

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

- 1. Award Number(s): 2015-48770-24368
- 2. Project Title: eXtension - Military Families Partnership
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- 4. Telephone Number: (334) 844-3231
- 5. Period of Performance: 01APR2017 – 31JUN2017
- 6. Approved Project End Date(s): 31AUG2017[2017]
- 7. Period Covered by Report: (Check one)
 - First Quarter _____
 - Second Quarter _____
 - Third Quarter _____
 - Fourth Quarter _____
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- 10. Date of Report: 12JUL2017
- 11. Report Number: (Number sequentially beginning with 1) **45**
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2017 Second
Quarter
Report



MILITARY FAMILIES
LEARNING NETWORK

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U.S. DEPARTMENT
OF DEFENSE



This material is based upon work supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture, and the Office of Family Readiness Policy, U.S. Department of Defense under Award Number 2015-48770-24368.

Second Quarter Overview

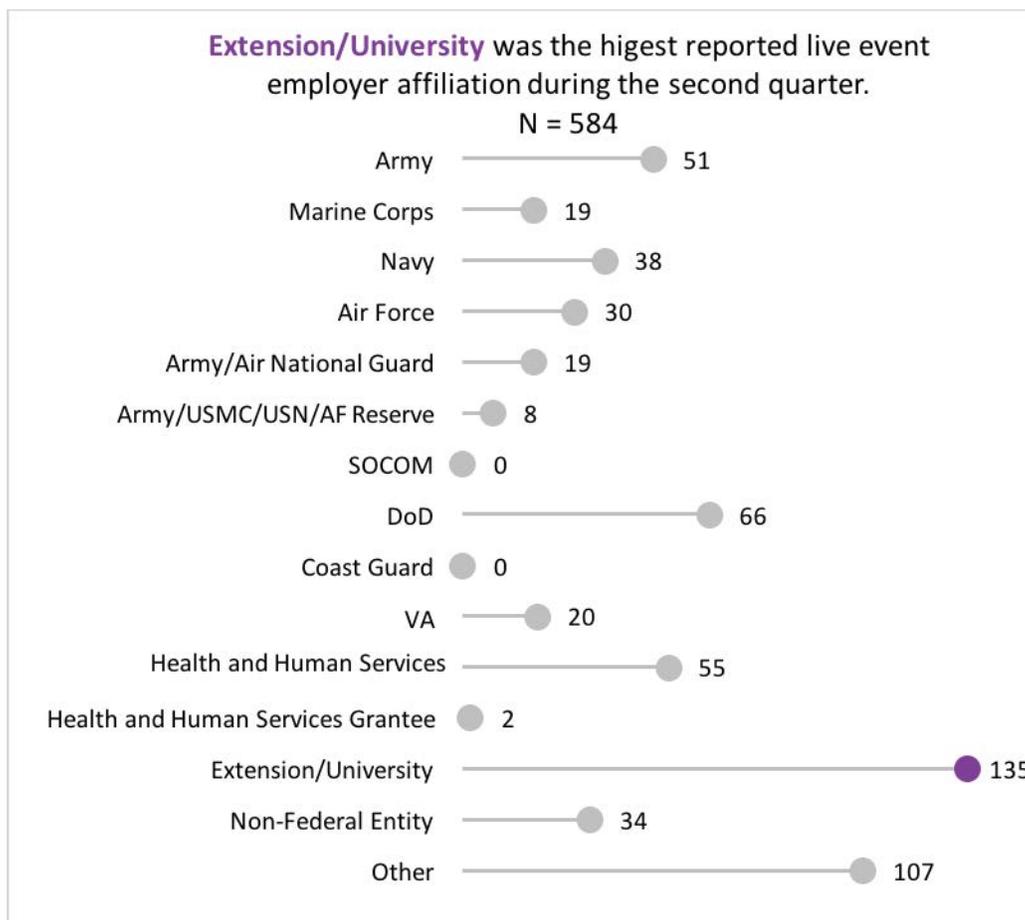
Sixteen professional development webinars were delivered during the second quarter: five in April (2 FD, 1 CCB, 1 PF, 1 MC), seven in May (2 FT, 1 NW, 2 PF, 1 MC, 1 FD), and four in June (1 FD, 1 MC, 1 FDEI, 1 NW).

One virtual learning event was offered by PF, with 3 APAN sessions and 1 Facebook Live event.

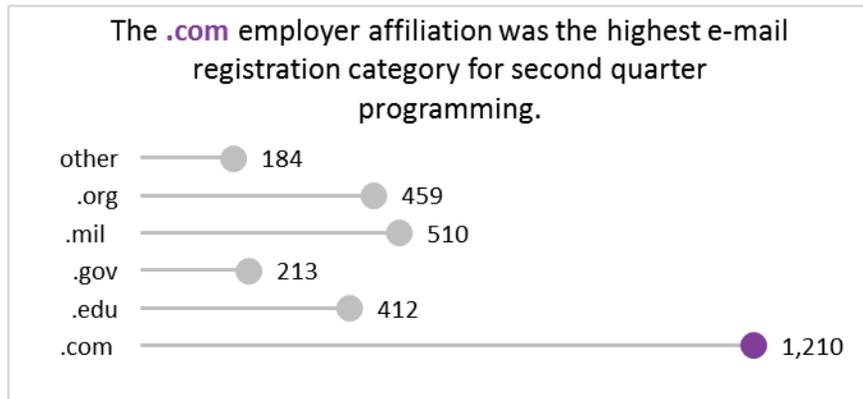
Total webinar attendance for 2017 is 2,906.

Total continuing education credits certified in the second quarter: 1,760 (889.5 PF; 56.5 MC; 119.5 FD; 505.5 FDEI; 189 NW).

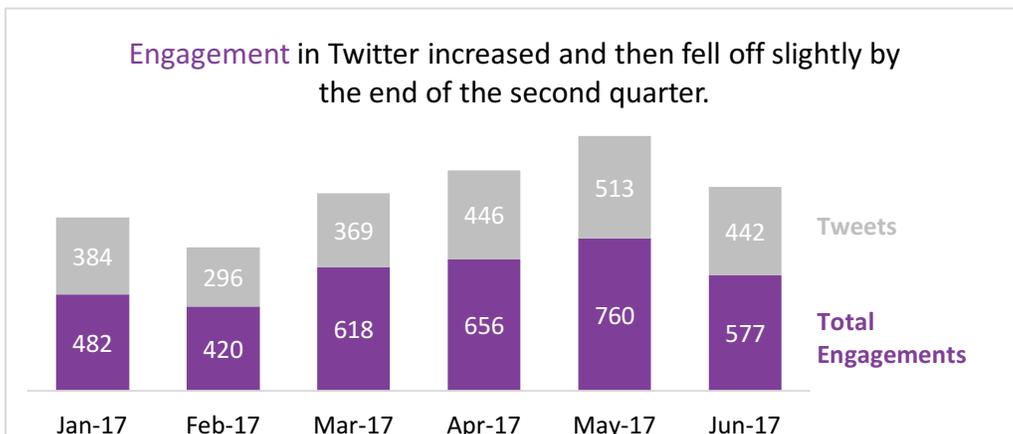
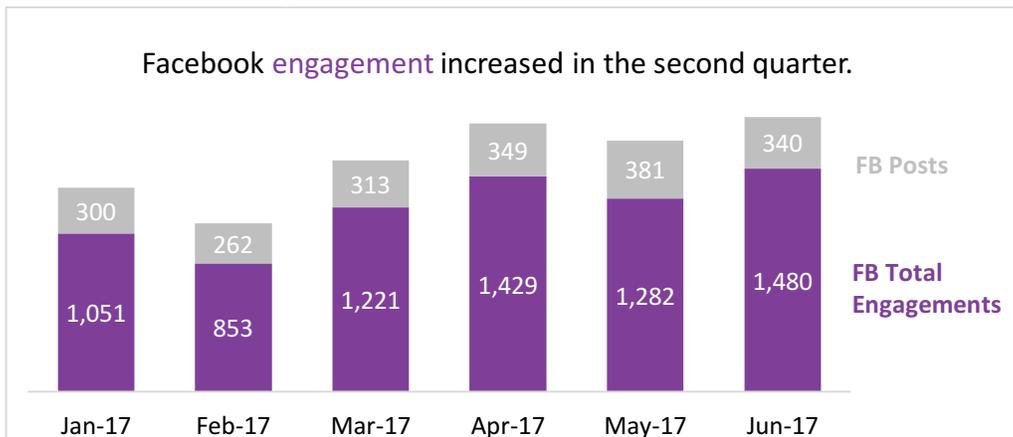
Second quarter webinar registration for live events totaled 2,987. The average registrant attendance rate across the network was 53%, up slightly from 51% during the first quarter.



