

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

1. Award Number(s): 2015-48770-24368
2. Project Title: eXtension - Military Families Partnership
3. Address: 261 Mell Street, Auburn University, AL 36849
4. Telephone Number: (334) 844-3231
5. Period of Performance: 01OCT2016 – 31DEC2016
6. Approved Project End Date(s): 31AUG2017[2017]
7. Period Covered by Report: (Check one)

First Quarter	_____
Second Quarter	_____
Third Quarter	_____
Fourth Quarter	X_____
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10. Date of Report: 19JAN2017
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Fourth Quarter
Report 2016



MILITARY FAMILIES
LEARNING NETWORK

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U.S. DEPARTMENT
OF DEFENSE



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Fourth Quarter Overview

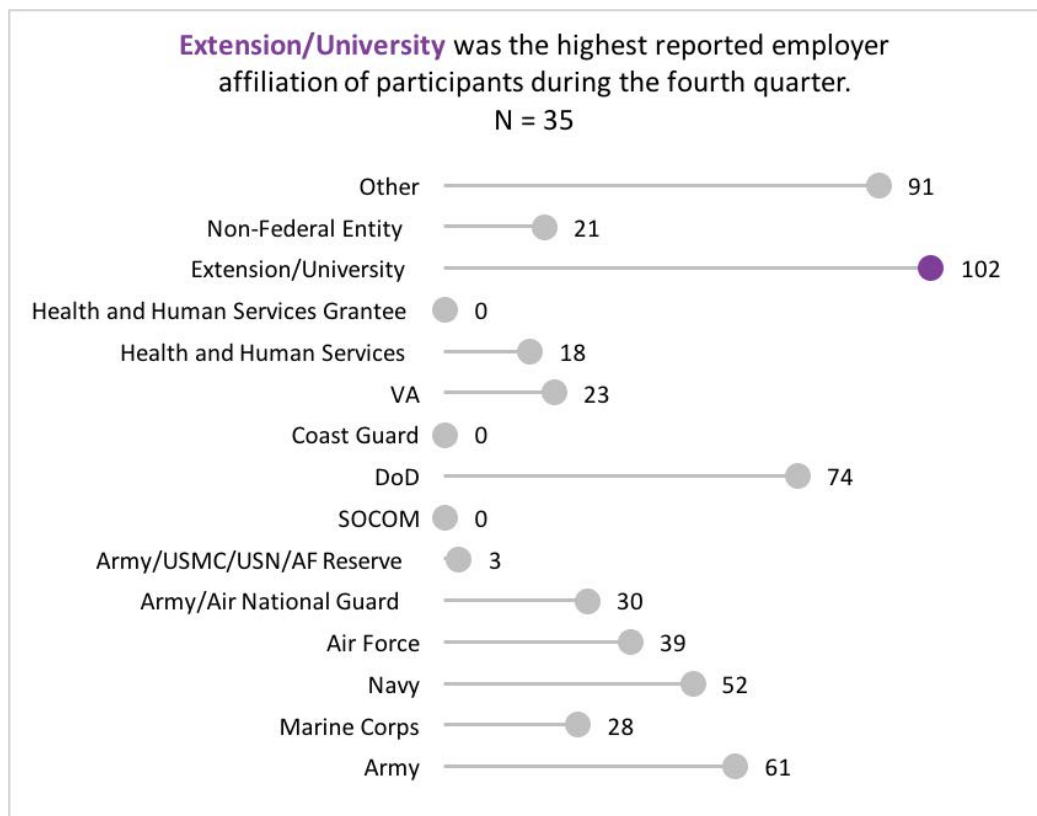
Eleven professional development webinars were delivered during the fourth quarter: three in October (1 PF/NW, 1 FT, 1 FD/FT), four in November (2 FD/FT/PF, 1 FDEI, 1 MC), and three in December (1 PF, 1 MC, 2 FDEI).

One virtual learning event was delivered during the fourth quarter by the MC concentration area, consisting of **three sessions** during the month of October. The theme of the event was “Sensitive Topics in Caregiving: Tough Questions and Complex Answers,” with sessions offered on interpersonal relationships, families in crisis, and empowering caregivers.

Total webinar attendance for 2016 is 5,725.

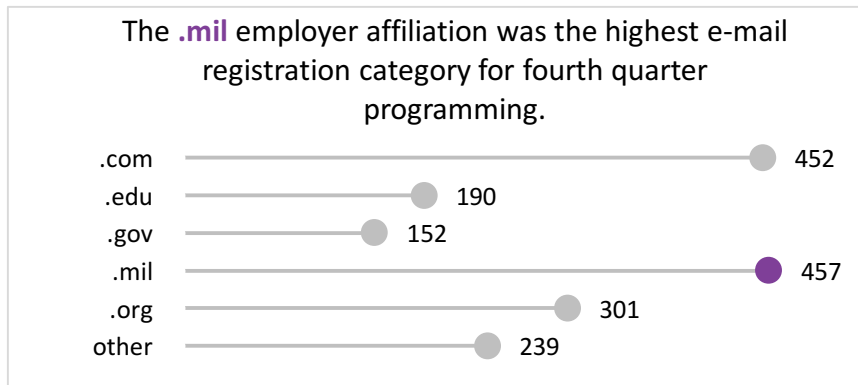
Total continuing education credits certified in 2016: 7,727.5 (3,633.5 PF; 156 MC; 448.5 FD; 2,509.5 FDEI; 980 NW).

Fourth quarter webinar attendance totaled 949, with 1,918 registrants for live events. The average registrant attendance rate during the fourth quarter was 52% across the network, up slightly from 50% during the third quarter.

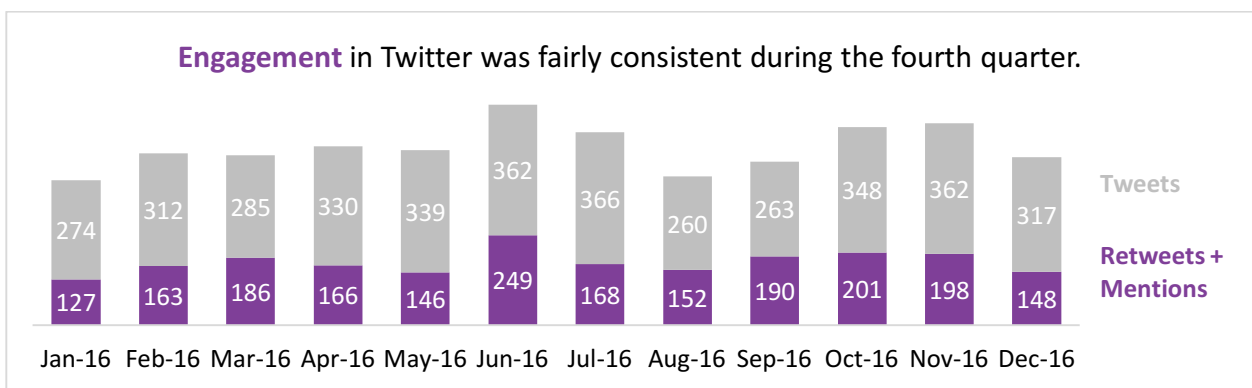
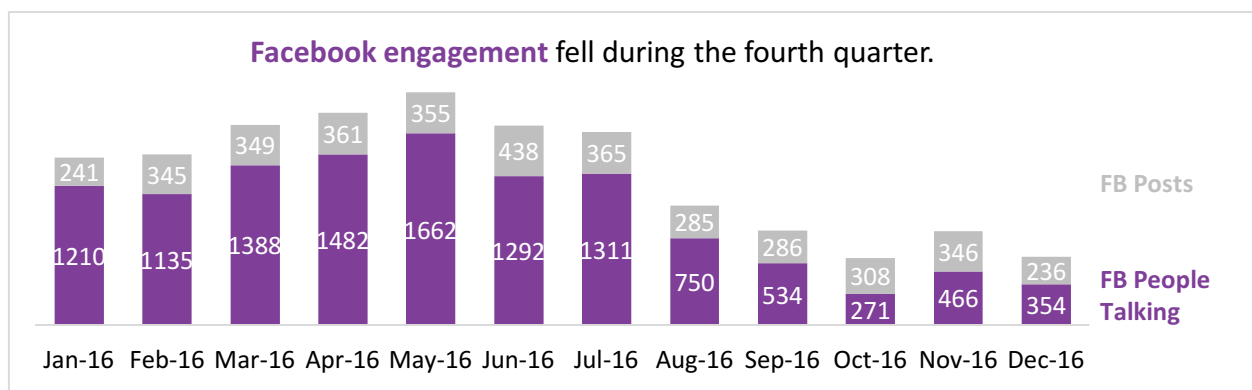


