

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

1. Award Number(s): 2012-48755-20306l; 2014-48770-22587
2. Project Title: eXtension - Military Families Partnership
3. Address: University of Illinois Urbana Champaign – 908 W. Nevada Street
MC – 090 Urbana, Ill 61801
4. Telephone Number: (217) 265-5144
5. Period of Performance: 01 JULY — 30 SEPT 2015
6. Approved Project End Date(s): 31AUG2016[2012], 31AUG2016[2014]
7. Period Covered by Report: (Check one)

First Quarter	<u> </u>
Second Quarter	<u> </u>
Third Quarter	<u>X</u>
Fourth Quarter	<u> </u>
8. Principal Investigators' Name and Telephone Number:
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Coral Owesn, 217.265.5144 [2014]
9. Project Leader's Name and Telephone Number: Sarah Baughman, 540.231.7142
10. Date of Report: 27OCT2015
11. Report Number: (Number sequentially beginning with 1) **38**
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, MCSN = Military Caregiving Special Needs, CCB = Community Capacity Building, NW = Nutrition and Wellness, FT = Family 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. Two in July (1 NW, 1 PF), four in August (1 FDEI, 1 FT, 1 MC, 1 NW), and four in September (1 MCSN, 1 PF, 1 FT, 1 NW).

Topics included:

PF – Predatory Lending Practices and How to Avoid Them; Estate Planning Basics and Advanced Directives

FDEI – Social Emotional Development in the Early Years: Promoting Positive Relationships

MC – Empowering Those We Help: Building Trust and Credibility; Going to College

MCSN - A Guide to Transition Planning for Those with Disabilities

FT – Communicating Effectively during Transitions: Managing Turbulence and Dilemmas; Engaging Military Families on Social Media

NW – Hypertension Update: Nutritional Guidelines and Strategies; New Medications for Type 2 Diabetes; 5-2-1-0 Healthy Messaging Campaign

2. Fifty-three blogs were posted (<http://blogs.extension.org/militaryfamilies/>) during this reporting period. FD (including FDEI) posted 20, MC posted 11, PF posted 9, NL posted 1, NW posted 7, and FT posted 5.

3. The Military Families Learning Network successfully submitted the proposal for FY2015 funding and closed out all CA work on 2012 funds. It is anticipated that the 2012 funds will be fully closed out by the end of the calendar year. Staffing changes have necessitated a rebudget of the 2014 funds as Anne Adrian has left the project and a new structure for eXtension technical and communications support will be in place early in the fourth quarter.

The rebudget includes funding for an evaluation assistant to be housed at Virginia Tech to primarily support the increased reporting functions that have come with an increase in concentration areas. Dr. Scott will begin to focus on educational program development in addition to her evaluation and research responsibilities.

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.

Specific CA activities are highlighted below.

4. The **Community Capacity Building** [2012 + 2014] has revised their plan to include more educational programs including collaborating on webinars with the Transitions CA and creating messaging and opportunities to connect local CES and military family service professionals. We are still waiting for Mancini & Bowen curriculum to be released. Once the curriculum is released it will be a central part of educational programming.

5. The **Family Development** [2012 + 2014] concentration area wrapped up work at the University of Florida, which focused primarily on blog posts and supporting efforts at Valdosta. A [Virtual Learning Event](#) is scheduled for October and includes four total sessions, with one presented by the FDEI team.

6. The **Military Caregiving** [2012 + 2014] concentration area presented two webinars in the third quarter and will be delivery a [Virtual Learning Event](#) during the 4th quarter. Additionally, their short video series now has a total of 16 videos posted and a series of audiocasts has begun with the first [installment](#) completed and posted on the blogs.

7. The **Network Literacy** [2012 + 2014] concentration area completed data collection for the social network analysis and data analysis should be completed by the end of the fourth quarter. This CA continues to provide critical support to other CAs in social media programming, technical skills for developing media rich content and connecting with other professionals. The new educational technologist has provided significant support to the CAs in developing richer content and exploring new ways of sharing educational content. The connections hub is fully operational with limited engagement from DoD personnel and slightly more engagement with MFLN staff.