Second 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). Individuals affiliated with private companies were the most frequent registrants during the second quarter.



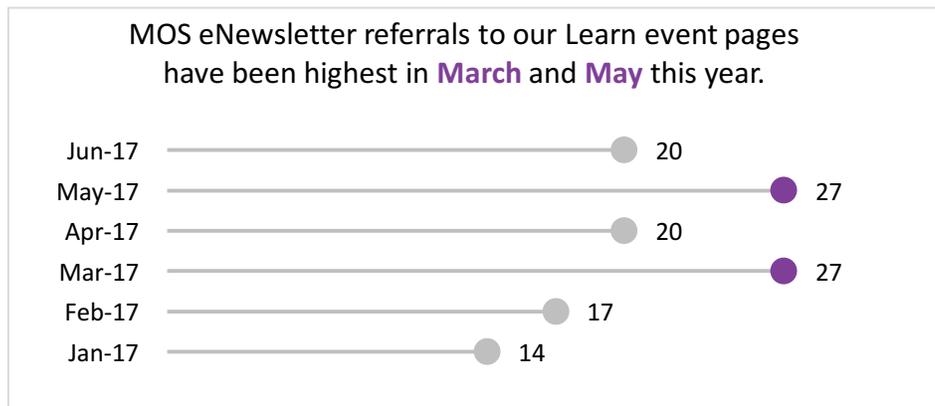
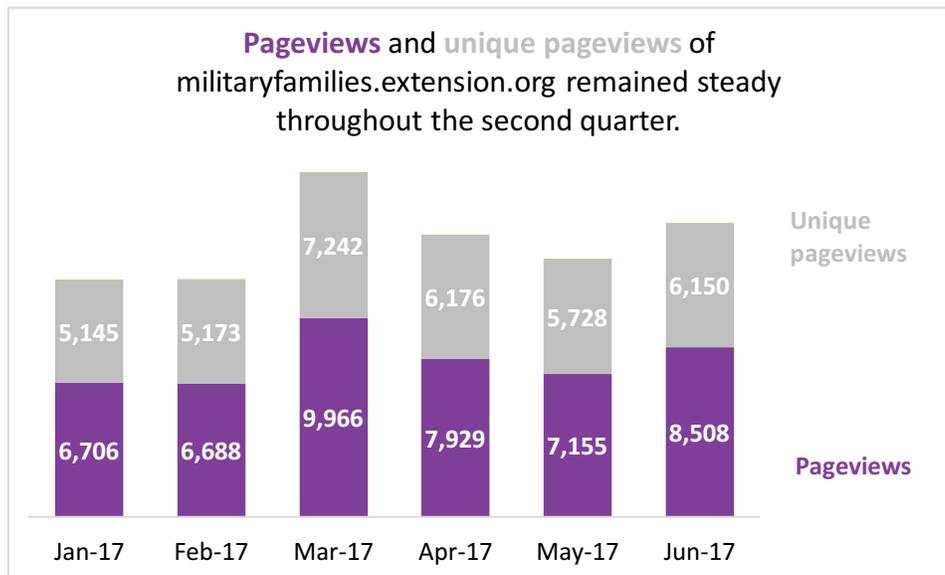
Social media engagement across the network increased during the second quarter in both Facebook and Twitter. Facebook likes at the end of the quarter totaled 26,395, and Twitter followers reached 3,377. Total page reach in Facebook fell to 37,162 in the second quarter from 39,442 at the end of the first quarter.



Sixty-eight blogs were published during this reporting period. FD posted 13, FDEI posted 8, MC posted 13, PF posted 16, CCB posted 8, NW posted 8, and FT posted 2.

Fifteen podcasts were published during the second quarter. FT posted 6, PF posted 8, and FD posted 1.

Second quarter referrals to militaryfamilies.extension.org were primarily through direct browser searches. Pageviews of the main page were highest in June. Military OneSource eNewsletter referrals to MFLN Learn pages were highest in May this quarter.



Family Development and Family Development Early Intervention

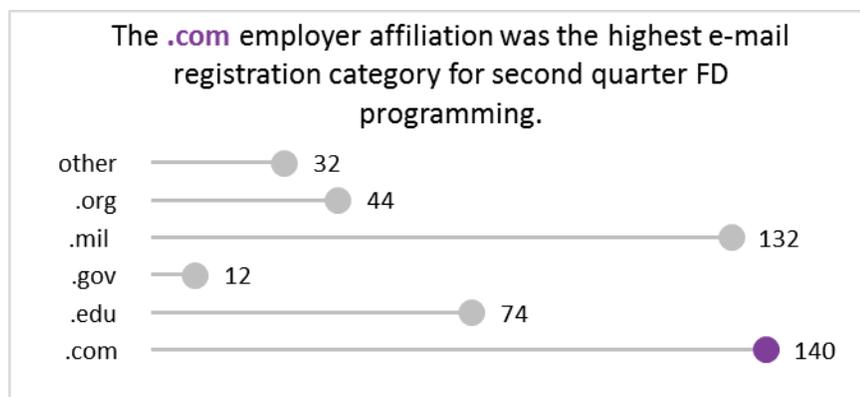
FD produced four webinars during the second quarter, with a total 433 registrants, 216 participants, and an average registrant attendance rate of 50%. On average, 26% of non-MFLN participants engaged in live sessions through the chat pod. The largest reported employer affiliation for FD sessions was Extension/University with 26% of the total for the quarter.

“The ABCs of LGBT: Learning Language and Inclusive Practices in Work with LGBT Families” was presented in April as part one in a two-part series on inclusive practices for working with LGBT youth and families. The session addressed the language, terms, and background of the LGBT community, and offered insights for working with the population. With 135 registrants and 72 participants, the registrant attendance rate for the session was 53%. Sixteen percent of non-MFLN participants engaged in the webinar chat pod during the live event. Army and Extension/University were the highest reported employers, each with 25% of the total.

