

**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: 01APRIL – 30JUNE 2015
6. Approved Project End Date(s): 30APR2015[2010]; 31AUG2016[2012], 31AUG2015[2014]
7. Period Covered by Report: (Check one)

First Quarter	<u> </u>
Second Quarter	X <u> </u>
Third Quarter	<u> </u>
Fourth Quarter	<u> </u>
8. Principal Investigators' Name and Telephone Number:
Elbert Dickey, 402.472.7543 [2010, 2012]
Kyle L. Kostelecky, 217.244.7172 [2014]
9. Project Leader's Name and Telephone Number: Sarah Baughman, 540.231.7142
10. Date of Report: 15JULY2015
11. Report Number: (Number sequentially beginning with 1) 37
12. Name of NIFA-USDA Project Officer: Alishia Shipley

**eXtension Military Families Learning Network Quarterly Report
01APR-30JUN 2015**

I. MAJOR ACTIVITIES AND ACCOMPLISHMENTS DURING THIS PERIOD:

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

1. Ten 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 (2 FD, 1 MC, 1 PF), three in May (1 PF, 1 FD, 1 MC), and three in June (1 FDEI, 1 MC, 1 LT).

Topics included:

PF – Entrepreneurship Essentials for Service Members and Military Spouses; The Ins and Outs of Target Date Funds & the TSP Lifecycle Fund

FD – Wellness Strategies, Burnout Prevention, & Mindfulness, Part I; Wellness Strategies, Burnout Prevention, & Mindfulness, Part II; Links Between PTSD & Domestic Violence in Military Couples;

FDEI - Social Emotional Development in the Early Years: Understanding Social Emotional Development

MC – Understanding Narcotic Medications for Service Members; Promoting Knowledge Gain & Behavior Change through Effective Education; The Value of Respite for Family Caregivers

LT – Building Resiliency during Change: Finding Courage Within

2. One virtual learning event (VLE) was presented by PF. The event—Encouraging Positive Financial Behaviors Through Motivation, Counseling & Coaching—was held June 2-4, and included three sessions: Motivating Clients to Develop Positive Financial Behaviors; Financial Therapy Insights for Financial Counseling & Education; and Financial Coaching.

3. Forty blogs were posted (<http://blogs.extension.org/militaryfamilies/>) during this reporting period. CCB posted 1, FD posted 19, MC posted 10, and PF posted 10.

4. The Military Families Learning Network has fully launched all new concentration areas, with all faculty and staff hired. Branding has been updated across the MFLN and all CAs have branded social media accounts active and engaging with target audiences. Initial webinars have been conducted or scheduled for each new CA while existing CAs have continued educational programs including conducting or scheduling virtual learning events. Cross-concentration area programming and collaboration has been encouraged along with unique and novel professional development / learning opportunities. Specific CA activities are highlighted below.

Additionally, the new MFLN professional development coordinator started April and has taken over all professional development coordination. We are still waiting for final DoD DMDC approval to implement the virtual focus groups. An application for support from the White House Social and Behavioral Sciences Team was submitted and initial feedback is promising. The SBST would assist MFLN in experimenting with communication messaging with the goal of increasing participation in MFLN programming.

The relationship with eXtension is being formalized with a new service contract to include support for IT, Communications and web conferencing. Dr. Kostelecky will be a member of the core team of eXtension while Dr. Baughman will be part of the extended team

Work on 2012 funds is wrapping up early in the third quarter for PF, FD, MC and NL. Final reports from each of the CAs will be submitted in August to MFLN Leadership to incorporate in the final REEport.

5. The **Community Capacity Building** [2012] CCB met with MC&FP staff and a group of military professionals from Army, Navy, Air Force, Marines and National Guard to assist in delineating CCB activities appropriate for MFLN. Focus remains on using the Mancini & Bowen curriculum once it is fully operational. Other meetings have focused the work of CCB on defining their audience and providing programs to facilitate connections and relationship building among constituencies.