8. The **Nutrition and Wellness** [2014] conducted 3 webinars with more planned in the fourth quarter. CEUs are available for their webinars and a social media presence has been established. This CA is focusing primarily on LinkedIn with additional work in Facebook and Twitter. Additionally they have coordinated blog posts and social media with their webinars to present a consistent educational program across platforms.

9. The **Personal Finance** [2012 + 2014] conducted 2 webinars and continues to be active in social media platforms, most notably Twitter. Additionally, two videos have been created and posted on youtube to extend learning using micro-content. Collaborative webinars with Transitions and Military Caregiving are planned for the fourth quarter.

10. The **Family Transitions** [2014] concentration area presented 2 webinars in the third quarter and has two more scheduled for the fourth quarter. One of the webinars was presented in collaboration with Network Literacy. This topical area lends itself well to collaboration with other concentration

areas and several more collaborative webinars are being planned. The team is creating audiocasts, podcasts and has been using infographics creatively to promote learning opportunities across social media platforms.

11. **MFLN Leadership** continues to meet weekly and has integrated use of new communications tool to allow for better “in the flow” conversations and planning (Slack). The team continues to work in support of the concentration areas while meeting the needs of our DoD partners. In addition to the items mentioned in #3, team members completed a theory of change and are working on a visual to accompany the ToC. Much of our focus has been on getting all the new CAs up and running including facilitating relationships between the CAs and their DoD subject matter experts.

12. **Social media** points of note: Facebook “likes” for MFLN and its concentration areas reached 17,369 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: Twitter Metrics across the MFLN