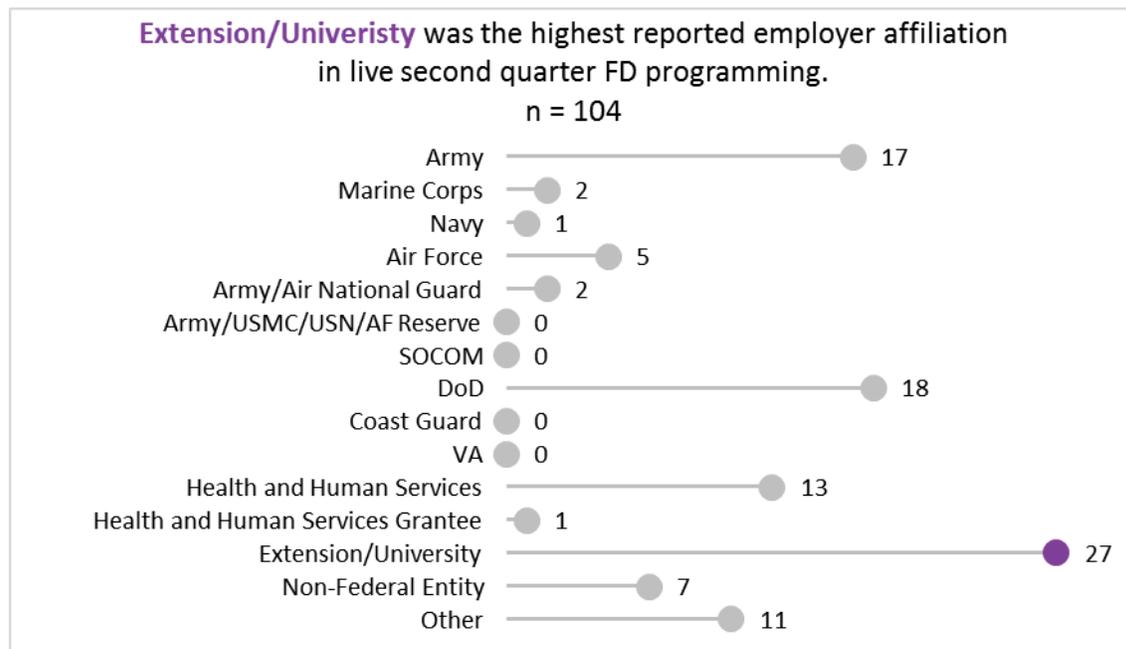
“TRANSforming Conversations: Addressing Needs of Transgender Youth and Their Families,” also presented in April, was the second in the series. The session addressed needs of transgender youth and the important roles family and community play in their development. The session attracted 44 participants and 91 registrants establishing a 48% registrant attendance rate. During the live session 42% of non-MFLN participants engaged in the chat pod. Extension/University was the highest reported employer affiliation with 39% of the total.

Gray Matters: Understanding Traumatic Brain Injury’s Impact on Families” was presented in May. Thirty-seven of 96 webinar registrants attended in the live session, establishing an attendance rate of 39%. Non-MFLN participant engagement in the chat pod reached 39%. The highest reported employer affiliation was Health and Human Services, with 28% of the total.

“Unintended Consequences: What We Now Know about Spanking and Child Development” was presented in June. Sixty-three of 111 registrants attended the live event, establishing a registrant attendance rate of 57%. Seventeen percent of non-MFLN participants engaged in the chat pod during the event. DoD and Extension/University were the highest reported employer affiliations, each at 26% of the total.

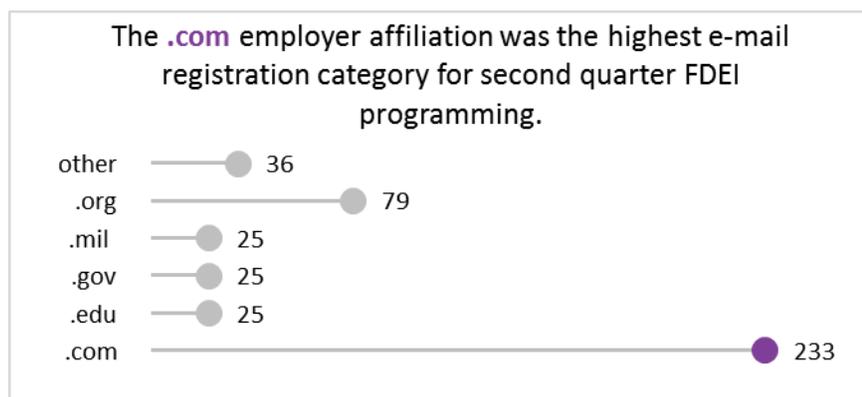


FD and FDEI (continued)

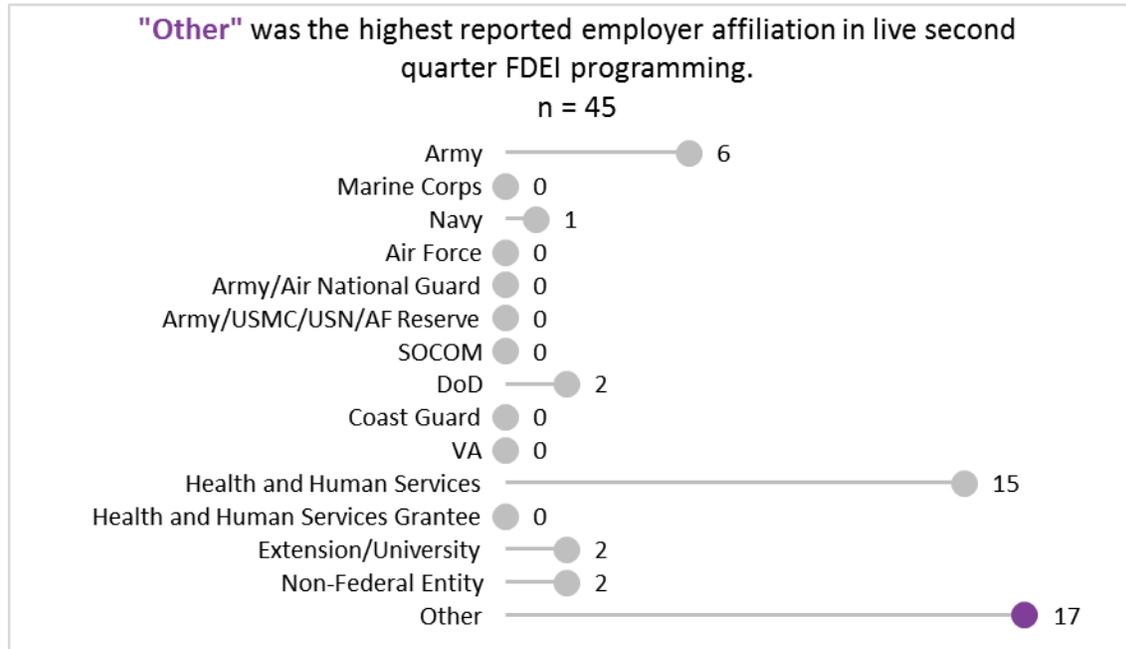


FDEI produced one webinar in the second quarter.

Have a Seat! Learning What Children Know through Play” was presented in June. The webinar session highlighted recommended practices and research on how to assess children during play. Attracting 423 registrants and 156 participants, the registrant attendance rate for the live event was 37%. The non-MFLN participant engagement rate in the chat pod reached 53% this session. “Other” was the highest reported employer affiliation with 38% of the total.