Fourth quarter registration data has been analyzed to provide a snapshot of registrants’ potential professional affiliation. The following categories were utilized for e-mail analysis: military (e.g., .mil); government (e.g., .gov); university (e.g., .edu); private company (e.g., .com);

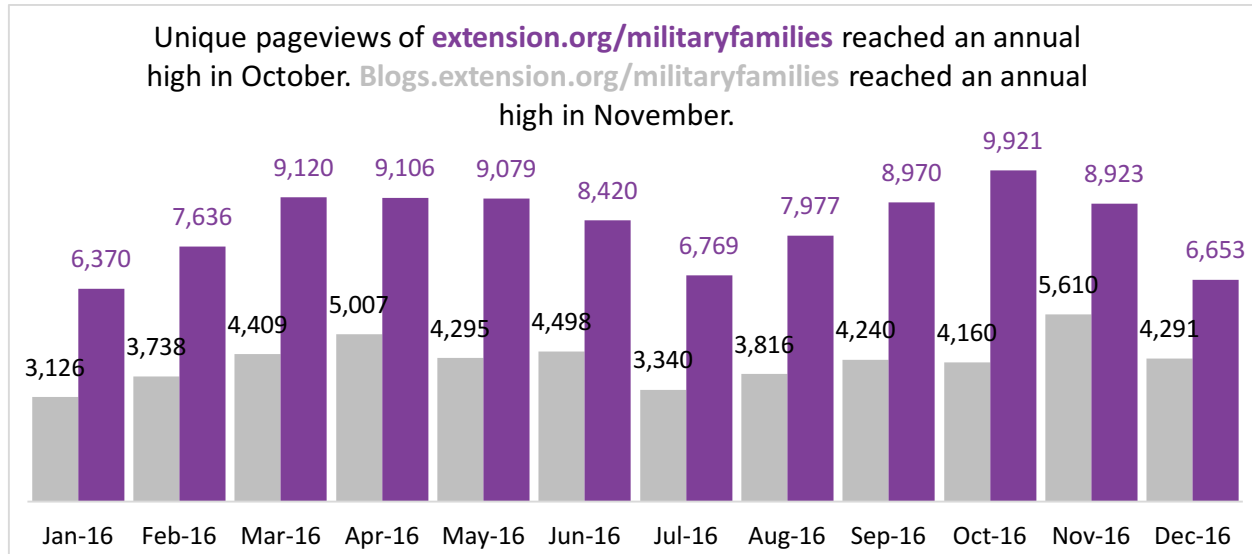
and other (e.g., gmail.com). The largest fourth quarter registrant group is “military,” followed by “other.”



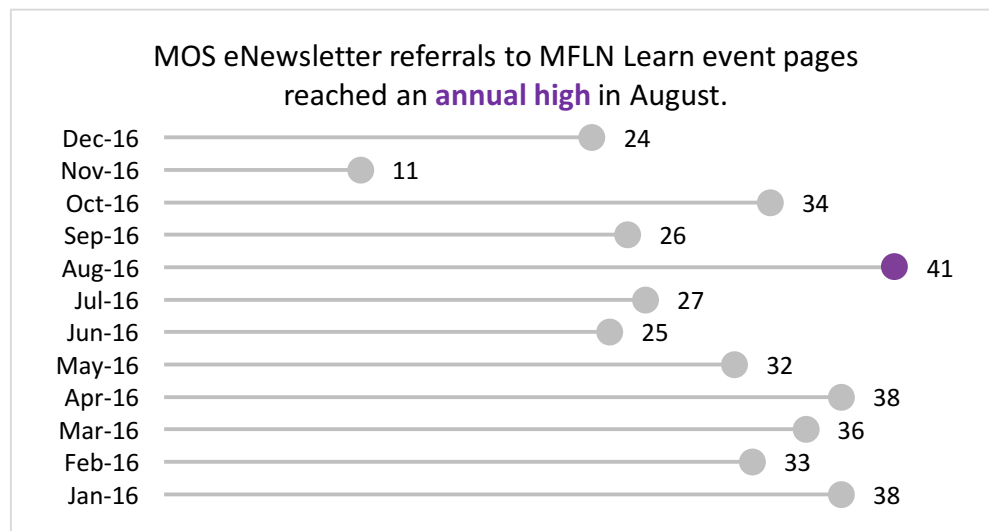
Social media engagement across the network fell in Facebook but remained steady in Twitter. The decrease in Facebook engagement is likely due in part to a modified Facebook algorithm as well as a change to the “people talking” metric. Facebook engagement metrics will be reassessed in 2017 to best capture MFLN activity. Facebook likes fell during the fourth quarter from 27,226 to 26,742, while Twitter followers rose across the network from 3,275 to 3,445.



Sixty-five blogs were published during this reporting period. FD posted 11, FDEI posted 11, MC posted 13, PF posted 12, CCB posted 8, NW posted 6, and FT posted 4.



The new MFLN website URL (militaryfamilies.extension.org) was launched in early November, and will be the main MFLN page as well as the portal page for MFLN blogs in 2017. Fourth quarter referrals to militaryfamilies.extension.org were primarily through direct browser searches.



More detailed information pertaining to each concentration area is highlighted on the following pages, and can also be found in webinar and learning event evaluation reports provided by each concentration area. Please note: Similar to NL, CCB is being infused into the other MFLN concentration areas as an integral part of network-wide work.

