

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

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First Quarter	<u> </u>
Second Quarter	<u> </u>
Third Quarter	<u> X </u>
Fourth Quarter	<u> </u>
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2017 Third
Quarter Report



MILITARY FAMILIES
LEARNING NETWORK

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U.S. DEPARTMENT
OF DEFENSE



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Third Quarter Overview

Eight professional development webinars were delivered during the third quarter: four in July (1 CCB, 1 FD, 1 NW, 1PF), two in August (1 FD, 1 MC/PF), and two in September (1 NW, 1PF). (Note: The CCB webinar was internal professional development for the MFLN.)

The first MFLN virtual conference was offered in September by MC, FD, FDEI, and FT **with a total of nine live webinar sessions and three Facebook Live events**. Basic conference metrics can be found in the virtual conference section of this report. A full evaluation report on the virtual conference will follow. Note: Attendance, registration, and employer affiliation metrics in the overview section of this report contain virtual conference statistics; concentration area sections of this report do not contain virtual conference statistics.

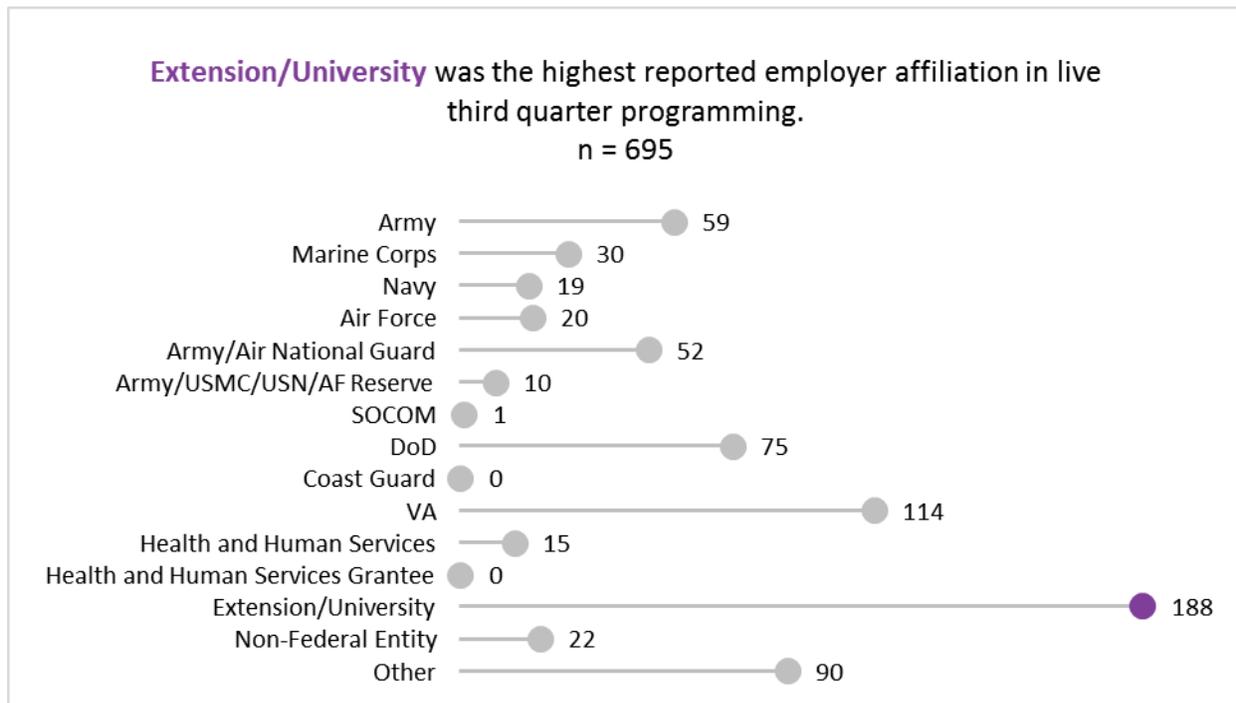
PF hosted a 30 Days of Savings Challenge in September.

Total webinar attendance for 2017 is 4,560.

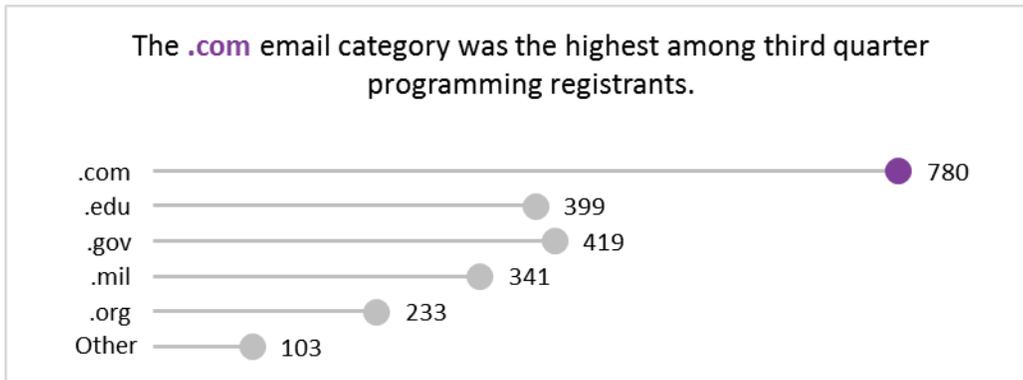
Total continuing education credits certified in the third quarter: 1,655.5 (804 PF; 25 MC; 69 FD; 339.5 FDEI; 418 NW).

Third quarter webinar registration totaled 2,273 with 1,654 live event participants. The average registrant attendance rate across the network was 73%, up, from 53% during the second quarter. On average, 37% of non-MFLN participants engaged in the chat pod.