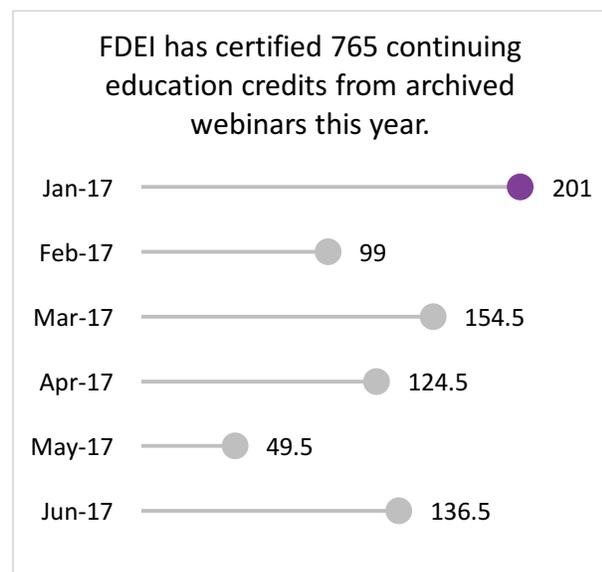
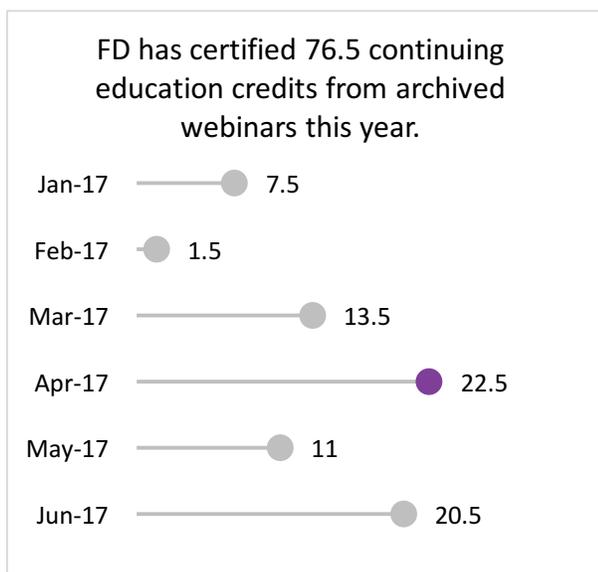


FD and FDEI (continued)



FD archived webinars generating continuing education certificates during the second quarter include (shortened titles): Gray Matters; Podcast: Early Intervention Matters; Healing Our Heroes Parts I and II; Picking up the Pieces; Communicating Family Needs; Routines-based Interview; Impact of Moral Injury; Chronic Illness Part I; On Solid Ground; and ABCs of LGBT.

FDEI archived webinar generating continuing education certificates during the first quarter include (shortened titles): Focus on Intervention Strategies; Family Needs through Advocacy; Routines-based Interviews; Rebuilding Attachments; Moral Injury; Quality Interactions; Strategies to Support Families; and 1-2-3 Play with Me!



FD and FDEI (continued)

Facebook likes at the end of the second quarter reached 802 and **Twitter followers** reached 419. There were 31 new Facebook likes and 75 new Twitter followers in the second quarter.

Social media strategies and successes during the second quarter included:

- Using reTweets more consistently as well as hashtags created for webinars coincided with an increase in followers on Twitter (FD).
- The first vlog published yielded a great deal of interest and engagement on Facebook, including three non-MFLN shares, 59 post clicks, and over 1,500 people reached (FDEI).
- Reaching out personally to organizations with shared interests has resulted in these organizations sharing materials, posts, and tweets (FD).
- Experiments to determine whether webinar participants preferred engaging in the chat in APAN or on social media suggest the APAN chat is preferable (FDEI).

Personal Finance

PF produced three webinars and a three-session virtual learning event during the second quarter, attracting a total of 1,056 registrants and 567 live event participants. The overall registrant attendance rate was 54%. On average 50% of non-MFLN participants engaged in the chat pod during live sessions and the largest reported employer affiliation was Extension/University, with 24% of the quarterly total.

“Student Loans and Service Members” was presented in April. The webinar reviewed the process of choosing a college, provided tips for evaluating education programs to determine the cost value of a student loan, reviewed the GI Bill Comparison Tool, shared information for avoiding loan scams, and reviewed student loan repayment options with special focus on options for members of the Armed Services. There were 153 participants in the webinar and 241 registrants, with 63% of the registrants attending the live session. “Other” was the highest reported employer affiliation at 23%. During the session 38% of non-MFLN participants engaged in the chat pod.

“Money Apps: A Review” was presented in May, and reviewed features, advantages, and disadvantages of using money apps as a budgeting tool. The session attracted 36 participants, with 43% of 84 registrants attending the live session. Extension/University was the highest reported employer affiliation at 44%. Over the course of the webinar 74% of non-MFLN participants engaged in the chat pod.

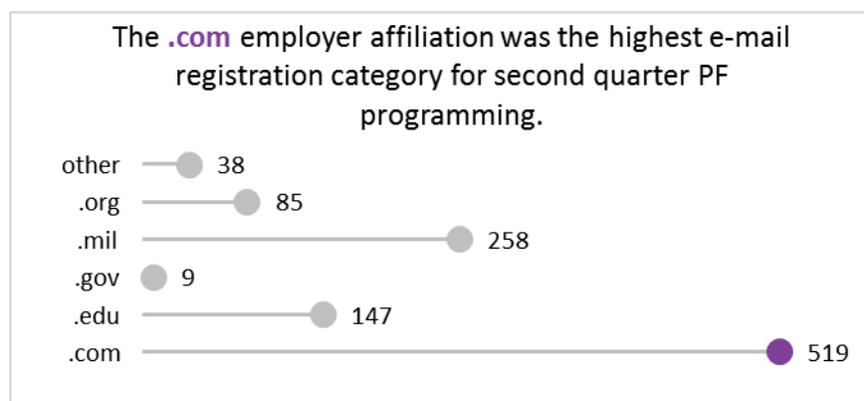
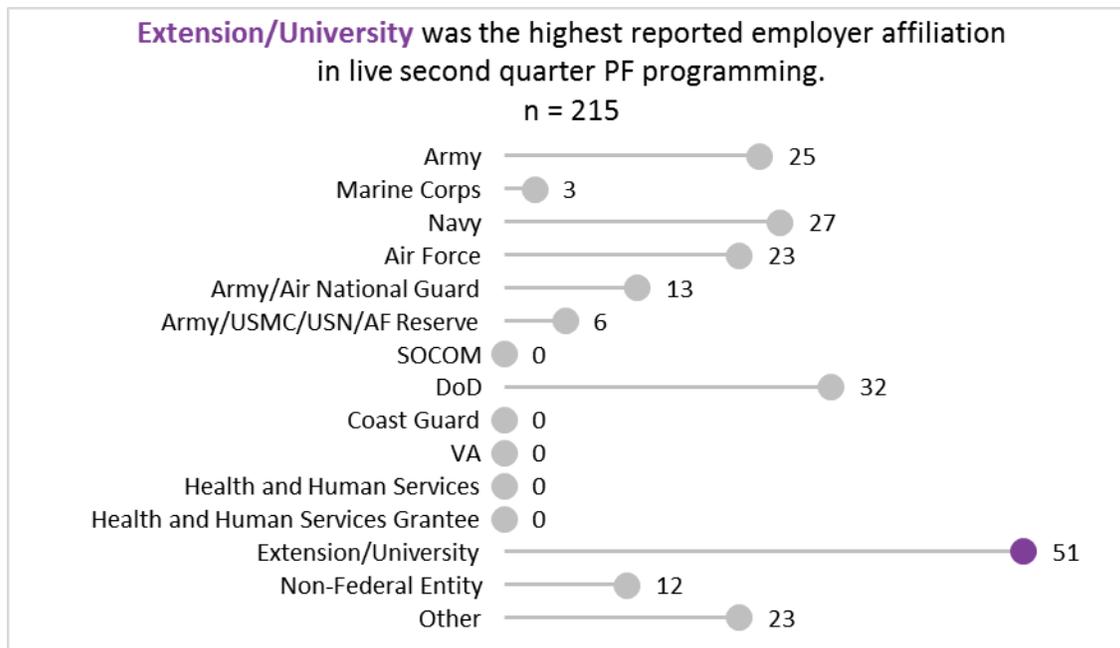
“50 Interactive Personal Finance Learning Activities” was presented in May. The 90-minute webinar featured 50 interactive games and financial learning activities designed to leverage learners’ creativity and skill sets, develop learners’ critical thinking and math skills, and provide personalized insights. The webinar attracted 99 participants, with 41% of the 242 registrants attending the live session. Extension/University was the highest reported employer affiliation at 31%. During the event, 51% of non-MFLN participants engaged in the chat pod.