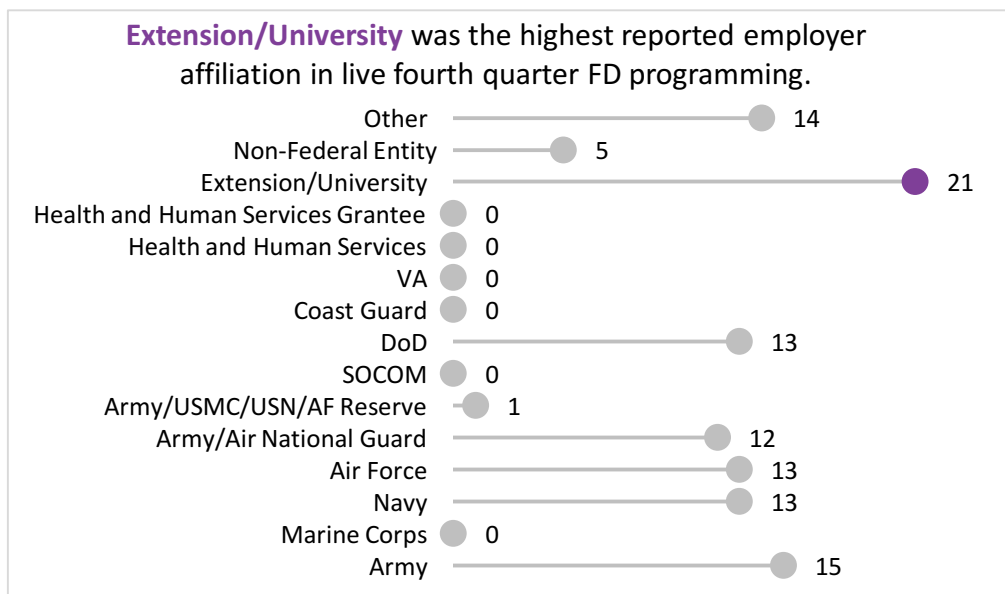
Family Development and Family Development Early Intervention

FD produced three webinars during the third quarter, all of which were multidisciplinary collaborations with other MFLN CAs. These webinars had total of 247 participants and 472 registrants. The average registrant attendance rate was 63%. On average, 33% of non-MFLN participants engaged in the chat pods.

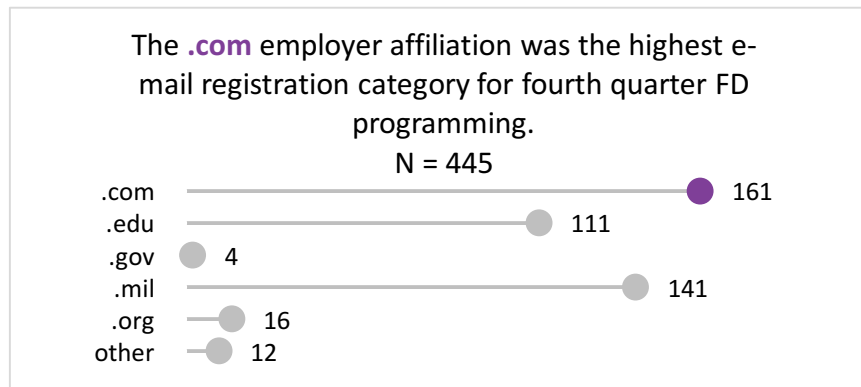
“Project InSight: The Joys and Challenges of Reintegration after Deployment,” was a collaborative, interactive webinar produced by FD and FT in October. A part of the AIM (Absorb, Ignite, Maximize) series, this webinar utilizes a unique format for engagement: participants are asked to review materials ahead of the even, join the event to discuss and engage with one another, and then encouraged to take what they learned and discussed into their workplaces for maximum impact. There were 36 attendees and 39 registrants, with 92% of the registrants attending the live event. Extension/University was the highest employer affiliation reported at 50%.

“Retirement Ready? Effective Strategies for Military Families Part I,” was the first in a two-part collaborative webinar series produced by FD, PF, and FT in November. There were 141 participants in the live event and 246 registrants, with 51% of the registrants attending the live event. Air Force and Army/Air National Guard were the highest reported employer affiliations at 15% each.

“Retirement Ready? Effective Strategies for Military Families Part II,” attracted 70 participants, with 45% of the 157 registrants attending the live event. Army and Extension/University were the highest reported employer affiliations at 21% each.



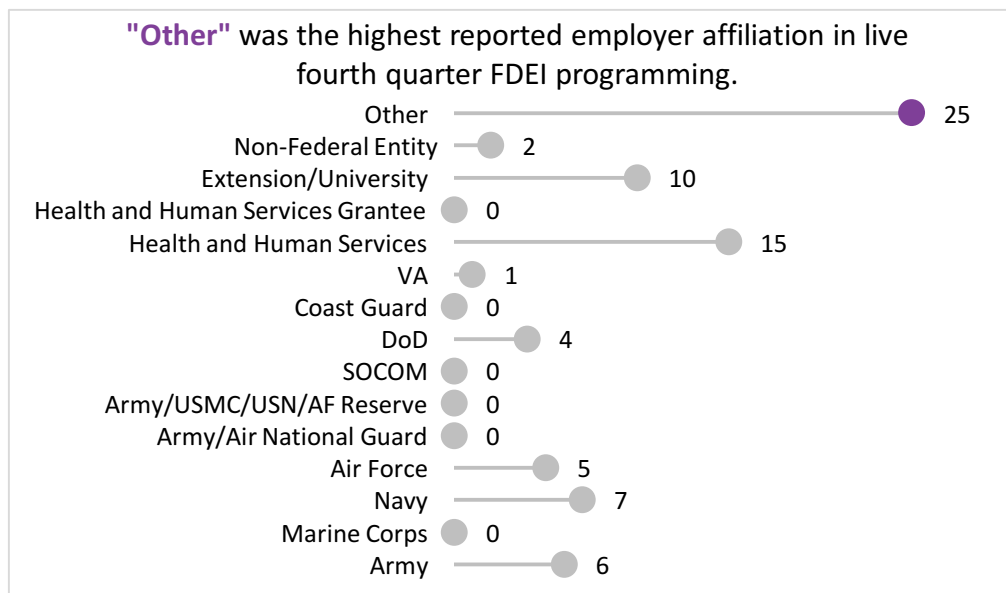
FD and FDEI (continued)



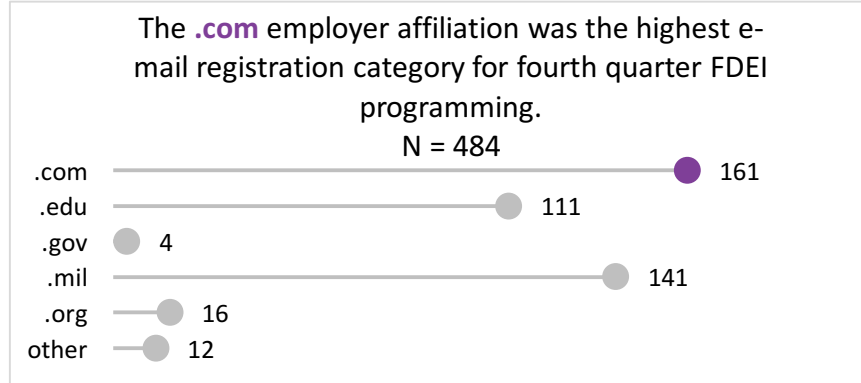
FDEI produced four webinars in the fourth quarter: two content-based webinars each with a corresponding interactive Lunch and Learn session.

“Quality Interactions between Professionals and Families to Enhance Child Learning,” presented in November, had 79 attendees and 184 registrants, with 43% of registrants attending the live event. Health and Human Services was the highest reported employer affiliation at 42%. The corresponding Lunch and Learn fell on the day after the election, and was cancelled due to lack of attendance.

“Strategies to Support Families Experiencing Difficult Circumstances,” presented in December, attracted 120 participants and 300 registrants, with 40% of the registrants attending the live event. The corresponding Lunch and Learn, held one week after the webinar, had 2 non-MFLN attendees.