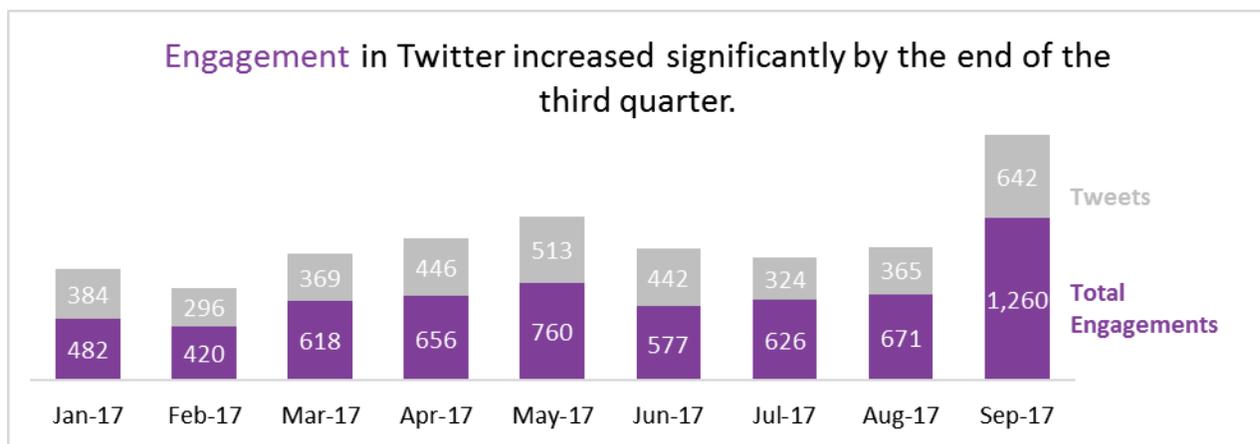
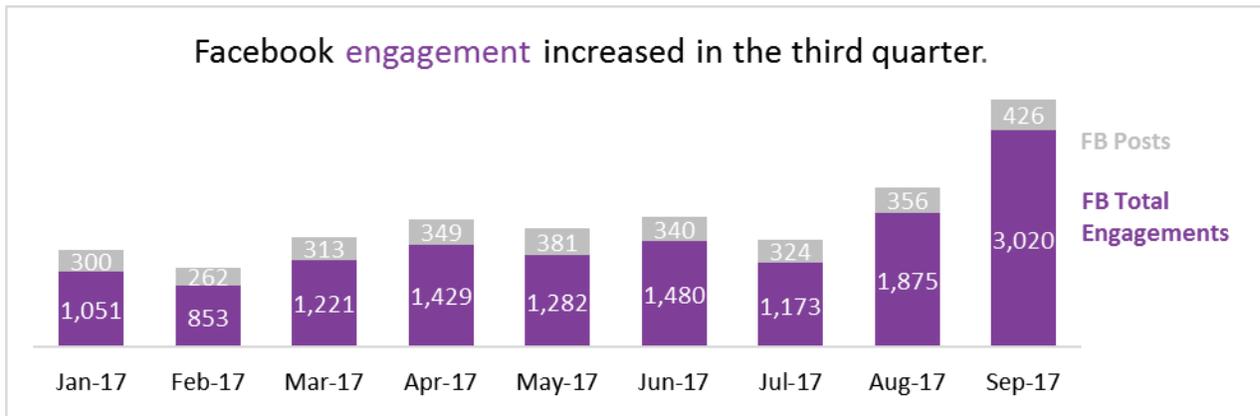
Extension/University was the largest reported employer during live event polls with 27% of the total.



Third 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 with the .com email address** were the most frequent registrants during the third quarter.



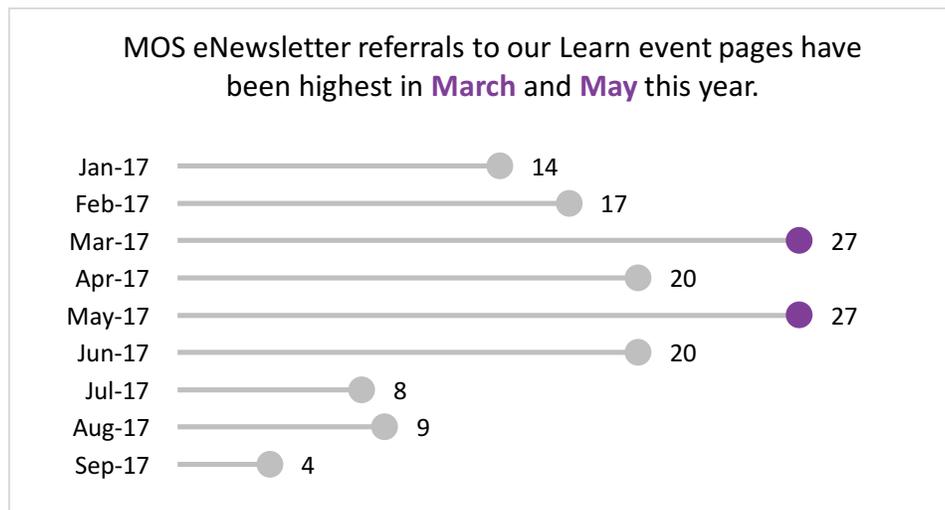
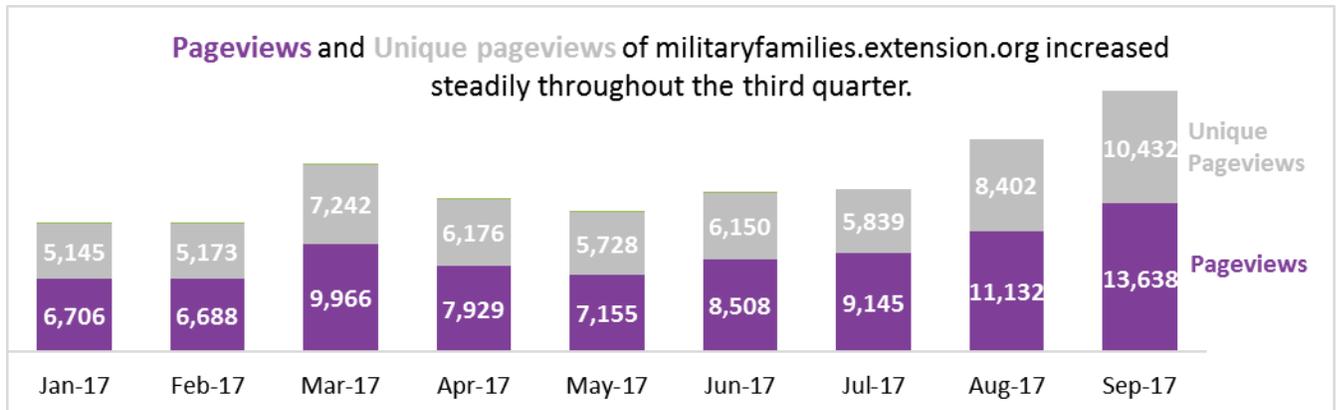
Social media engagement across the network increased during the third quarter in both Facebook and Twitter. Facebook likes at the end of the quarter totaled 26,625, and Twitter followers reached 3,530. Total page reach in Facebook rose significantly to 81,251 in the third quarter, up from 37,162 at the end of the second quarter.



Fifty-eight blogs were published during the third quarter: FD posted 9, FDEI posted 7, MC posted 13, PF posted 18, CCB posted 1, NW posted 9, and FT posted 1.

Thirteen podcasts were published during this reporting period: FT posted 1 and PF posted 12.

