

**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: 01OCT2017 – 31DEC2017
6. Approved Project End Date(s): 31AUG2018[2017]
7. Period Covered by Report: (Check one)

First Quarter	_____
Second Quarter	_____
Third Quarter	_____
Fourth Quarter	<u>X</u> _____
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10. Date of Report: 18JAN2018
11. Report Number: (Number sequentially beginning with 1) 47
12. Name of NIFA-USDA Project Officer: Ahlishia Shipley

2017 Fourth  
Quarter Report



**MILITARY FAMILIES**  
LEARNING NETWORK

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U.S. DEPARTMENT  
OF DEFENSE



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## Fourth Quarter Overview

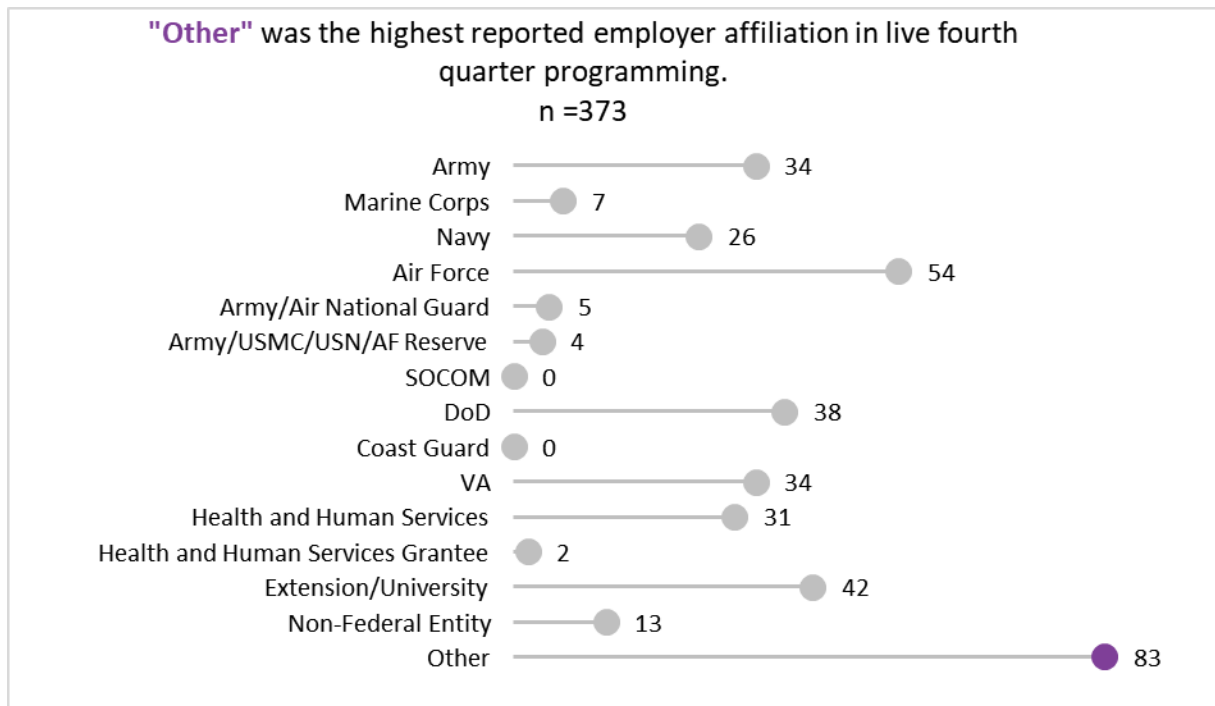
**Eight professional development webinars** were delivered during the fourth quarter: four in October (1 PF, 1 FT/PF, 1 NW, 1 FDEI), one in November (1 MC), and three in December (1 PF, 1 FDEI, 1 MC).