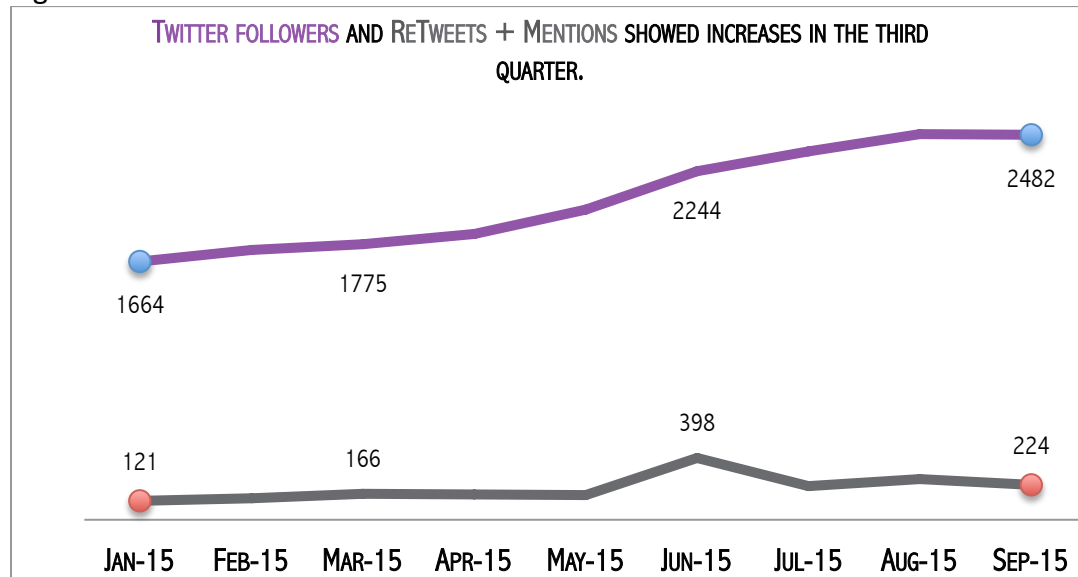


Figure 2: Facebook Metrics across the MFLN

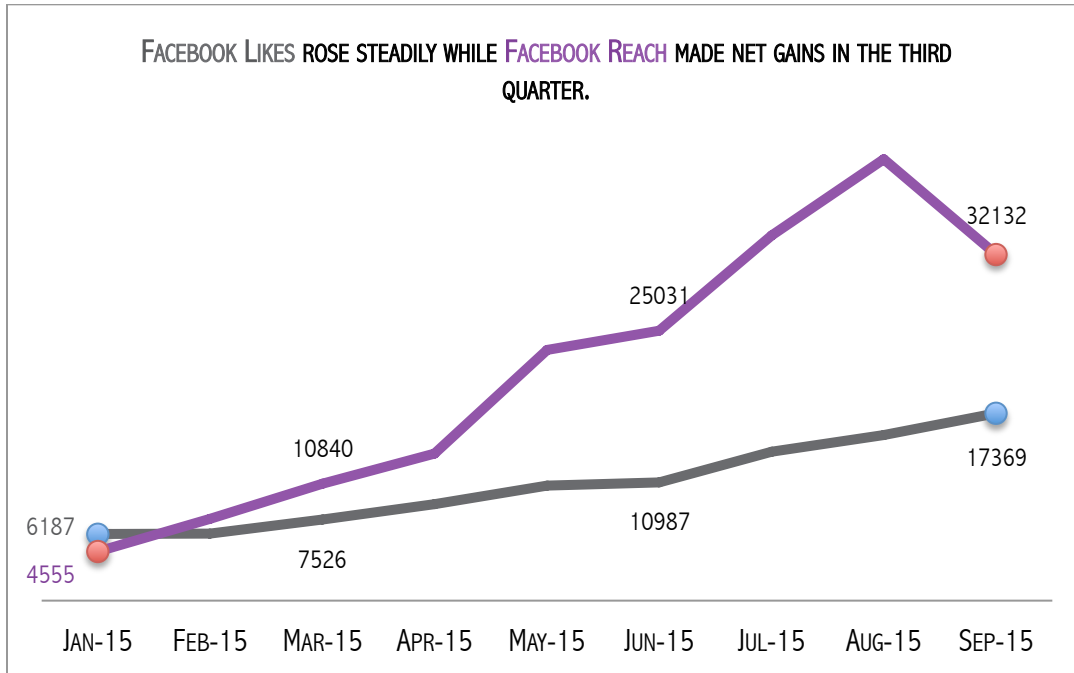
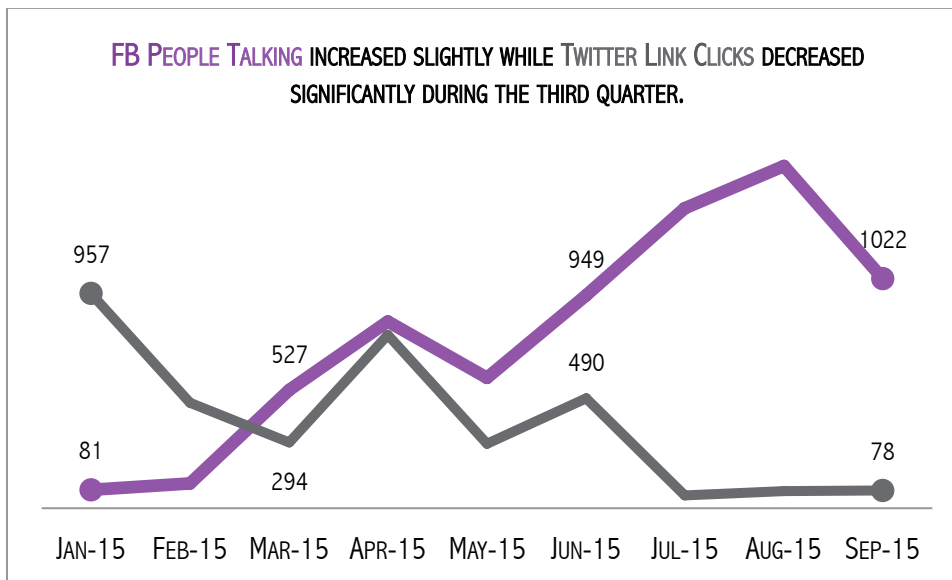