“Data Knows Best: What Research Says about Your Client's Retirement Planning,” was the first in the three-part Personal Finance virtual learning event held in June. This first session set the stage for the ongoing conversation focused on retirement issues by highlighting statistics and figures about retirement planning and saving. Of 169 registrants, 106 attended the live event to establish a registrant attendance rate of 63%. During the session 44% of non-MFLN participants engaged in the chat pod. Extension/University was the highest reported employer affiliation at 28%.

“The New Retirementality” was the second session in the virtual learning event, and examined the new ways retirement is taking place and the resulting impacts on planning and preparation. The session attracted 93 participants, with 61% of the 153 registrants attending the live event. Extension/University was the highest reported employer affiliation at 30% of the total. The rate of non-MFLN participants engaged in the chat pod reached 54%.

PF (continued)

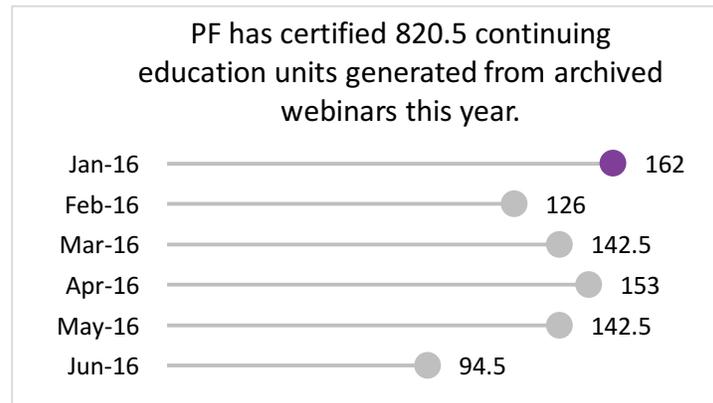
“Catch-up Retirement Savings Strategies” was the final event session, and focused on individuals who are quickly approaching retirement but don’t feel adequately financially prepared. The session provided tips to maximize contributions by taking full advantage of compound interest and savings plans. Of the 167 registrants, 80 attended the live event establishing an attendance rate of 48%. The largest reported employer affiliation was DoD, with 29% of the total. During the session 61% of non-MFLN participants engaged in the chat pod.



PF archived webinar views resulting in certified continuing education credits during the second quarter include (shortened titles): 2016 Year in Review; 50 Interactive Personal Finance Learning Activities; Credit and Debt Issues; Credit Scores: What’s New; Entrepreneurship Essentials; Estate Planning and Military Families; Estate Planning Basics; Financial Coaching; Foreclosure Process; Health and Wealth Relationships; Identity Theft; Investing for Your Future Part 2; Life Insurance Basics; Military Blended Retirement System; Military Family Financial

PF (continued)

Transitions; Motivational Interviewing; Personal Finance Ethics; Positive Personality Traits; Retire Ready (Financial Planning); Retire Ready (Military Families); Savings Strategies for Military Families; Student Loans (Financial Practitioners); Student Loans and Service Members; Tax Planning Updates; Time Value of Money; Thrift Savings Plans; Wealth Building; and Financial Fitness.



PF Facebook likes reached 591 and **Twitter followers** numbered 582 at the end of the second quarter. There were 36 new Facebook likes and 34 new Twitter followers at the end of this reporting period.

Social media strategies and successes during the second quarter included:

- Collaborations with the Office of Financial Readiness resulted in their sharing upcoming PF webinars, and other DoD-related offices and departments (Office of the Assistant Secretary of Defense - Manpower & Reserve Affairs, Give an Hour, and Building Healthy Military Communities) began sharing information as well.
- Engaging in two national financial campaigns and using their hashtags helped several tweets gain traction and resulted in likes, retweets, and new followers.
- Increased Facebook reach coincided with a higher volume of posts, posting at different times of the day, and extensive use of graphics in the posts.
- The VLE Facebook Live session had 239 views at the end of the second quarter, and was an effective way to get a great reach in a short amount of time. Several VLE posts were shared by the DOD Office of Financial Readiness, helping Facebook reach metrics.
- A first-time Pulse blog post on LinkedIn received several likes and one comment from a member of the PF webinar audience.

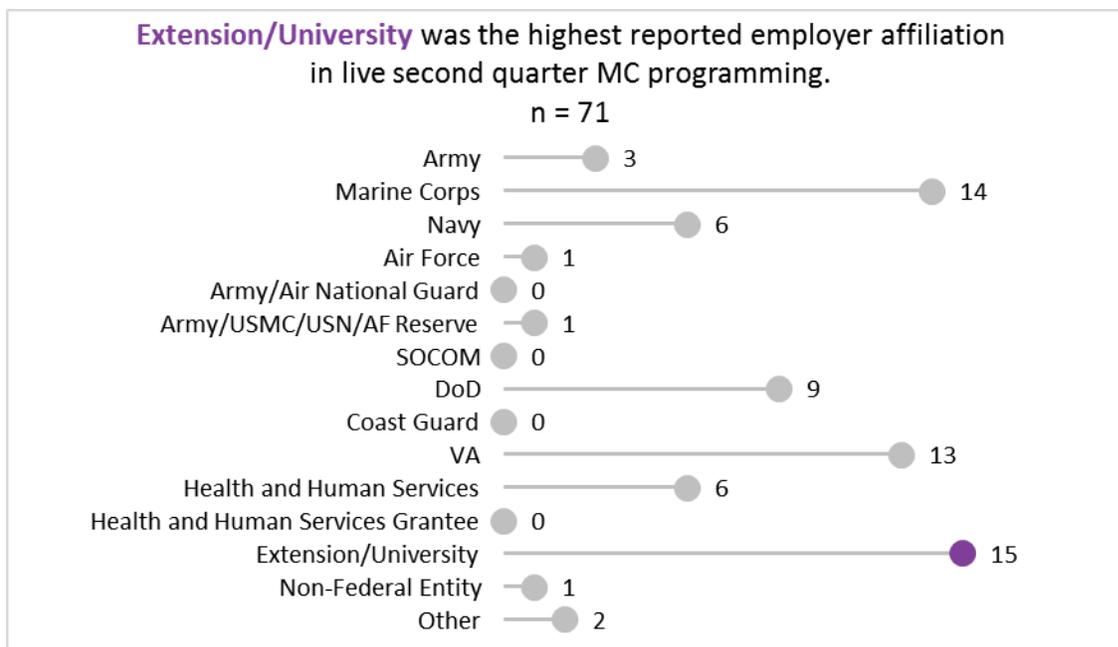
Military Caregiving

MC produced three webinars during the second quarter, attracting a total of 252 registrants, 140 participants, and a registrant attendance rate of 56%. On average, 39% of non-MFLN participants engaged in the chat pod during live sessions. The largest reported employer affiliation this quarter was Extension/University, with 21% of the total.