**Total webinar attendance** for 2017 is 5,404.

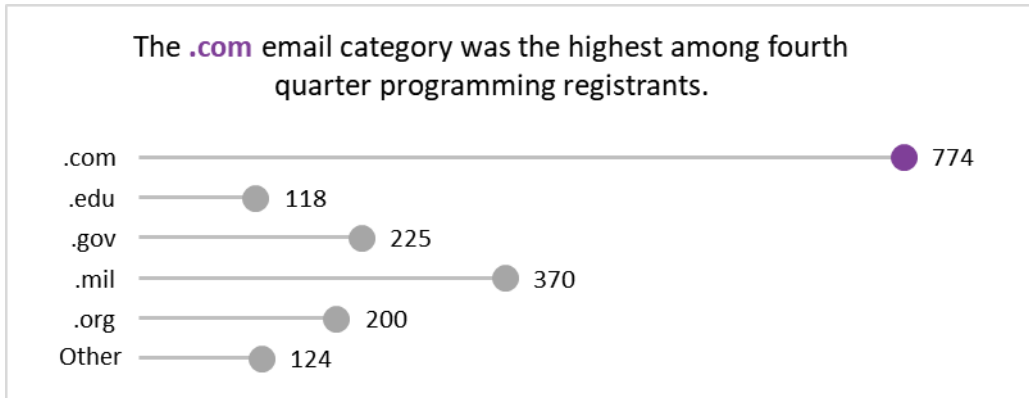
**Total continuing education credits** certified in the fourth quarter: 2,992 (1,933.5 PF; FD 25.5; FDEI 867; MC; 14, 152 NW).

**Fourth quarter webinar registration** totaled 2,192 with 944 live event participants. The average registrant attendance rate across the network was 43%, down from 73% during the third quarter. On average, 37% of non-MFLN participants engaged in the chat pod.