Relevant presentation: Cunningham, P. and K. G. Tidball. (2015). "Military Family Readiness." Presentation given at 2015 National Guard Solider, Airman and Family Programs Workshop, 21-23 April 2015, The Marriott Conference Center at NCED. Norman, Oklahoma.

6. The **Family Development** [2012 & 2014] concentration area presented 4 webinars in the second quarter and is well underway with preparations for the fall virtual learning event. The 2012 work being conducted at the University of Florida wraps up early in the third quarter. The Early Intervention team presented it's first webinar with a strong turnout and is collaborating on the VLE.

7. The **Military Caregiving** [2012] concentration area presented three webinars in the second quarter and is focused on fully integrating the special needs team into their work. Rachel Brauner, the social media strategist for MC will also be conducting the social media strategy work for the special needs team. The VLE has been moved to October / November over three consecutive weeks to better accommodate both teams.

8. The **Network Literacy** [2012] concentration area launched a new communications hub to facilitate the growth and health of the network. The hub is a closed Facedbook page and adoption is slowing growing. NL is also working with the MFLN leadership team to conduct a social network analysis of the MFNL. Initial data collection will focus on the MFLN team to establish a baseline with anticipated participation by the full network, including DoD personnel, in 12 – 18 months.

The new educational technologist has provided significant support to the CAs in developing richer content and exploring new ways of sharing educational content.

9. The **Nutrition and Wellness** [2014] concentration area is fully functional as of the second quarter with their first webinar scheduled for early in the third quarter. Two additional webinars are scheduled for the third and fourth quarters. All social media accounts are in place including a Facebook, Twitter and LinkedIn groups. CEU process is set up and ready for the first webinar.

10. The **Personal Finance** [2012] concentration area conducted their VLE in June. Three webinars with follow up tweet chats were held. Evaluation report indicates support for this format as well as evidence of learning and intent to use information learned with clients. PF has been collaborating with other CAs on various webinars and has two webinars scheduled in the third quarter including one in collaboration with DoD on important new legislation passed to help protect military families from predatory lending. A short video of the VLE is in production and should be posted in the third quarter. Collaborative webinars with Transitions and Military Caregiving are planned for the fourth quarter.

11. The **Lifecycle Transitions** [2014] concentration area presented their first webinar in the second quarter and has two more webinars scheduled for the third quarter. One of their scheduled webinars is being conducted in collaboration with NL. Their social media channels are up and running including Facebook, Twitter, Instagram and Pinterest. Their initial Facebook posts were a very creative set of posts by a military couple journaling their first 30 days post deployment.

12. **MFLN Leadership** continues to meet weekly and has integrated use of new communications tool to allow for better “in the flow” conversations and planning. The team met with DoD and corresponding SMEs at the Mark Center in April and has a third quarter meeting scheduled in July. Members of the leadership team presented at the National Urban Extension Conference in Atlanta in April with NL.

13. **Social media** points of note: Facebook “likes” for MFLN and its concentration areas reached 10,987 by the end of the second 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