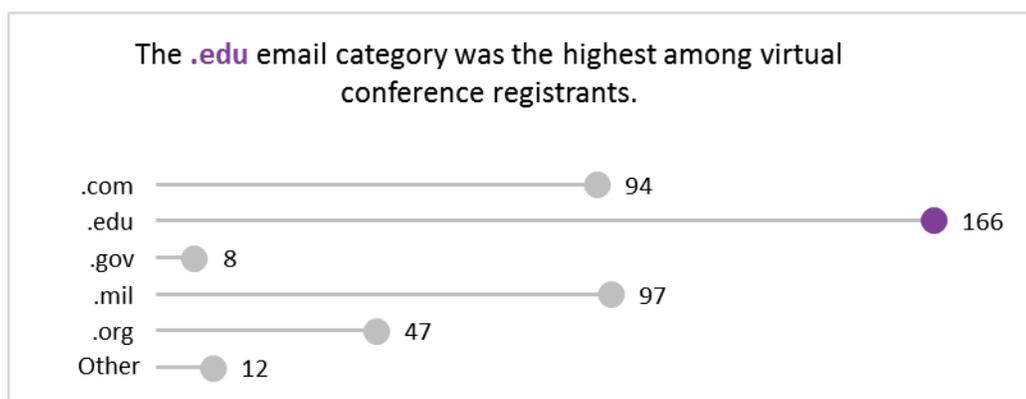
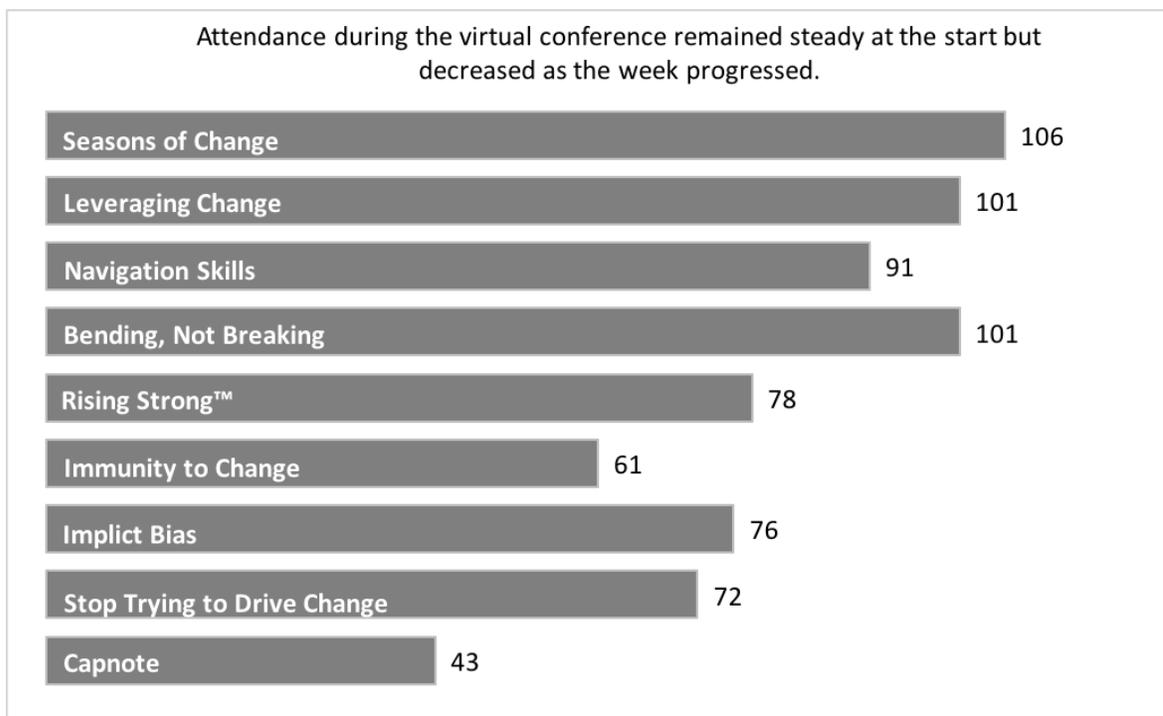
Third quarter referrals to militaryfamilies.extension.org were primarily through direct browser searches. Pageviews of the main page were highest in September. Military OneSource eNewsletter referrals to MFLN Learn pages were highest in the first and second quarters.



Virtual Conference

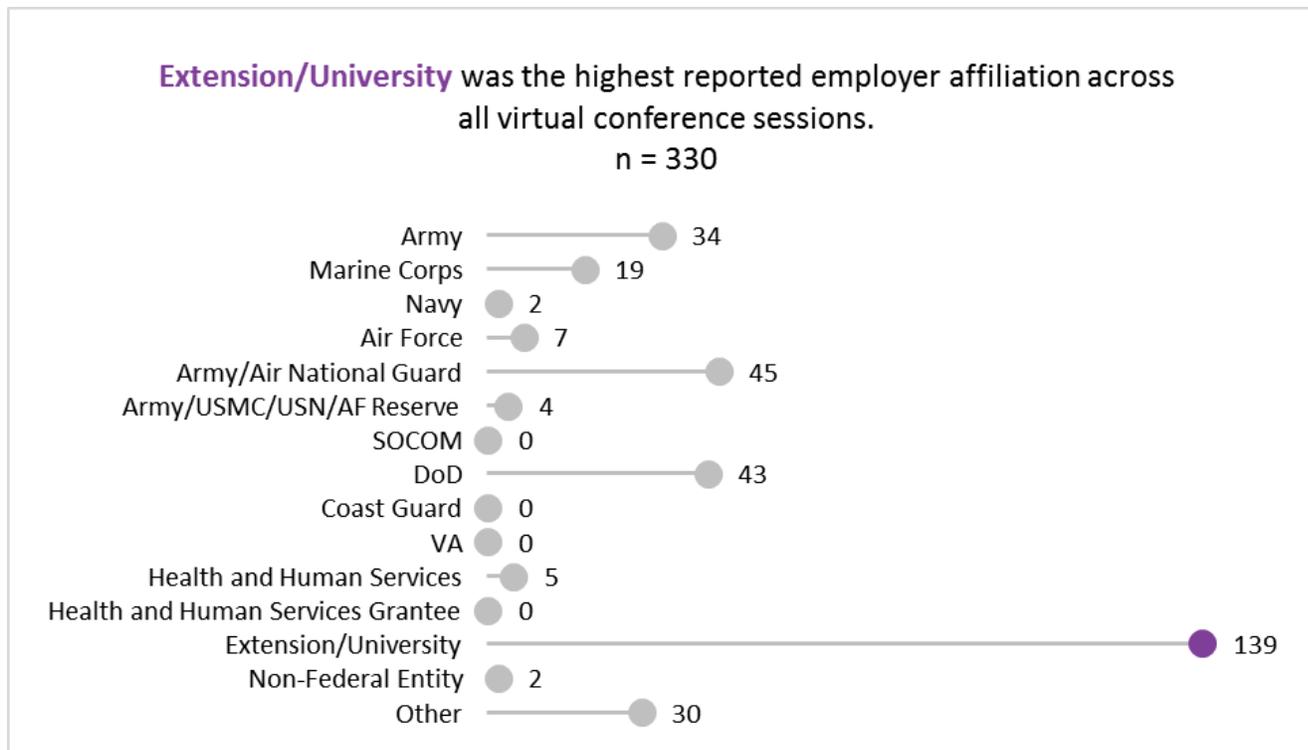
The first MFLN virtual conference was offered in September by MC, FD, FT, and FDEI with a total of nine live webinar sessions (4 MC, 2 FD, 2 FT, 1 FDEI) and three Facebook Live events over four consecutive days. The virtual conference attracted a total of 424 unique registrants, and cumulative attendance across the live events totaled 729 participants. Note: Registration data is not available at the session level as individuals registered once for the entire conference. The following provides a brief overview of the virtual conference. Please see the virtual conference evaluation for more details.

Virtual conference attendance was fairly steady during the first half of the conference, and then started to decrease during the second half. Plans for future virtual conferences will take this into account.



Virtual Conference (continued)

The conference attracted a relatively high number of Extension/University affiliated participants, a notable metric for the MFLN as we continue to spread awareness of our programming with Extension professionals across the country.