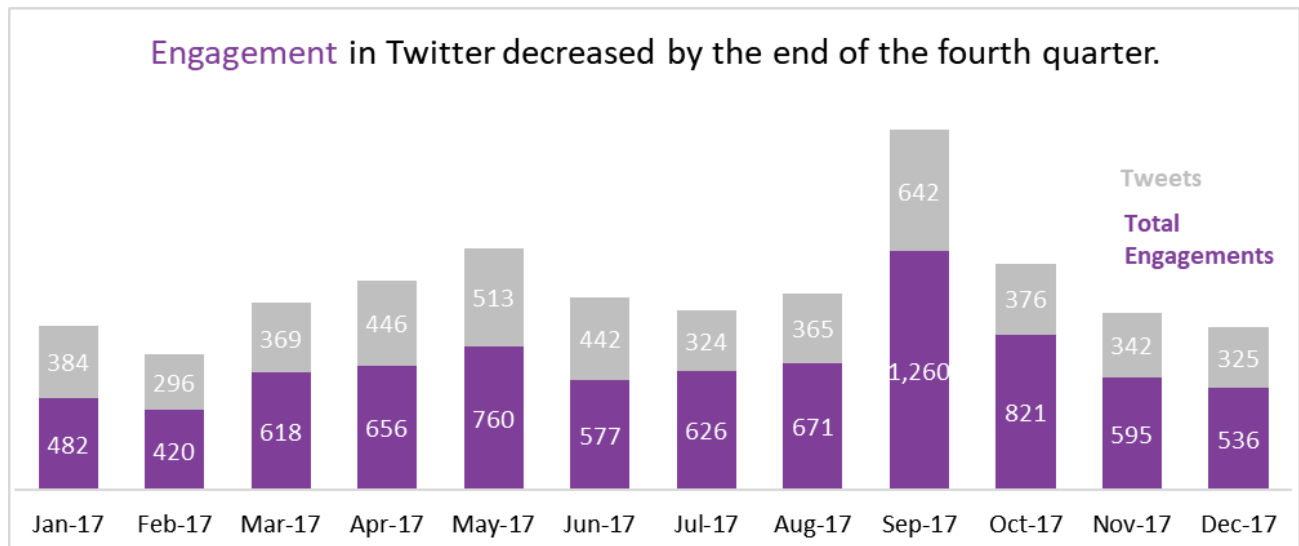
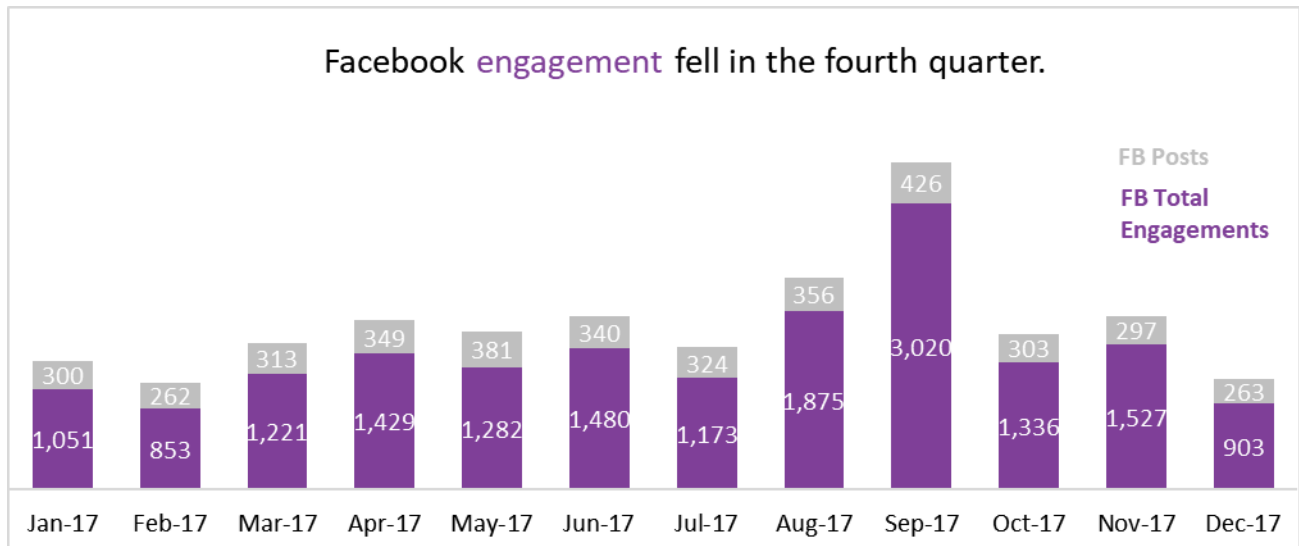
**“Other” was the largest reported employer during live event polls** at 22% of the total reported affiliations.



**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). **Individuals with the .com email address** were the most frequent registrants during the fourth quarter.