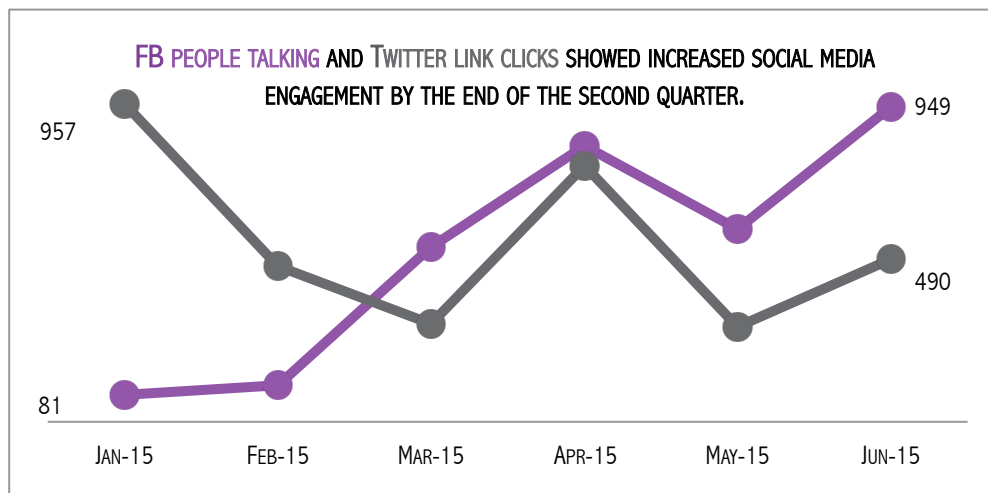


Figure 2: Facebook Reach

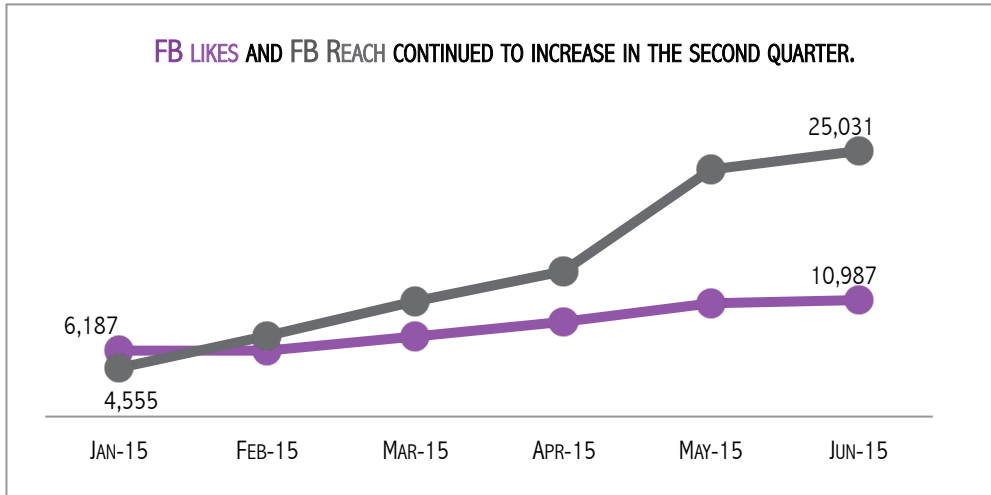
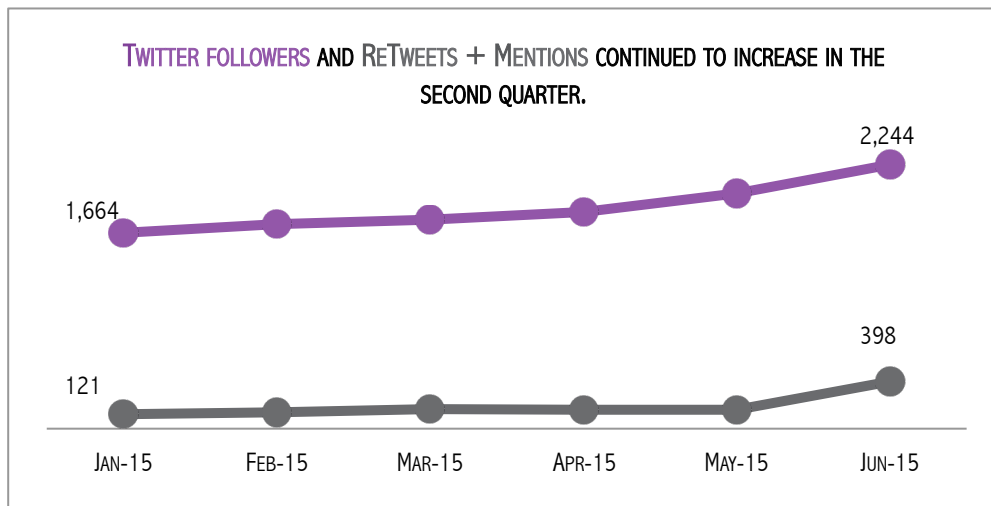