Day one of the virtual conference opened with two keynote sessions, each followed by an optional twenty-minute breakout chat. **“Seasons of Change: Promoting Growth during Times of Uncertainty,”** hosted by **FD**, addressed coping strategies at work and at home to help individuals become stronger and more flexible during times of change, including strategies for resilience and self-compassion, as well as the importance of “battle buddies.” **“Leveraging Connections,”** hosted by **MC**, presented options for navigating change successfully by using connections with ourselves and our emotions, connections with others, and connections with resources. The session also focused on how the appreciation of differences can have a positive impact on successful organizational change.

“Navigation Skills: Charting Your Course through Organizational, Social, and Cultural Change” was presented by **MC** at the start of day two of the virtual conference. This moderated discussion addressed change from a policy standpoint, particularly within the military landscape. Session presenters sifted through the challenges, opportunities, and benefits related to policy changes supporting military family readiness, and underscored the value and power of DoD’s Family Readiness System. **“Bending, Not Breaking: Resilience and the Role of Positive Emotions during Times of Stress”** was hosted by **FD**. This session addressed the connections between positive emotions and resilience, as well as the importance of positive emotions in stress management during times of change.

Virtual Conference (continued)

On day three, FT hosted **“Rising Strong™ When Faced with Professional Change: My Story, My Ending.”** In this session, strategies for building resilience through vulnerability, values, and personal empowerment were shared, along with discussion around the connections between thought and behavior. FT also hosted the second session of the day, **“Immunity to Change.”** This session addressed the tensions between intending to change and the actions necessary to make change happen. Immunity mapping was discussed as a helpful tool in identifying new behaviors that better align with effective leadership through change.

On the final day of the conference, two conference sessions were followed by a facilitated, participant-led capnote. **“Implicit Bias: From Awareness to Positive Change,”** hosted by FDEI, introduced implicit bias and its impact on our interactions with others. Using the example of children’s school experiences, the session reminded participants that whether working with children or adults, our ability to be aware of our biases is a crucial first step in positively changing our work and home environments. MC hosted **“Stop Trying to Drive Change and Start Growing It!”** This session used a gardening analogy to illustrate the essential elements required for getting change moving and in positive directions. The session also addressed sustainable approaches to change, including ways to accelerate change and the need to celebrate even small success in the change process. Also hosted by MC, the conference capnote **“Turning Knowledge into Action”** offered conference participants an opportunity to identify recurring themes and important conference takeaways through a moderated chat pod discussion.

An evaluation report of the virtual conference will be provided.

Personal Finance

PF produced three webinars during the third quarter, including one collaborative session with Military Caregiving. PF sessions attracted a total of 584 registrants and 287 live event participants this quarter, establishing an overall registrant attendance rate of 49%. On average, 57% of non-MFLN participants engaged in the chat pod during live sessions and the largest reported employer affiliations were Extension/University and “Other,” each with 18% of the quarterly total.

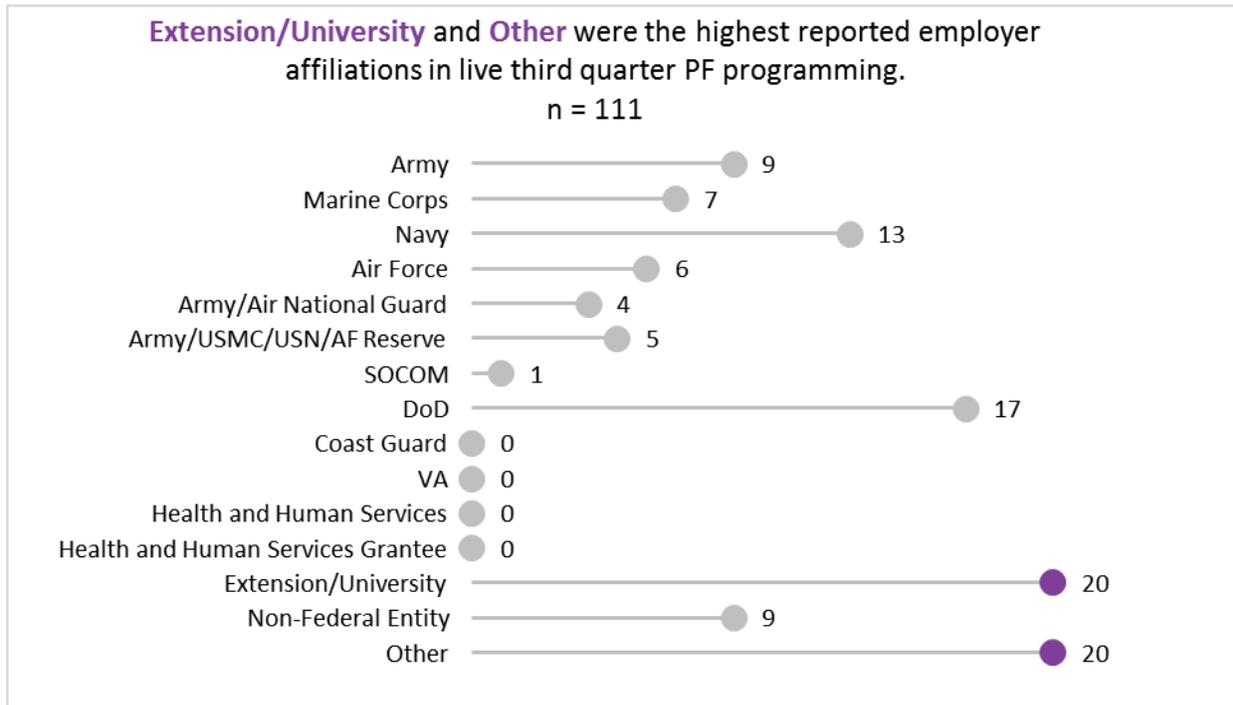
“Behavioral Ethics and Personal Finance: A Discussion of Morality, Framing, and Bias” was presented in July. The session explored ethical behavior and reviewed the ethical guidelines of the AFC® and DoDD 5500.7 Standards of Conduct, and also examined philosophical and behavioral ethics. The webinar attracted 64 participants, with 52% of the 122 registrants attending the live session. Extension/University was the highest reported employer affiliation at 22%. During the event, 85% of non-MFLN participants engaged in the chat pod.

“Estate Planning for Families with Special Needs,” a collaborative webinar with Military Caregiving, was presented in August. The session explored the importance of estate planning for families with special needs and reviewed considerations across the life cycle. The live event attracted 112 participants, with 50% of the 224 registrants attending the live webinar. Extension/University and “Other” were the highest reported employer affiliations, each at 19% of the total. During the session 53% of non-MFLN participants engaged in the chat pod.