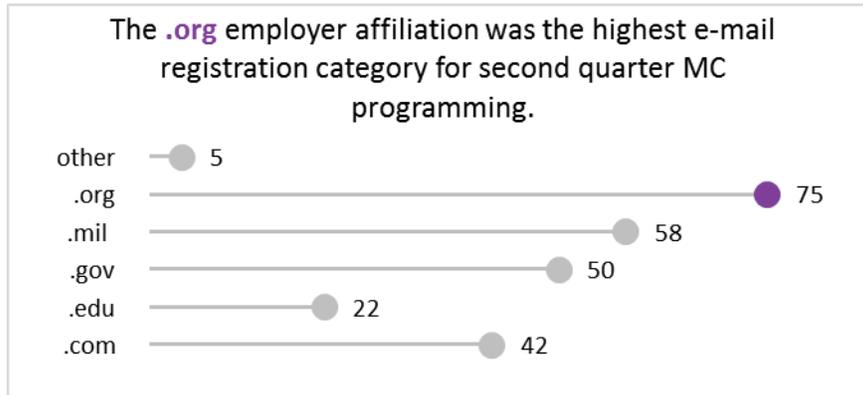
“The Caregiver in the Room: Important Considerations for Providers Working with Families” was offered in April. The session addressed the core challenge of respecting the autonomy of the client while communicating with the family caregiver and explored interpersonal communication skills and strategies for providers in collaborating with family caregivers. There were 128 registrants and 68 participants in the live event, establishing a registrant attendance rate of 53%. During the session 44% of non-MFLN participants engaged in the chat pod. VA was the highest reported employer affiliation with 27% of the session total.

“Hidden Heroes: Caregiver Stress and What to Do about It” was offered in May. This session examined the impact caregiving stress can have on family caregivers and addressed ways helping professionals can provide assistance. The webinar attracted 70 registrants and 48 participants. The registrant attendance rate was 69% for the live session. The rate of non-MFLN participation in the chat pod reached 24%. The highest reported employer was the Marine Corps at 32% of the total.

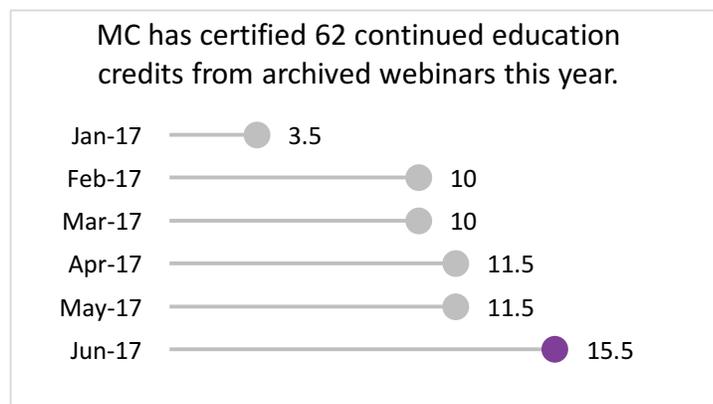
“Medicaid: Taking Stock of an Essential Program in Uncertain Times” was presented in June. The session provided an overview of the Medicaid program, reviewed major policy developments relating to Medicaid funding, and identified resources for military support personnel, caregivers, and families to learn more about Medicaid. There were 54 registrants and 24 participants in the live event. The registrant attendance rate for the session was 44%. The rate of non-MFLN participation in the chat pod was 56%. Extension/University was the highest reported employer affiliation at 33%.



MC (continued)



MC archived webinar views resulting in certified continuing education credits during the second quarter include (shortened titles): Introduction to TRICARE; ADHD, Anxiety, and Autism; Communication for Interpersonal Relationships; Challenges Facing Families in Crisis; Chronic Illness Parts 1 and 2; Medicare 2017; Successful Transitions for Students; and The Caregiver in the Room.



MC's Facebook likes totaled 22,466 and **Twitter followers** reached 719 at the end of June. Facebook likes decreased by 61, while Twitter followers increased by 5 during the quarter.

Social media strategies and successes during the second quarter included:

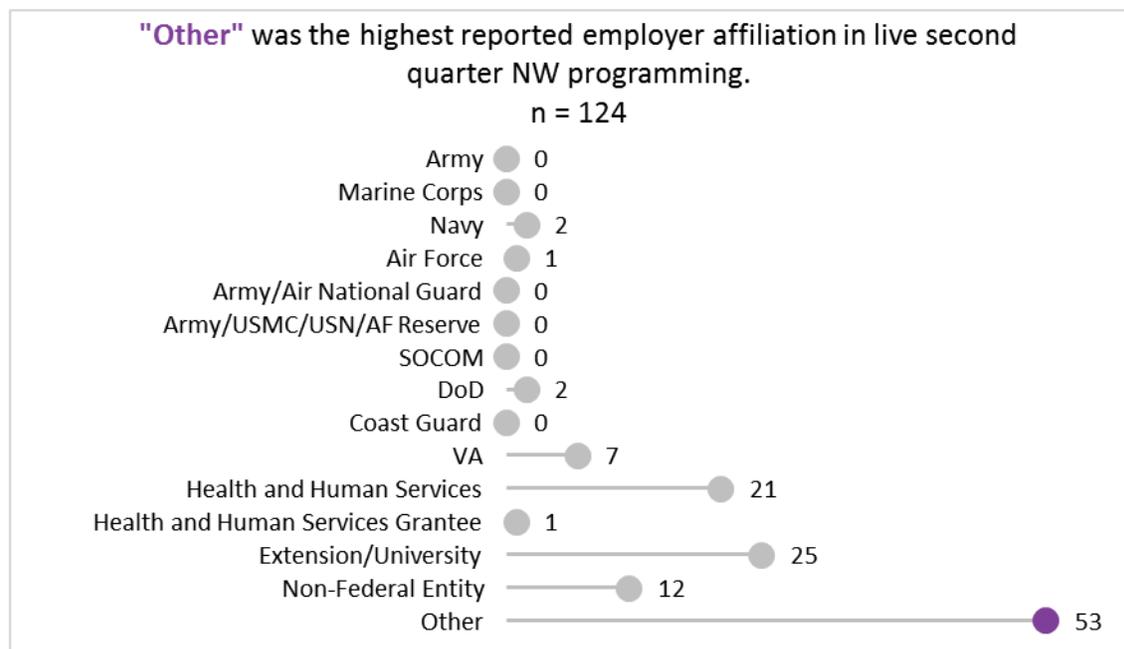
- A “social media unit” was developed for Autism Awareness month that provided further education, discussion, and resources. Available on Facebook, Twitter, Instagram, and LinkedIn, it contributed to increased engagement and reach during the week.
- Success in reach and engagement continue with video posts, and new blog styles are also being explored.
- Experiments with timing on Facebook and Twitter are underway.
- A seven-part video series on tips for professionals resulted in increased reach and engagement, but these videos are linked to YouTube, and may not be getting the reach they could.
- Sources continue to be tagged in Twitter posts, but do not always result in the source following the MC account.

