension.org).

13. The entire MFLN intends to 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.

13. MFLN Leadership will be presenting at and staffing 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).

§ 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 efforts / deliverables will be designated by [2014].