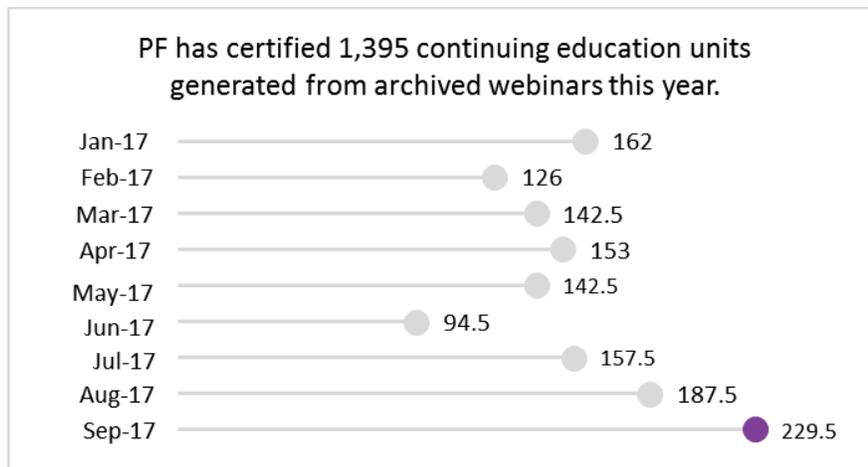
“Investing Basics and Beyond” was offered in September. The session focused on financial goal-setting, developing a personal investment statement, investment risk, investment product choices, asset allocation and diversification, building an investment portfolio, estimating investment returns, investing for retirement, investment record-keeping, and choosing financial advisors. Of the 238 registrants, 111 attended the live event establishing an attendance rate of 47%. The largest reported employer affiliations were DOD and Non-Federal Entity, each with 19% of the total. During the session 44% of non-MFLN participants engaged in the chat pod.

PF also hosted the “30 Days of Savings Challenge” during September. A final total of 615 participants registered for the event, which included 4 Facebook Live events. See the 30 Days of Savings Challenge evaluation report for more information.

PF (continued)



PF archived webinar views resulting in certified continuing education credits generating during the third quarter include (shortened titles): 50 Interactive PF Activities; 2016 Year in Review; Behavioral Ethics & Personal Finance; Catch-Up Retirement Strategies; Credit and Debit Issues; Data Knows Best; Entrepreneurship Essentials; Estate Planning for Families with Special Needs; Financial Coaching; Financial Therapy; Foreclosure Process; Health & Wealth Relationships; Identity Theft; Investing Basics; Investing with Small Dollar Amounts; Life Insurance Basics; Military Blended Retirement; Motivational Interviewing; Personal Ethics; Positive Personality Traits; Retire Ready; Savings Strategies; Student Loans; Student Loans and Service Members; The Culture of Personal Finance; The Ins & Outs of Target Date Funds; The New Retirementality; The Time Value of Money; Thrift Savings Plans; Wealth Building with Savings Investments and Windfalls; and What is Financial Fitness.



PF (continued)

PF Facebook likes reached 679 and **Twitter followers** numbered 624 at the end of the third quarter. There were 88 new Facebook likes and 42 new Twitter followers at the end of this reporting period.

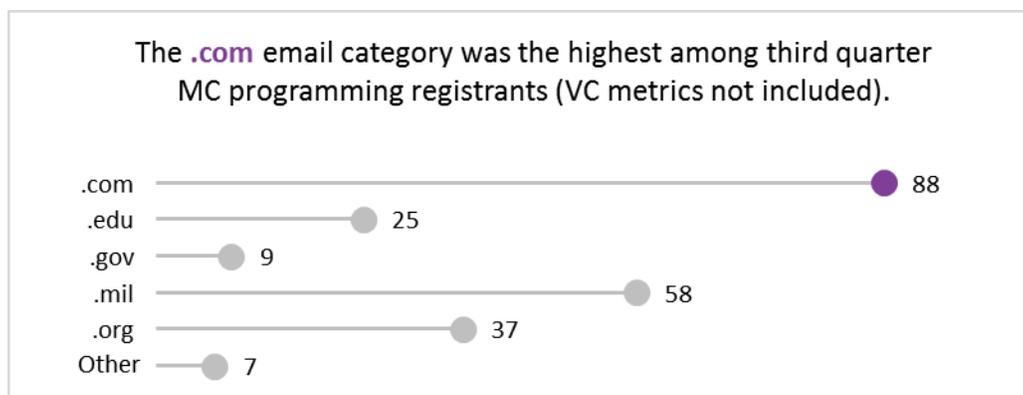
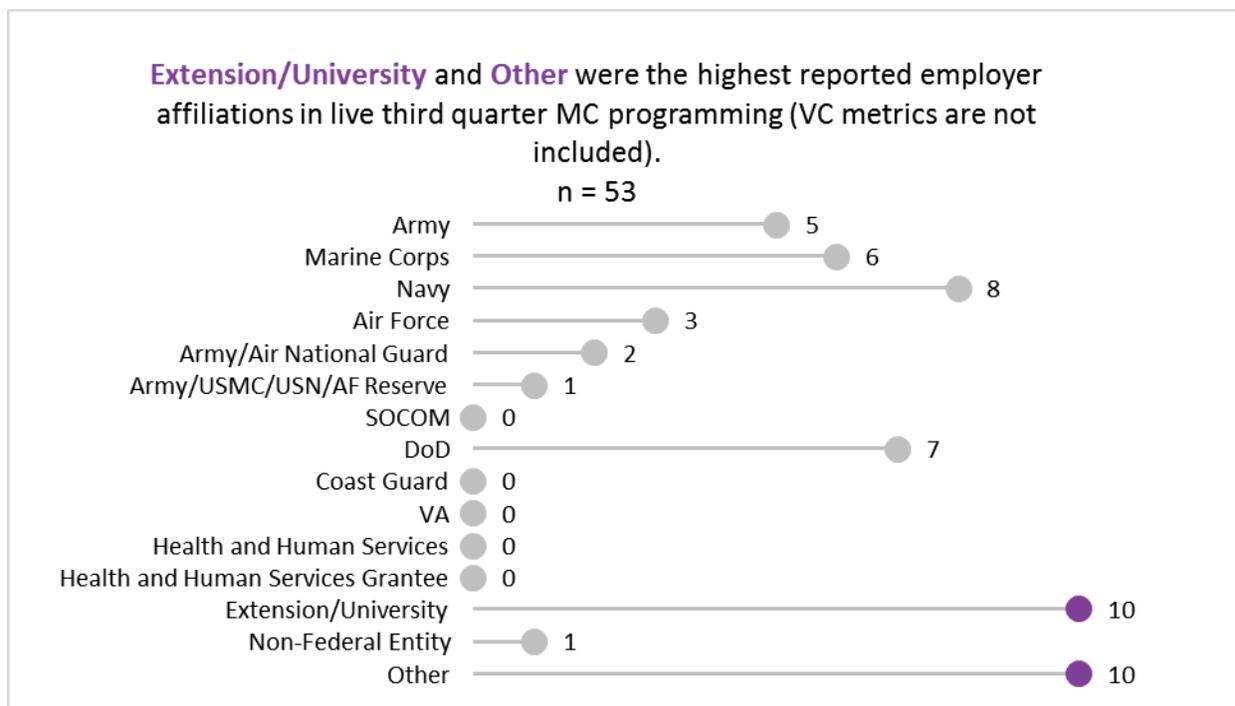
Social media strategies and successes during the third quarter included:

- PF achieved strong reach through 30 Days of Savings Challenge Facebook Live events with yielded increased views and strong participant engagement. Posts about the event did well, with one graphic achieving a Facebook reach of 3,500.
- Collaboration with Military Saves, Military OneSource, DOD Office of Financial Readiness and Extension's Financial Security for All resulted in new likes and shares and increased Twitter activity, as did using the #ethics hashtag.
- The first PF podcast, “Spring Cleaning Your Finances,” landed at the top of the Top 10 Episodes of All Time list.
- MFLN virtual conference information was shared on Facebook and Twitter in September. Tweets were regularly liked and retweeted, especially during the week of the event with 16 new Twitter followers and an increase in impressions in September.