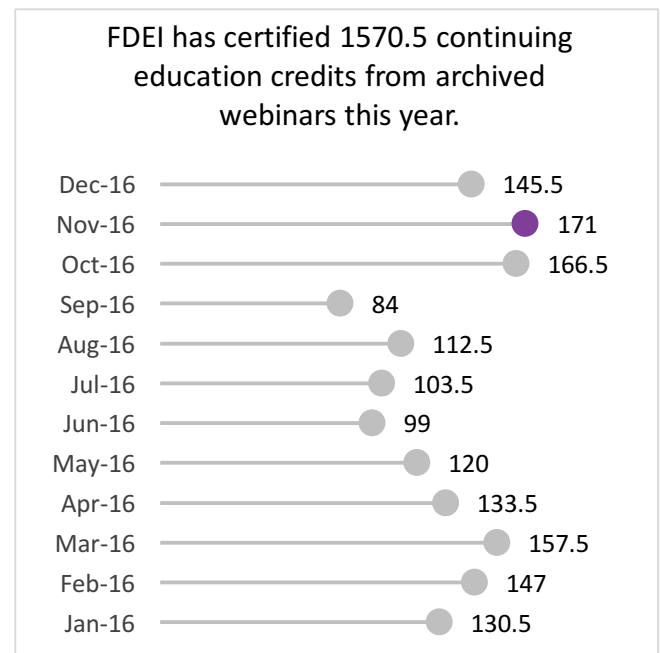
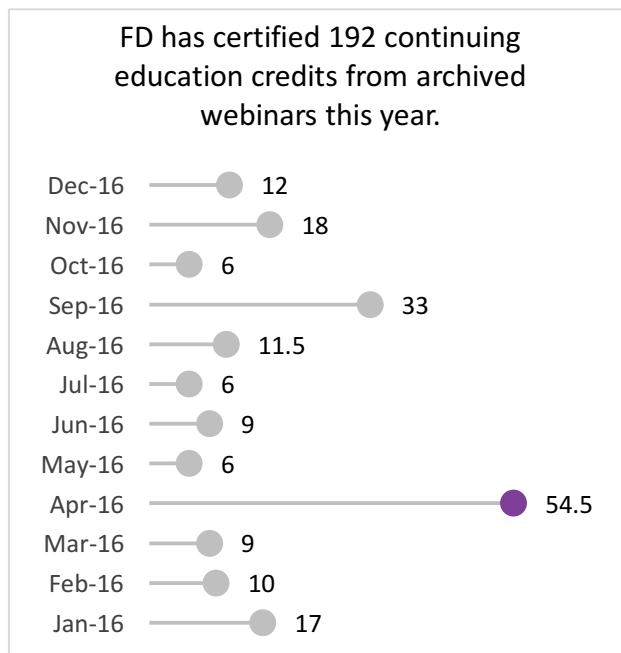


FD and FDEI (continued)



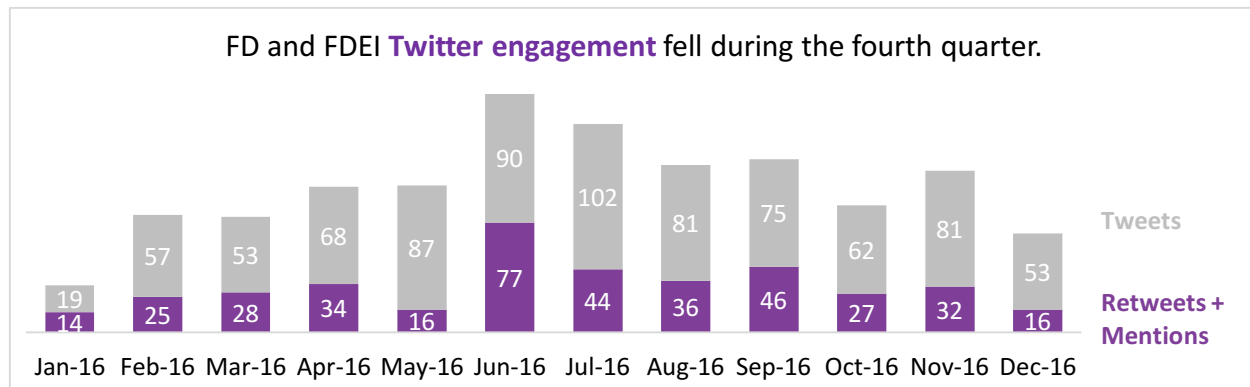
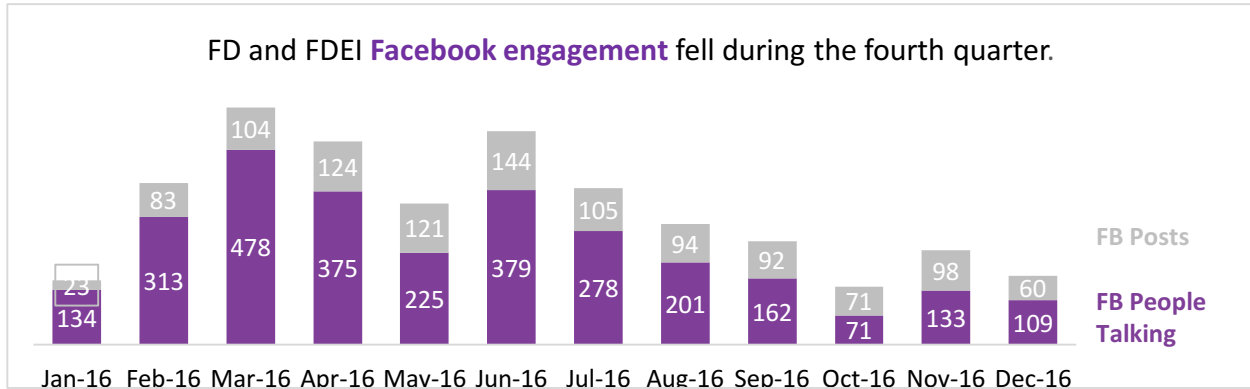
FD archived webinars generating continuing education certificates during the fourth quarter include (shortened titles): Communicating Family Needs through Advocacy; Moral Injury; Routines-based Interview; Rebuilding Attachments; Retirement Ready Part 1; Battles on the Homefront; What the Tech; Healing Our Heroes Part I; and Picking up the Pieces.

FDEI archived webinar generating continuing education credits during the fourth quarter include (shortened titles): Supportive and Inclusive Environments; Social Emotional Literacy; Beyond Mandated Reporting; What's on the Web; Principles of Adult Learning; Engaging Families to Focus on Intervention Strategies; Family Needs through Advocacy; Routines-based Interview; Rebuilding Attachments; Moral Injury; and Quality Interactions.



FD and FDEI (continued)

FD and FDEI social media presence continued to rise with 709 Facebook likes and 328 Twitter followers.