Figure 3. Social Media Engagement

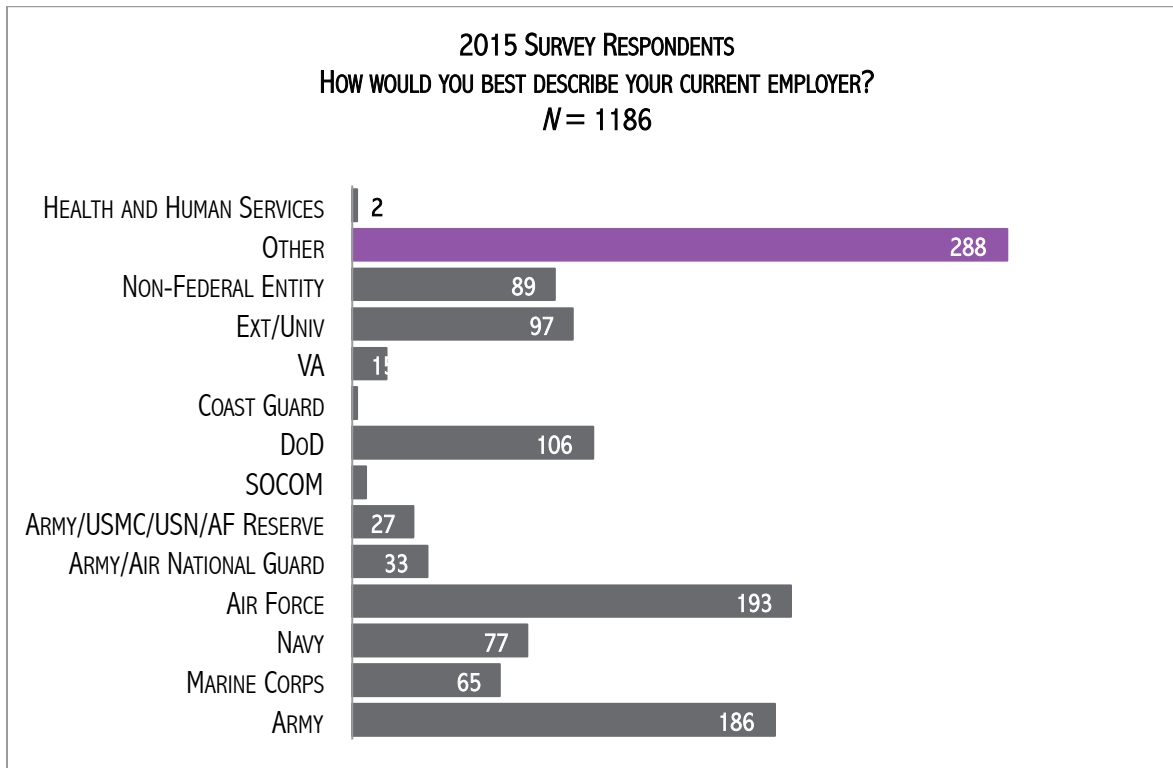


13. Total webinar attendance for 2015 is 2,754.

14. Total continuing education units certified in 2015: 3,285.5 (1,549 PF; 486 MC; 1112.5 FD; 138 NW).

15. In March 2014 MFLN began polling webinar evaluation survey respondents for their branch service/professional affiliations. The following chart details the **professional affiliations** reported of those participants responding to this optional survey question. Note: Health and Human Services was added to this survey question at the end of August 2015.

Figure 4. 2015 Webinar Evaluation Survey Respondents by Professional Affiliation



II. ACTIVITIES PLANNED FOR THE NEXT QUARTER:

1. The draft theory of change will be finalized and a communications plan for sharing the theory internally and externally will be complete by the end of the fourth quarter.
2. Family Development and Military Caregiving will conduct Virtual Learning Events. 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.
3. The Leadership team has several presentations at national conference including the American Evaluation Association (for the Military & Veterans interest group and the Extension Education interest group) and the National Association of Extension Professional and Staff Development Professionals.

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 complete data analysis and a report in the fourth 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 – 8/31/16 will be identified by [2014].