Figure 3. Twitter Reach

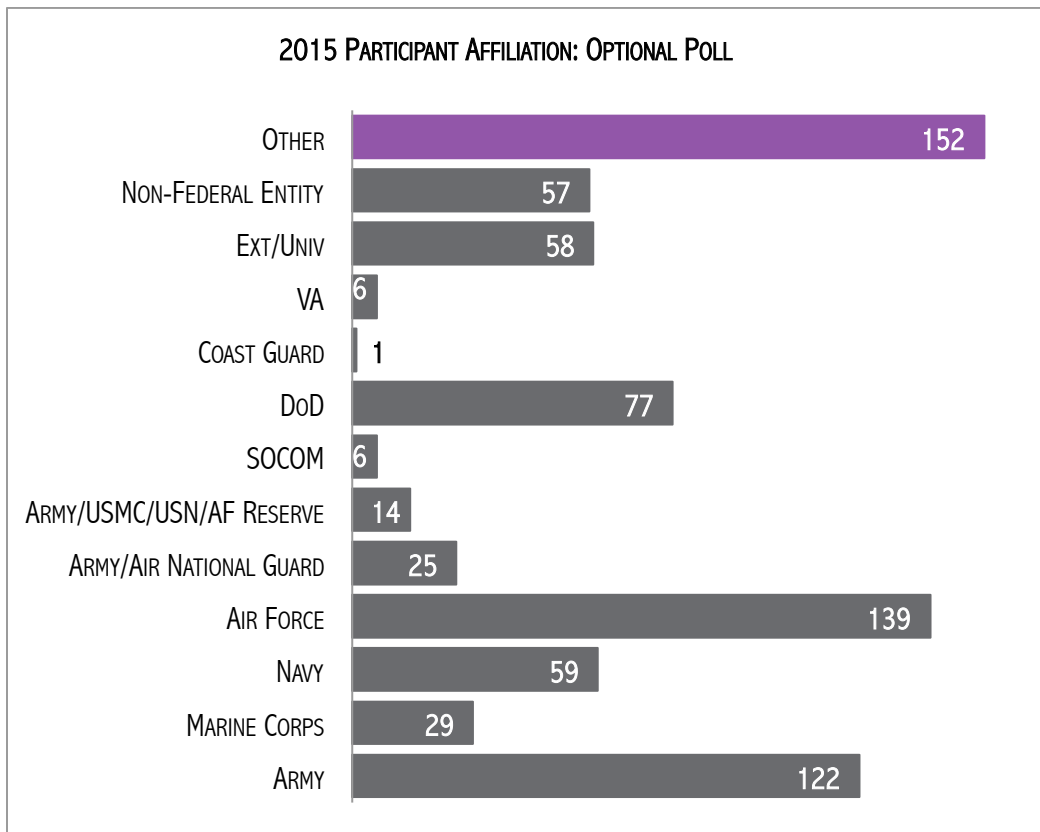


14. **Total webinar attendance** for 2015 is 1,901.

15. **Total continuing education units certified in 2015: 2,343.5** (1,259.5 PF; 376 MC; 708 FD).

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 responding to the poll.

Figure 4. 2015 Webinar Poll Participants by Professional Affiliation



II. ACTIVITIES PLANNED FOR THE NEXT QUARTER:

1. Plans of work for all CAs and leadership team will be revised in preparation for the upcoming NIFA request for proposals.
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. Significant planning / support for the two virtual learning events planned by FD and MC to focus on providing deep and rich learning experiences beyond what is regularly provided in the webinars.
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 have been responded to.

5. Working with DoD on how to integrate with the new Military One Source web presence to be launched in the third quarter.
6. Social Network Analysis baseline study will begin data collection in the third quarter.

§ 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].