Personal Finance

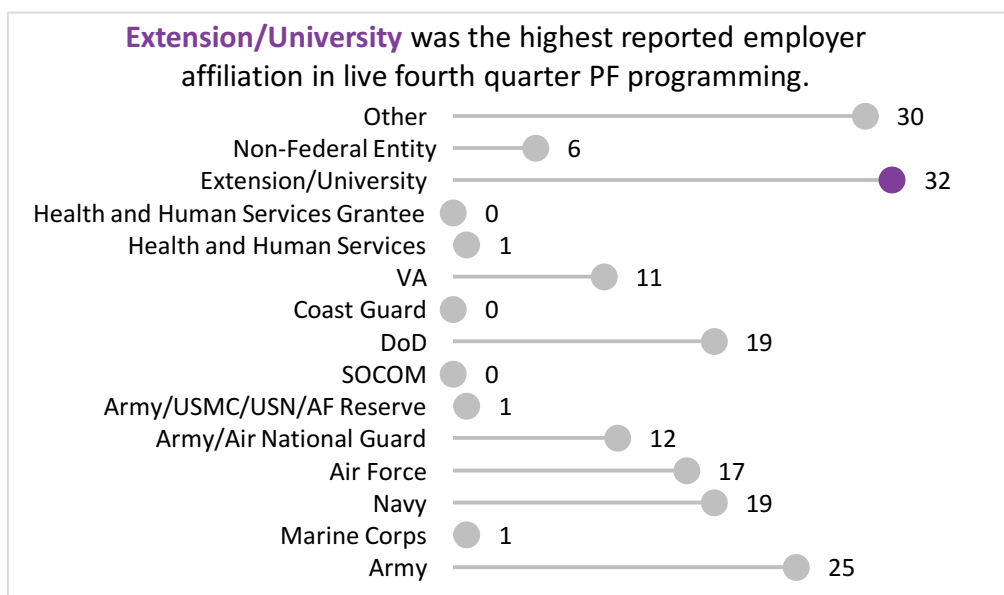
PF produced four webinars during the fourth quarter, attracting a total of 425 participants and 851 registrants. The average registrant attendance rate was 52%. On average, 33% of non-MFLN participants engaged in the chat pod.

“Health and Wealth Relationships,” presented in October, was a collaborative webinar with NW. Of the 287 registrants, 129 (45%) attended the live event. The VA was the highest reported employer affiliation at 26%.

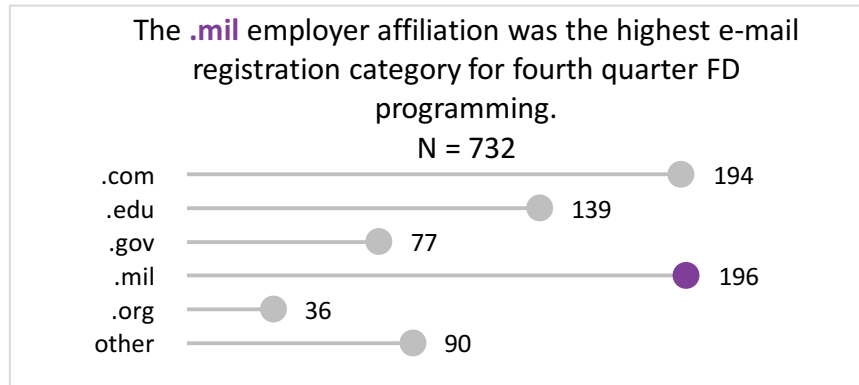
“Retirement Ready? Effective Strategies for Military Families Part I,” was the first in a two-part collaborative webinar series produced by PF, FD, and FT in November. There were 141 participants in the live event and 246 registrants, with 51% of the registrants attending the live event. Air Force and Army/Air National Guard were the highest reported employer affiliations at 15% each.

“Retirement Ready? Effective Strategies for Military Families Part II” attracted 70 participants, with 45% of the 157 registrants attending the live event. Army and Extension/University were the highest reported employer affiliations at 21% each.

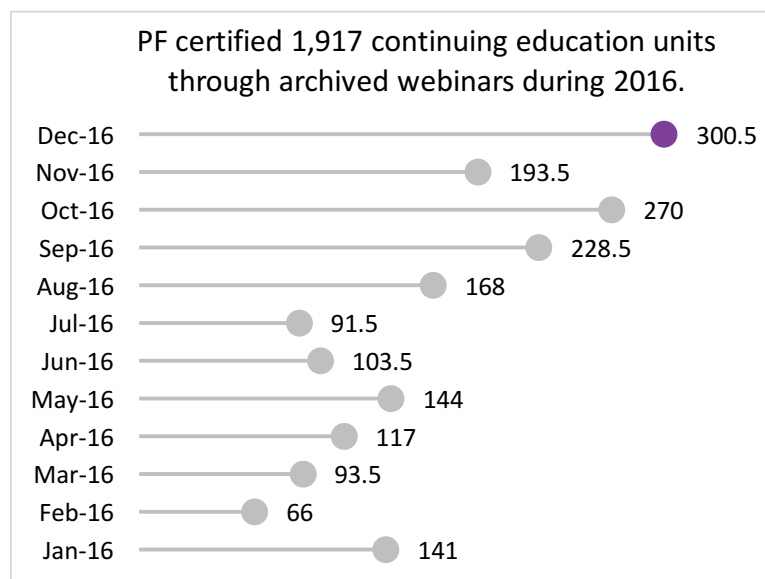
“2016 Personal Finance Year in Review,” presented in December, had 84 attendees and 137 registrants, with 65% of the registrants attending the live event. “Other” was the highest reported employee affiliation at 34% of respondents.



PF (continued)

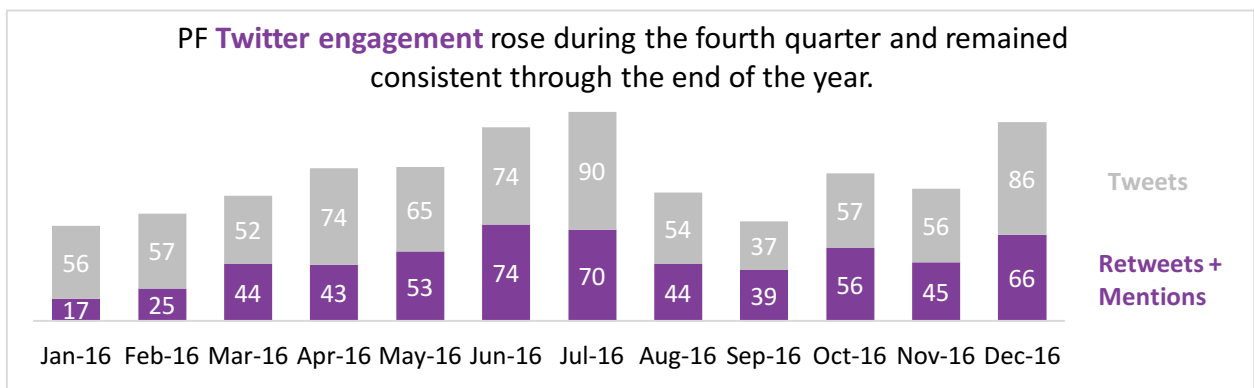
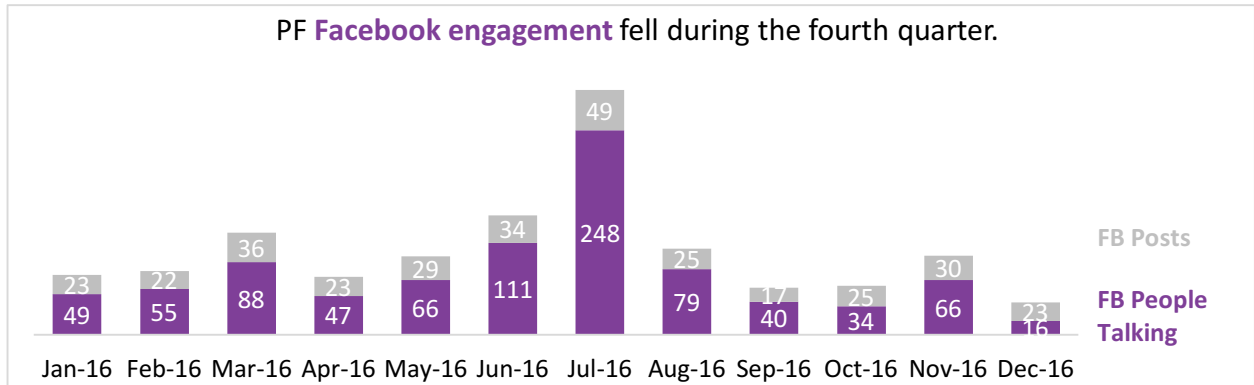