Nutrition and Wellness

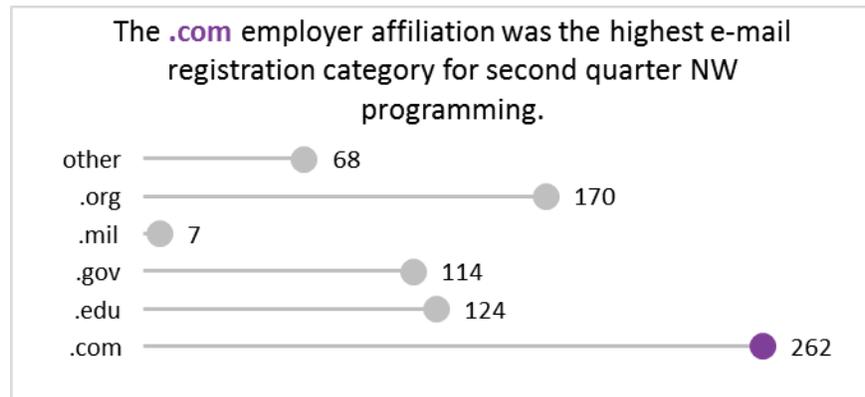
NW produced two webinars during the second quarter, attracting a total of 745 registrants, 328 participants, and an average registrant attendance rate of 44%. The largest reported employer affiliation for NW sessions was “Other,” with 43% of the quarterly total. On average, 23% of non-MFLN attendees engaged in live sessions through the chat pod.

“Evidence-based Guidelines for the Nutritional Management of Adult Oncology Patients” was provided in May. This webinar examined the latest research on how diet and nutritional status impact cancer progression and prognosis and provided information regarding better utilization of the Nutrition Care Process to help ensure appropriate and high-quality nutrition care for patients. The session attracted 291 registrants and 109 participants, establishing a registrant attendance rate of 37%. The rate of non-MFLN participants engaged in the chat pod reached 32%. The highest reported employer was “Other” at 49% of the total.

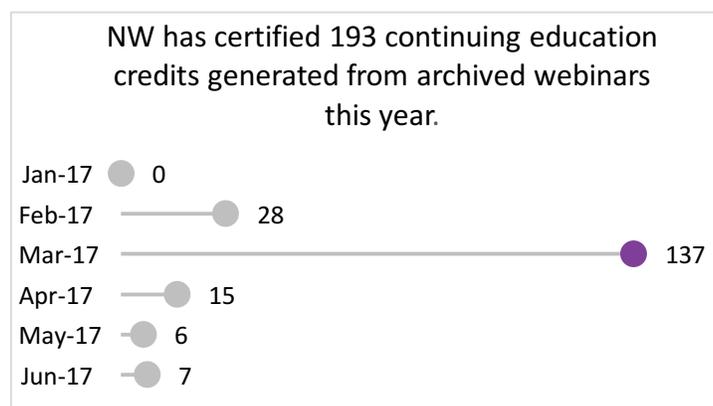
“Responsive Feeding: Understanding When and How to Develop a Feeding Relationship with Infants” was offered in June. The session provided information on how responsive feeding can help maintain nutrition, proper growth, and appetite regulation in infants, and addressed ways to help patients practice this method for healthier infant feeding. There were 454 registrants and 219 participants in the live event, with a registrant attendance rate of 48%. During the session 18% of non-MFLN participants engaged in the chat pod. “Other” was the highest reported employer affiliation with 40% of the total.



NW (continued)



NW's archived webinar views resulting in certified continuing education credits during the second quarter include (shortened titles): Breastfeeding; Weight Loss Surgery; Renal Disease Nutrition Apps for RDNs; Health and Wealth; Chronic Illness Parts 1 and 2; Scoop on Gluten-Free; Phytonutrients and Cardiovascular Disease; and Nutritional Management of Adult Oncology Patients.



NW's Facebook likes reached 284 and **Twitter followers** totaled 283 at the end of the quarter. There were 13 new Facebook likes and 13 new Twitter followers during the second quarter.

Social media strategies and successes during the second quarter included:

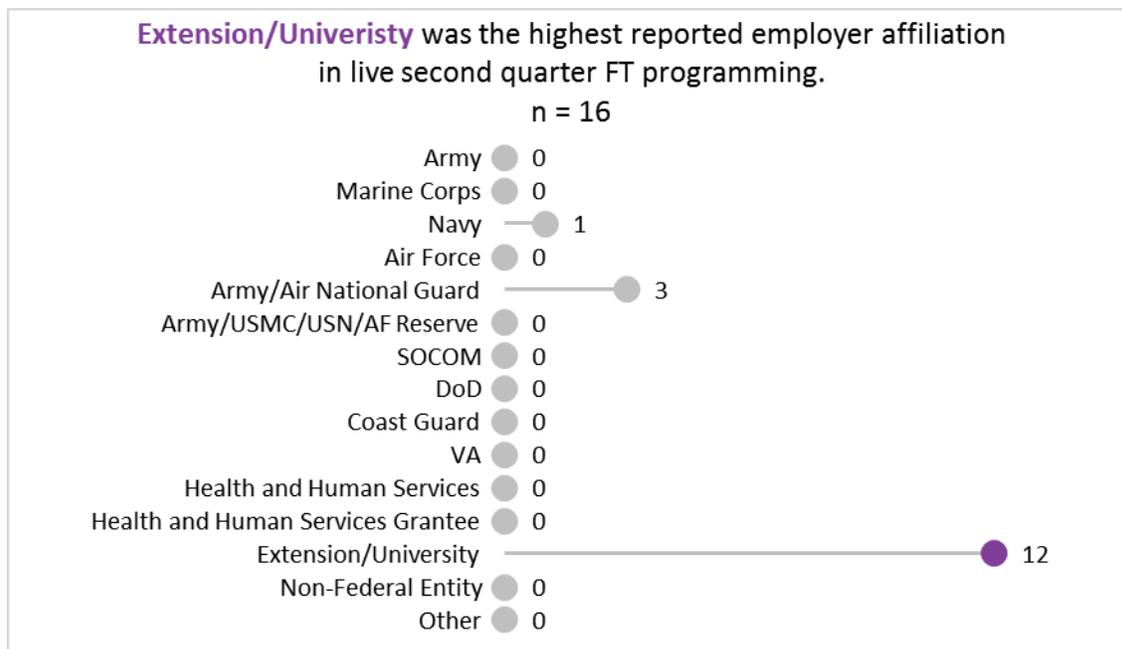
- The use of intentional and meaningful hashtags in Twitter have coincided with an increase in reTweets and Twitter followers.
- Facebook views continue to increase, and significant reach coincides with posts about food recipes as well as the webinars.
- A focus on using pictures and posts to increase engagement continues as a strategy.