Military Caregiving

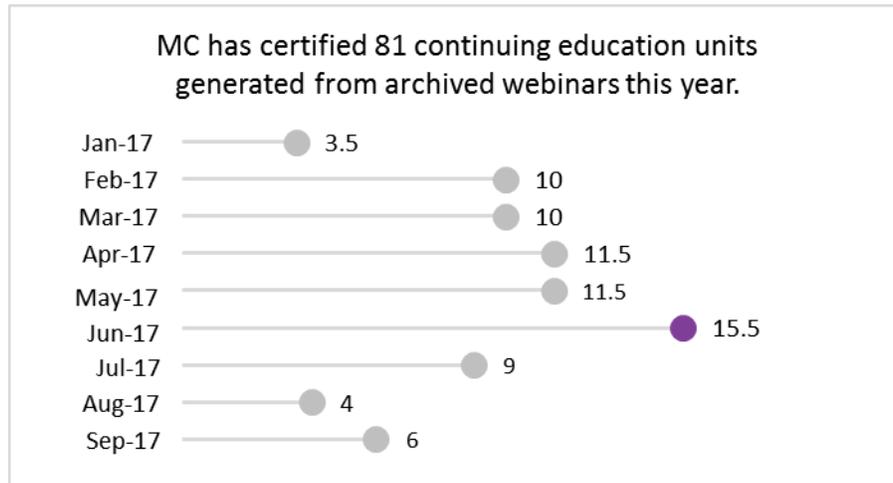
MC produced one webinar during the third quarter. **“Estate Planning for Families with Special Needs,”** a collaborative session with Personal Finance, was presented in August. The session explored the importance of estate planning for families with special needs and reviewed considerations across the life cycle. The live event attracted 112 participants, with 50% of the 224 registrants attending the live webinar. Extension/University and “Other” were the highest reported employer affiliations, each at 19% of the total. During the session 53% of non-MFLN participants engaged in the chat pod.

MC also produced four virtual conference sessions in September. Please see the virtual conference section of this report and the 2017 MFLN Virtual Conference evaluation report for more information.



MC (continued)

MC archived webinar views resulting in certified continuing education credits during the third quarter include (shortened titles): TRICARE ECHO; Challenges Facing Families in Crisis; TRICARE Autism Demonstration; Chronic Illness Part 1; Successful Transition for Students with Special Needs; The Caregiver in the Room; Hidden Heroes; and Medicaid: Taking Stock of an Essential Program.



MC's Facebook likes totaled 22,411 and **Twitter followers** reached 728 at the end of September. Facebook likes decreased by 55, while Twitter followers increased by 9 during the third quarter.

Social media strategies and successes during the third quarter included:

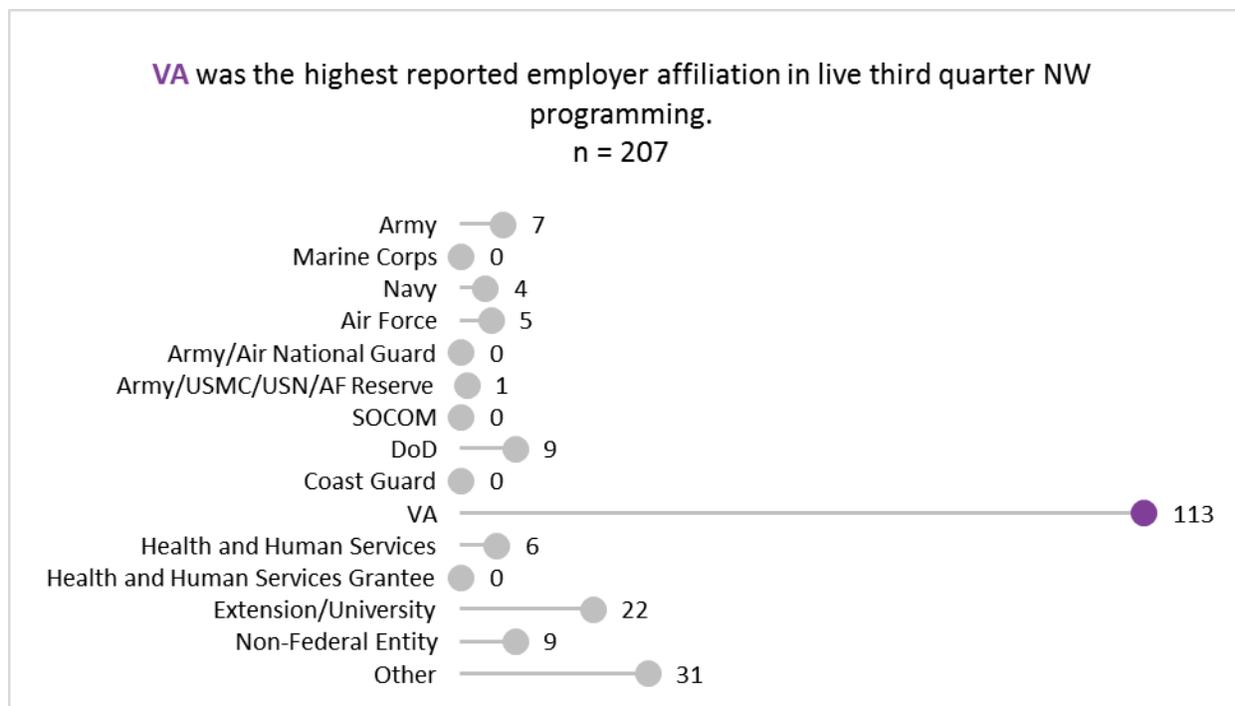
- Live tweeting during MFLN virtual conference sessions yielded increased Twitter engagement with 9 new followers. MC will continue to utilize live tweeting as a strategy for future MFLN webinars and conferences.
- Utilizing multiple pictures per post for Twitter led to an increase in clicks and likes.
- Webinar event promotions helped with increasing likes and retweets.
- Mentioning the Defense Center of Excellence helped improve engagement and reach in July and will remain a bi-weekly strategy.

Nutrition and Wellness

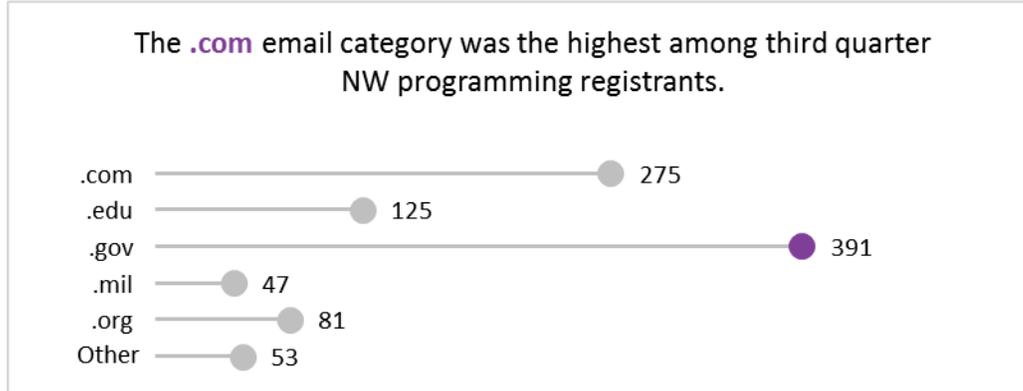
NW produced two webinars during the third quarter, attracting a total of 972 registrants and 503 participants. The average attendance rate for the third quarter was 52%. The largest reported employer affiliation for NW sessions was VA with 55% of the third quarter total. On average, 15% of non-MFLN attendees engaged in live sessions through the chat pod.