PF archived webinar views resulting in certified continuing education credits during the third quarter include (shortened titles): Twenty Steps; 2015 Year in Review; Basic Money Management; Behavioral Economics; What to Save for Retirement; Consumer Fraud; Cliff Notes; Credit Basics; Credit and Debt Issues; Credit Scores: What's New; Current Personal Finance Issues; Personal Asset Allocation Strategy; Estate Planning Basics; Financial Coaching; Financial Planning for Second Half of Life; Frauds and Scams; Financial Implications of Divorce; Financial Ratio and SWOT Analysis; Statements and Record Keeping; Financial Therapy Insights; Health and Wealth Relationships; Heuristics, Anchoring, and Narrowing Choice; Home Ownership; How to Read a Mutual Fund Prospectus; Identity Theft; Financial Check-Up; Investing with Small Dollar Amounts; Investing for Your Future I and II; Life Insurance Basics; Mental Health and Financial Management; Military Family Financial Transitions; Motivational Interviewing; Education Expenses and the GI Bill; Post-Secondary Education Expenses; Personal Finance Ethics; Positive Personality Traits; Predatory Lending; Retire Ready; Savings Strategies; Saving Strategies for Non-Savers; Small Steps; Student Loans; Tax Planning Updates; Military Kids and Money; Culture of Personal Finance; Target Date Funds; Thrift Savings Plans; Twitter, Games, and Videos; Wealth Building; and Financial Fitness.



PF (continued)

PF social media during the fourth quarter saw excellent engagement in both Facebook and Twitter. Potential reach in each platform continues steady growth with 542 Facebook likes and 494 Twitter followers.



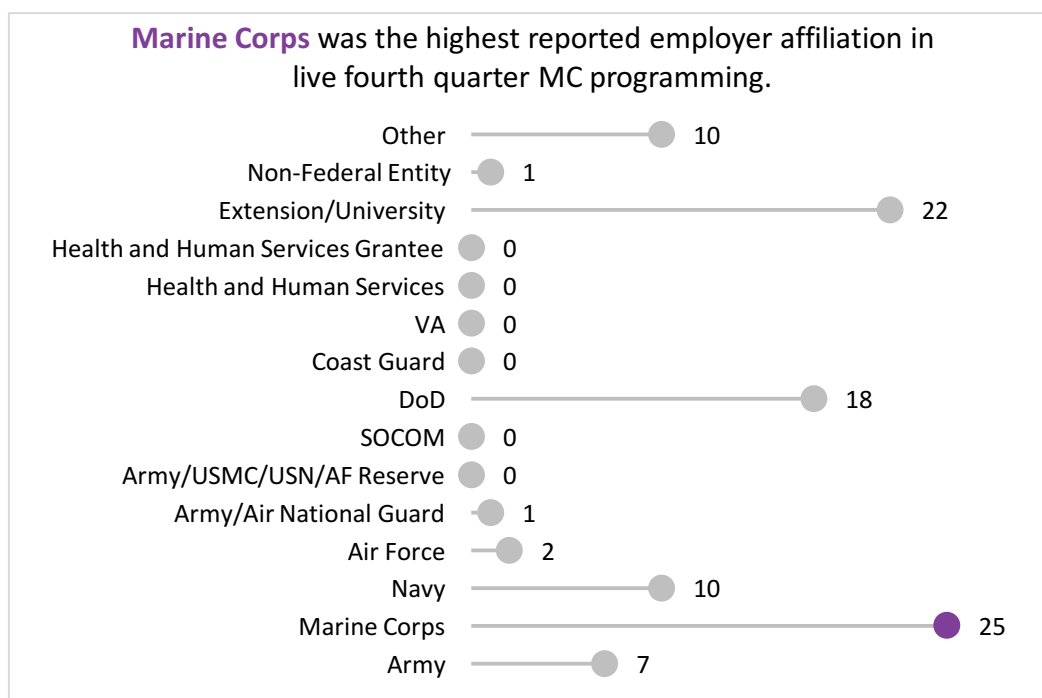
Military Caregiving

MC produced two webinars during the fourth quarter, attracting 86 participants and 148 registrants. The average registrant attendance rate was 58%. On average, 24% of non-MFLN participants engaged in the chat pods.

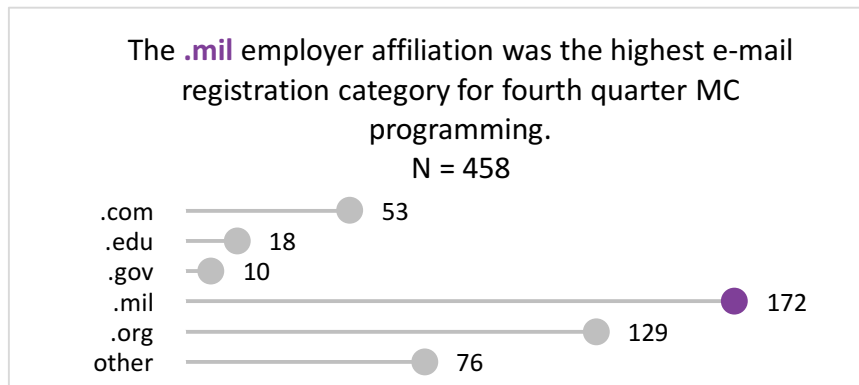
“Month of the Military Caregiver: Organizations Responding to Hidden Heroes,” presented in November, had 27 participants and 48 registrants. Extension/University was the highest reported employer affiliation.

“TRICARE Autism Care Demonstration,” presented in December, had 59 participants and 100 registrants. Marine Corps and Navy were the highest reported employer affiliations.

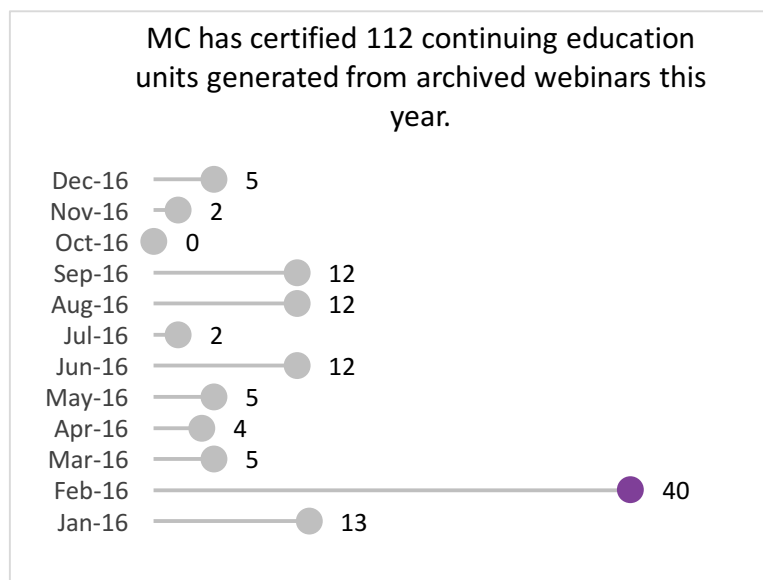
MC also presented their second annual virtual learning event (VLE) during the fourth quarter. The VLE, “Sensitive Topics in Caregiving: Tough Questions and Complex Answers,” was comprised of three live sessions during October, addressing topics such as communication in interpersonal relationships, challenges facing families in crises, and empowering caregivers and families. Across the sessions, there were 147 participants and 310 registrants. The average registrant attendance rate was 47%, and non-MFLN participants engaging in the chat pod averaged 36%. More detailed information about the VLE sessions can be found in the VLE session reports.