Family Transitions

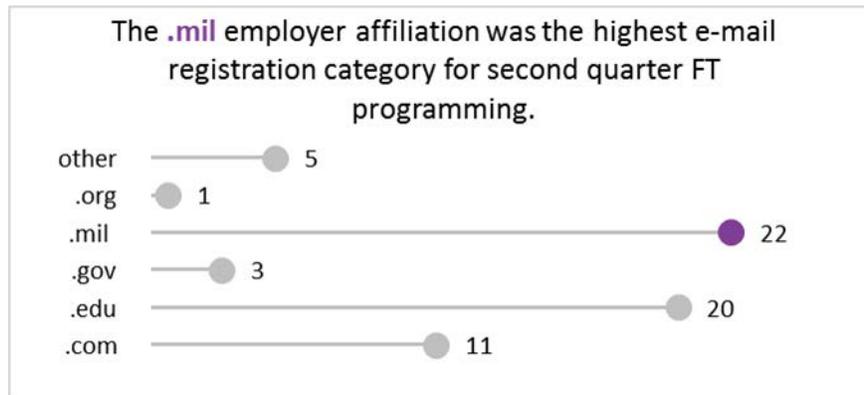
Family Transitions produced two webinars this quarter as part of a two-part series, which attracted a total 62 registrants and 35 participants. The overall registrant attendance rate was 56%. On average, 56% of non-MFLN participants engaged in the chat pod during live sessions. The largest reported employer affiliation was Extension/University with 75% of the quarterly total.

“Engaging Across Generations Part I: Unique Mindsets,” produced in May, was the first in the two-session series. Examining various generational groups, their unique mindsets, expectations and work styles, the session explored what each generational group has in common and highlighted strategies to enhance working relationships across generations. The session attracted 32 registrants and 15 participants, establishing a registrant attendance rate of 47%. Non-MFLN participants engaged in the chat pod reached 75%. The highest reported employer was Extension/University, with 71% of the total.

“Engaging Across Generations Part II: Tools and Techniques,” also offered in May, invited participants to explore ways to harness the strengths of each generational group and provided tips and tools for engaging across generations. There were 20 participants and 30 registrants for this session, establishing a registrant attendance rate of 67%. During the live event 45% of non-MFLN participants engaged in the chat pod. Extension/University was the highest reported employer affiliation with 78% of the total.



FT (continued)



FT's Facebook likes reached 264 and Twitter followers totaled 267 at the end of the second quarter. There were 13 more Facebook likes and 58 more Twitter followers during the reporting period.

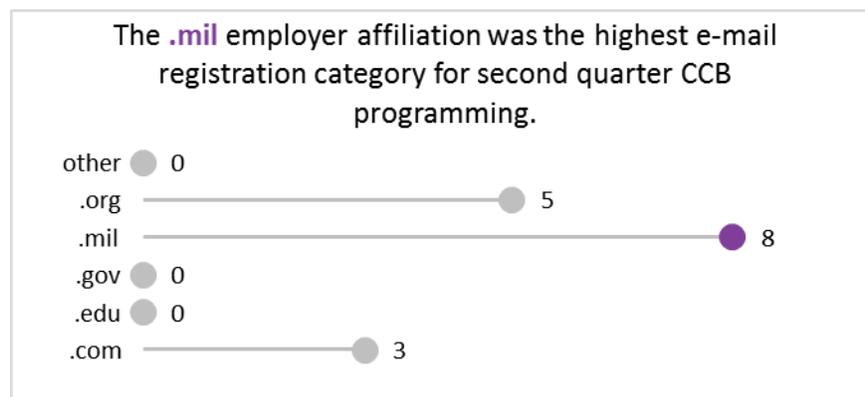
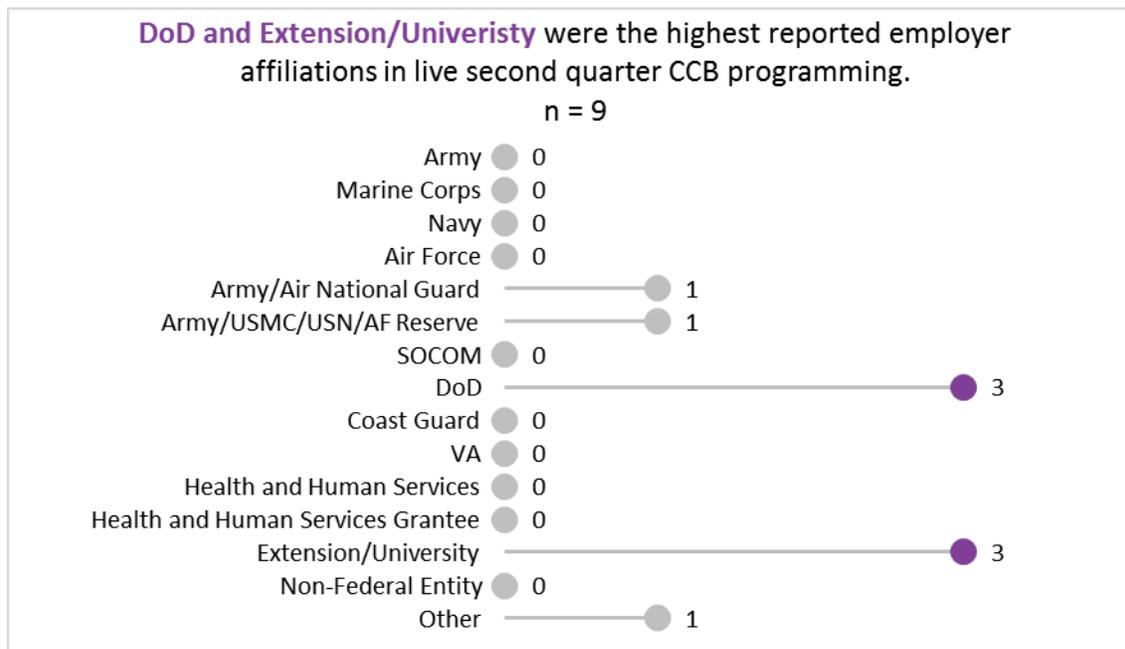
Social media strategies and successes during the second quarter included:

- Google alerts have been very helpful in tweeting out and posting about pertinent articles, research, videos, etc. as they happen, which supports engagement and conversation around new ideas and insights in real time.
- A “generations” campaign was started early in the quarter to support the two-part webinar series. Using research, articles, polls, etc., images were attached to the various generations to increase curiosity and conversation among followers. All posts were tracked in a spreadsheet with dates, posting times, and links to better understand the coinciding meters.
- Twitter followers also continue to increase.

Community Capacity Building

CCB produced 1 webinar during the second quarter.

“Learn to Build Community Capacity Through My Training Hub Training Modules” was presented in April. The session provided an overview of CCB resources, provided instruction on how to access the training, and reviewed the nine training modules in addition to providing an inventory of additional CCB resources accessible through the My Training Hub website. In total, 15 of the 16 session registrants participated the live event establishing a registrant attendance rate of 94%. One hundred percent of non-MFLN participants engaged in the chat pod during the session. DoD and Extension/University were the highest reported employer affiliations, each at 33% of the total.



Due to the infusion of CCB into the other concentration areas, we have stopped formally tracking CCB social media metrics.