“The Gut-Microbiota-Brain Axis” was presented in July. The session focused on gut microbiota, the influence of diet on the proper functioning of gut microbiota, and the influence of the gut-brain axis on the emotional and cognitive centers of the brain. The session attracted 517 registrants and 283 participants, establishing an attendance rate of 55%. The rate of non-MFLN participants engaged in the chat pod during live sessions was 8%. The highest reported employer was the VA with 59% of the total.

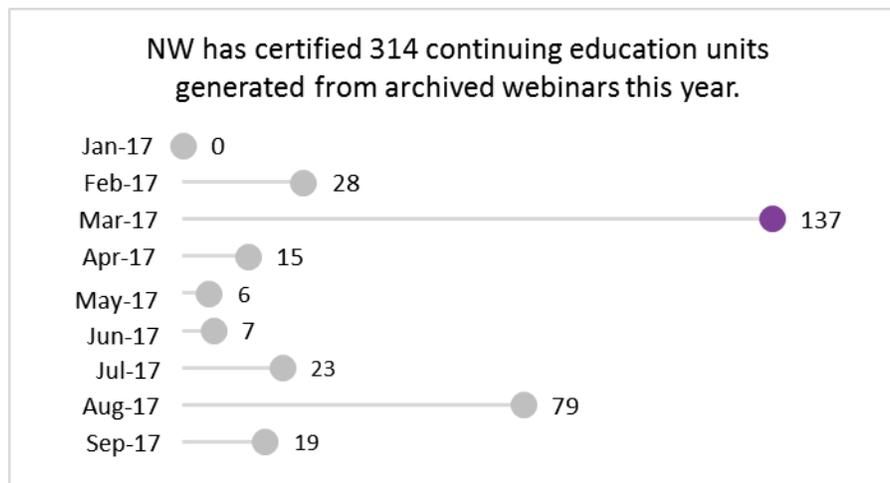
“High Impact Grocery Store Tours” was offered in September. The session provided strategies to help dietitians plan and implement high impact nutritional grocery store tours. There were 455 registrants and 220 participants in the live event, establishing an attendance rate of 48%. During the session 26% of non-MFLN participants engaged in the chat pod. VA was the highest reported employer affiliation with 48% of the third quarter total.



NW (continued)



NW's archived webinar views resulting in certified continuing education credits during the third quarter include (shortened titles): Nutrition, Exercise, and Renal Disease; Nutrition Apps; Health & Wealth Relationships; Chronic Illness Parts 1 and 2; The Scoop on Gluten-Free; Phytonutrients and Cardio; Evidence-based Guidelines for Oncology; Responsive Feeding; and Gut-Microbiota-Brain.



NW's Facebook likes reached 298 and **Twitter followers** totaled 290 at the end of September. There were 14 new Facebook likes and 7 new Twitter followers during the third quarter.

Social media strategies and successes during the third quarter included:

- NW researched popular RD/nutrition hashtags and focused on networking with more RD specific sites including the RDN Academy Facebook page and the RD CEU Opportunities Facebook page. As the result, popular RDs have started interacting on NW platforms.
- The highest shares and engagements this quarter were related to upcoming and recorded webinars.

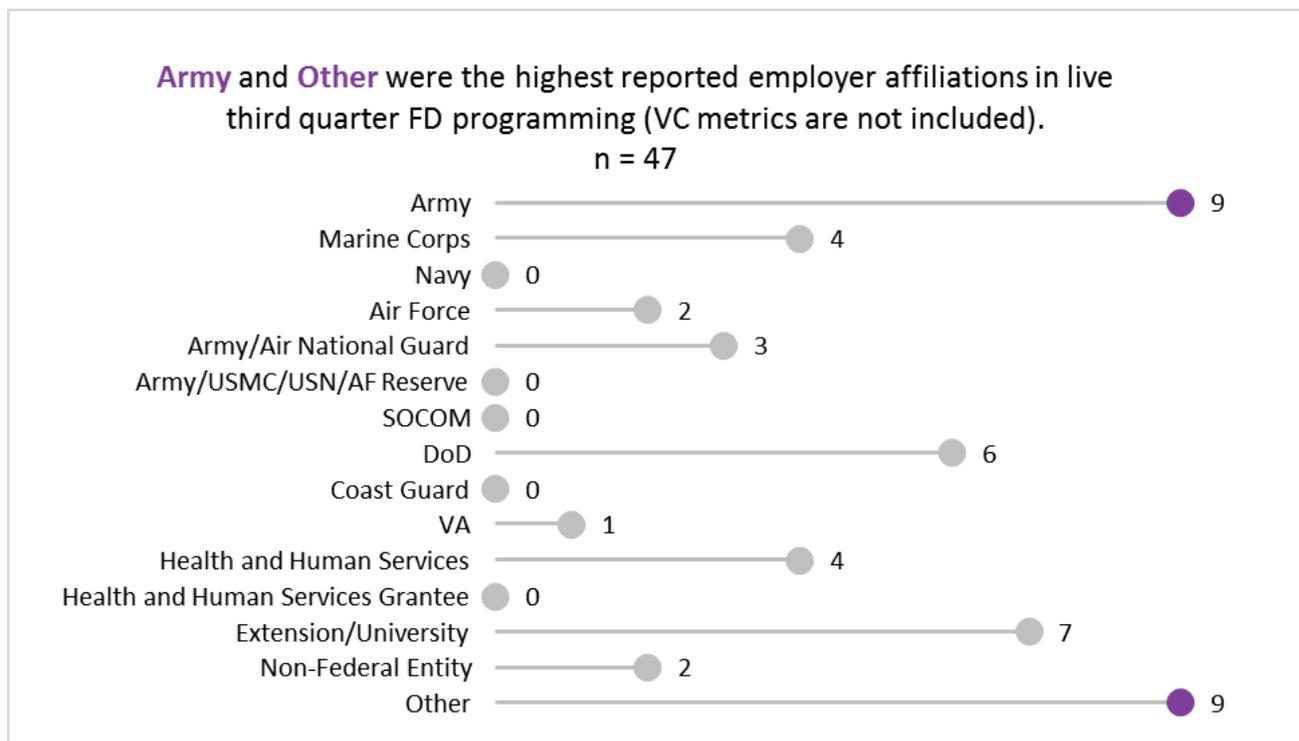
Family Development and Family Development Early Intervention

FD produced two webinars during the third quarter with a total of 266 registrants, 114 participants, and an overall attendance rate of 43%. On average, 21% of non-MFLN participants engaged in live sessions through the chat pod. The largest reported employer affiliation for FD sessions were Army and “Other,” each with 19% of the third quarter total.