MC (continued)

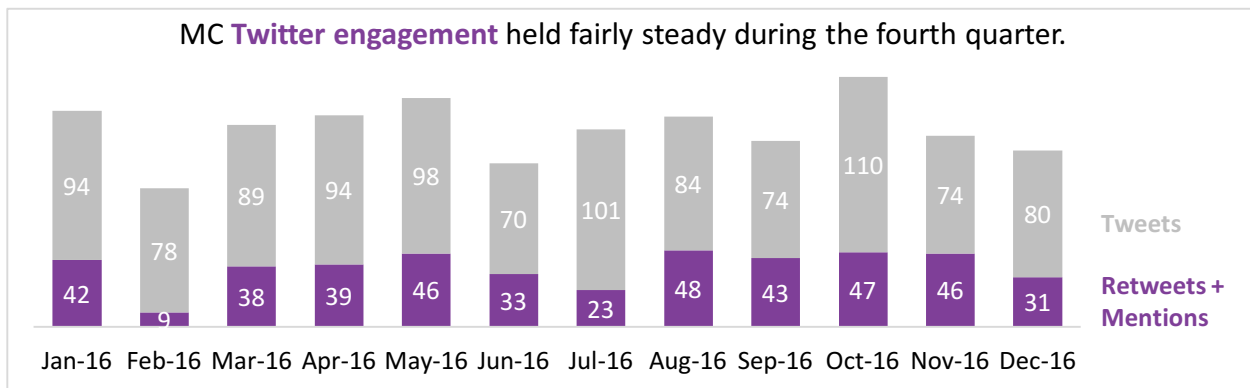
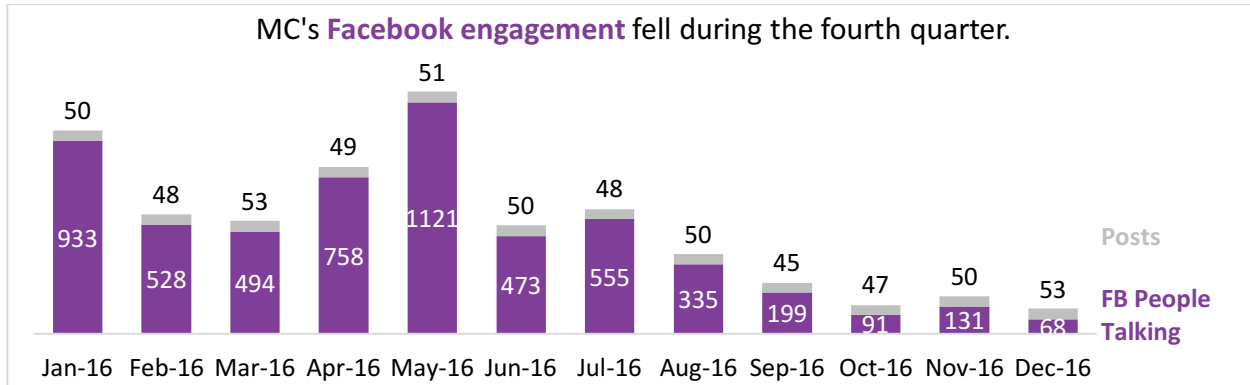


MC archived webinar views resulting in certified continuing education credits during the fourth quarter include (shortened titles): Empowering Those We Help; Creating New Strategies to Build Trust and Credibility; Combatting Compassion Fatigue; Communication for Interpersonal Relationships; and Challenges Facing Families in Crises.



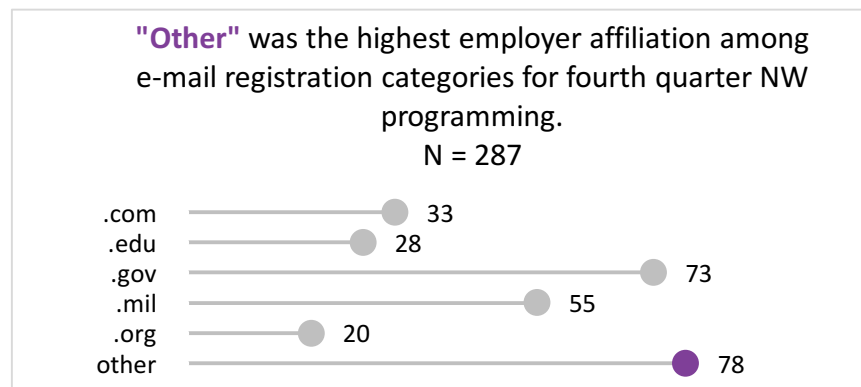
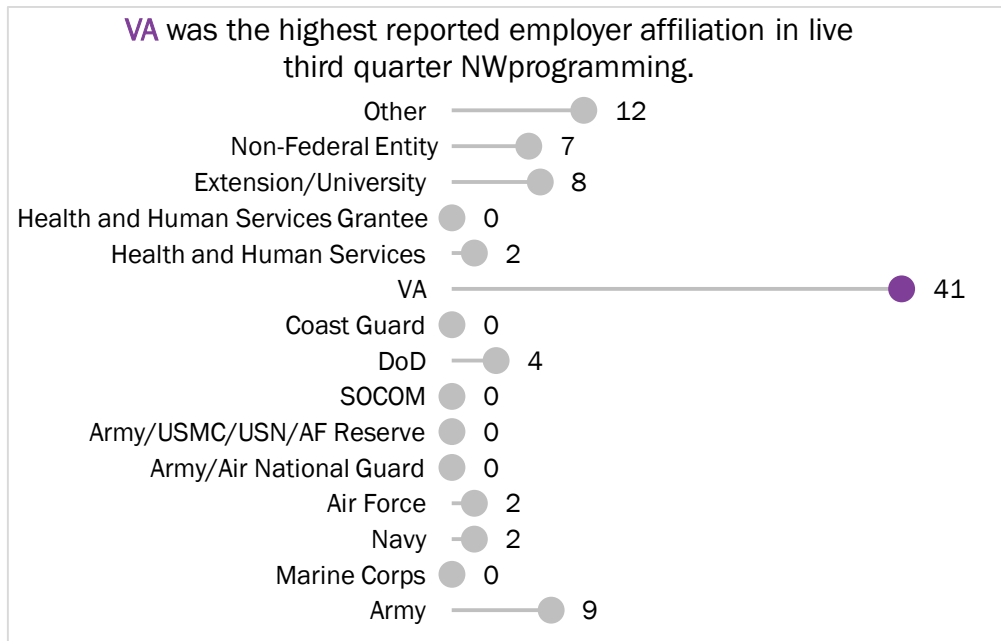
MC (continued)

MC's **social media** efforts continued to generate engagement during the third quarter. MC Facebook likes totaled 22,616 at the end of the quarter, and Twitter followers reached 673.



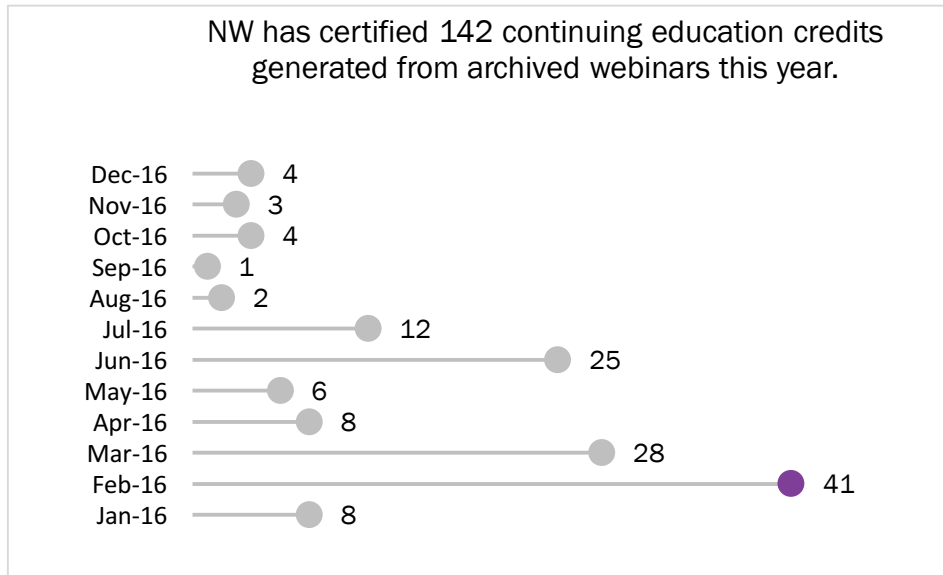
Nutrition and Wellness

NW produced one webinar during the fourth quarter, “Health and Wealth Relationships.” Presented in October, this was a collaborative webinar with PF. Of the 287 registrants, 129 (45%) attended the live event. The VA was the highest reported employer affiliation at 26%.

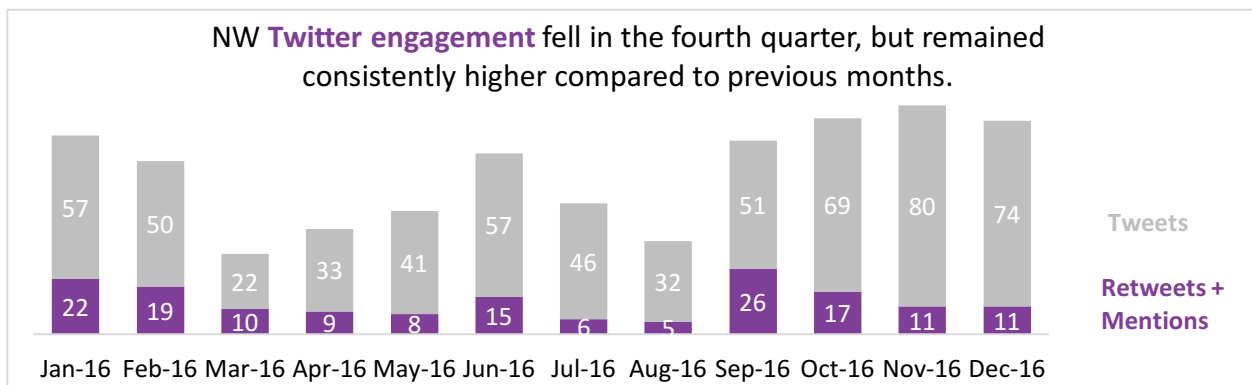
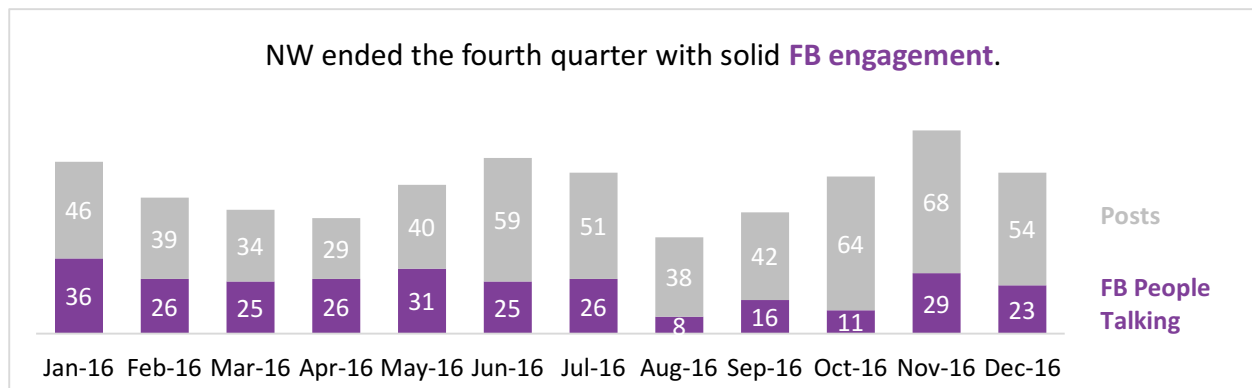


NW’s archived webinar views resulting in certified continuing education credits during the third quarter include (shortened titles): Breastfeeding; Renal Disease; Nutrition Apps for RDNs; and Health and Wealth Relationships.

NW (continued)



NW's social media accounts continued to increase potential reach with Facebook likes reaching 263 and Twitter followers totaling 237.



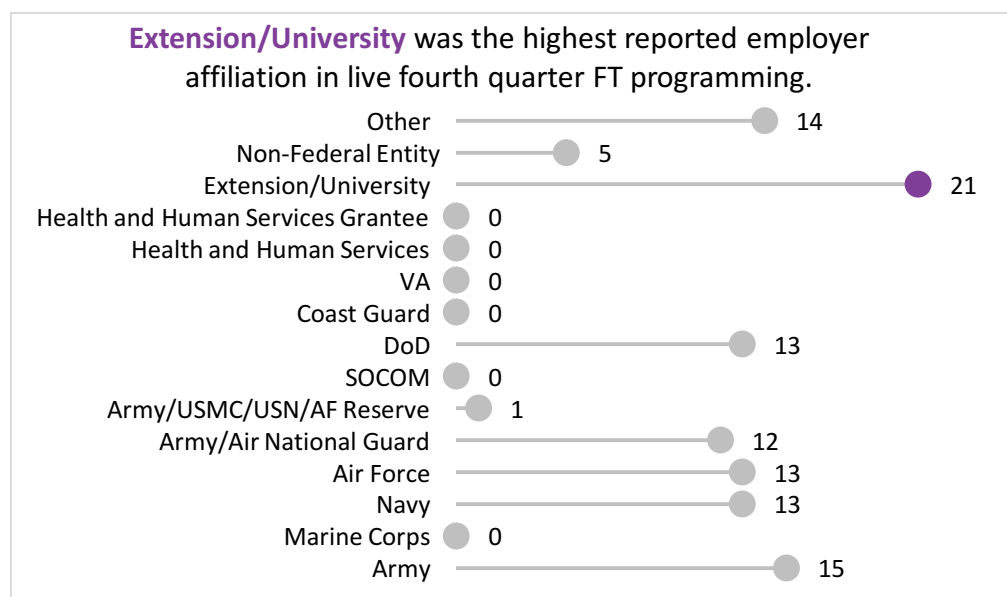
Family Transitions

FT produced three webinars during the fourth quarter, all of which were multidisciplinary collaborations with other MFLN CAs. These webinars had total of 247 participants and 472 registrants. The average registrant attendance rate was 63%. On average, 33% of non-MFLN participants engaging in the chat pods.

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FT (continued)

FT's social media continued to increase potential reach with 249 Facebook likes and 178 Twitter followers.