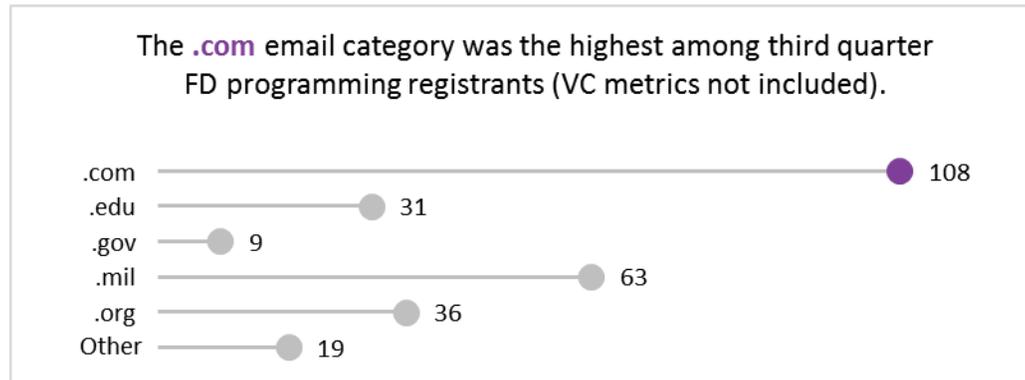
“From Diapers to Diplomas: Exploring Resilience in Military Children” was presented in July. The session explored strategies to support the resilience of children in military and veteran families who may be faced with frequent family relocations, deployment of a family member, or fear that their family member may be injured or killed during deployment or other assigned duties. With 81 registrants and 44 participants, the attendance rate for the session was 54%. During the live event, 30% of non-MFLN participants engaged in the webinar chat pod. Army was the highest reported employer with 38% of the total.

“The Buffer Zone: What the Adverse Childhood Experiences (ACE) Study Teaches about Maximizing Health and Wellbeing” was presented in August. In this session, a representative of the CDC explored lessons learned through the longitudinal ACE study and shared research-informed strategies to maximize health and well-being. The session attracted 70 participants and 185 registrants establishing a 38% registrant rate. During the live session 15% of non-MFLN participants engaged in the chat pod. “Other” was the highest reported employer affiliation with 19% of the total.

FD also produced two sessions for the virtual conference, and FDEI produced one session for the virtual conference. Please see the virtual conference section of this report and the 2017

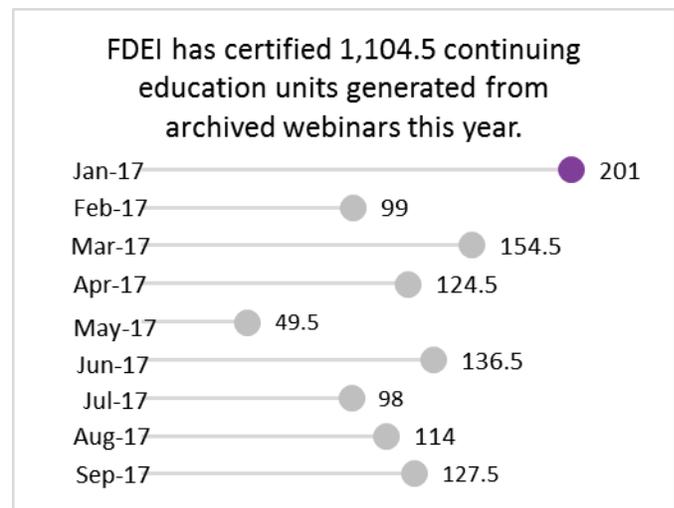
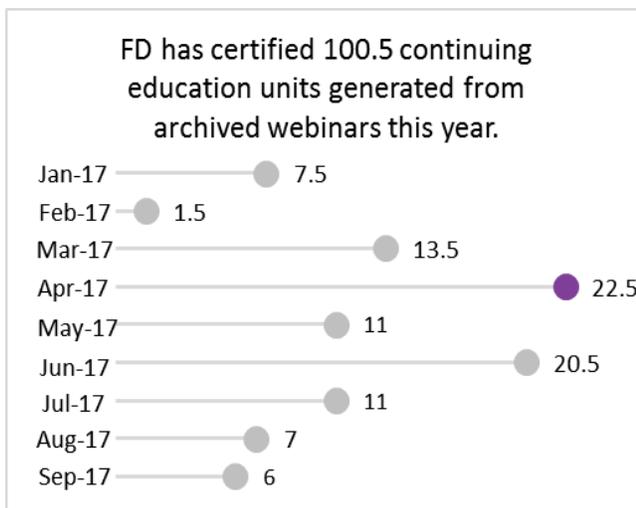


FD and FDEI (continued)



FD archived webinars generating continuing education certificates during the third quarter include (shortened titles): Chronic Illness; On Solid Ground; TRANSforming Conversations; Gray Matters; Unintended Consequences; Buffer Zone; and Forward March Podcast.

FDEI archived webinars generating continuing education certificates during the third quarter include (shortened titles): Communicating Family Needs; Opening Doors with Families; Rebuilding Attachments with military Children; Exploring the Impact of Moral Injury; Quality Interactions Between Professionals and Families; Strategies to Support Families Experiencing Difficult Circumstances; 1-2-3 Play with Me!; Have a Seat!; and Responsive Feeding.



Facebook likes at the end of the third quarter reached 844 and **Twitter followers** reached 439. There were 42 new Facebook likes and 20 new Twitter followers in the third quarter.

FD and FDEI (continued)

Social media strategies and successes during the third quarter included:

- September FD Facebook and Twitter posts were focused on the topic of change in conjunction with the Virtual Conference. Posts that received the most likes, retweets, and shares centered around the theme of resilience, which will inform planning of future posts, blogs and webinar topics.
- Live tweeting during the MFLN VC sessions using the #MFLNVC received more likes and RTs than others.
- In August new organizations shared, liked, and retweeted FD posts and FD continued to focus on innovation with posts, which seemed to contribute to positive analytics this quarter.
- A post that linked to an infographic used in the June FDEI webinar received a great deal of traction with one sharing with providers in their practices.

Family Transitions

FT produced two virtual conference sessions in September. Please see the virtual conference section of this report and the 2017 MFLN Virtual Conference evaluation report for more information.

FT's Facebook likes reached 277 and Twitter followers totaled 309 at the end of the third quarter. There were 13 more Facebook likes and 42 more Twitter followers in the third quarter than in the second quarter.

Social media strategies and successes during the third quarter included:

- FT has implemented components of the John Stepper Working Out Loud model this quarter which has informed team efforts on social media and aided in the development of team goals for 2018.
- FT has gained 110 new Twitter followers since Feb and an increase in FB followers, with crossover from other CAs in the form of retweets and likes.
- FT hosted Facebook LIVE and recorded a Flipgrid during the August MN State Fair Military Appreciation Day for use with Military Service Professionals. This activity resulted in a few new followers on social media, more networking emails, and excellent connections for presentations about MFLN.
- FT has prioritized networking at national and state conferences, sharing information and adding new contacts to FT email list-serves and social media accounts.