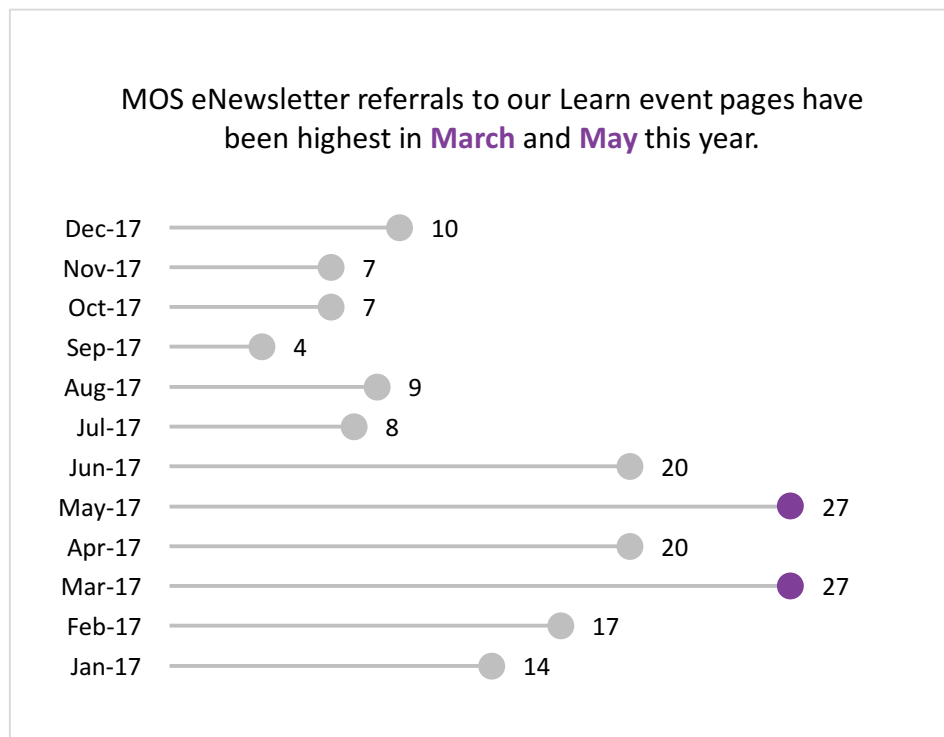
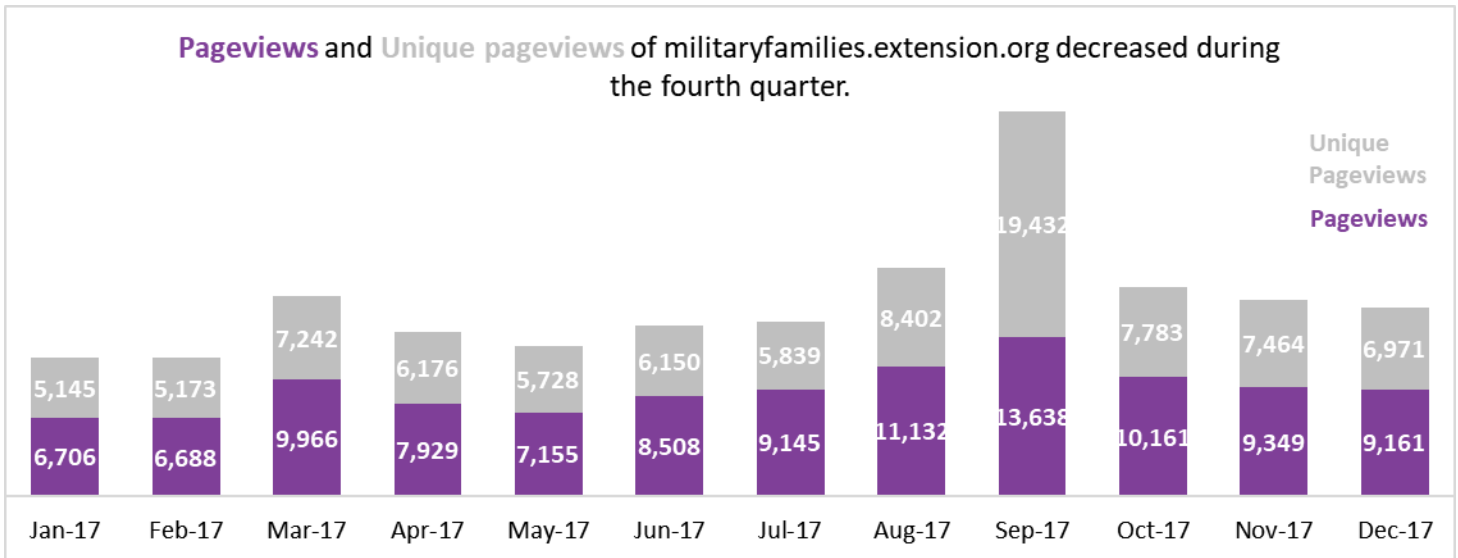
**Social media engagement across the network** decreased during the fourth quarter in Facebook and Twitter. Facebook likes at the end of the quarter totaled 26,635, and Twitter followers reached 2,521. Total page reach in Facebook decreased to 29,156 in the fourth quarter, down from 81,251 at the end of the third quarter.



**Sixty-five blogs** were published during the fourth quarter: PF Posted 12, MC Posted 14, FD posted 13, FDEI posted 7, NW posted 7, FT posted 4, and CCB posted 8.

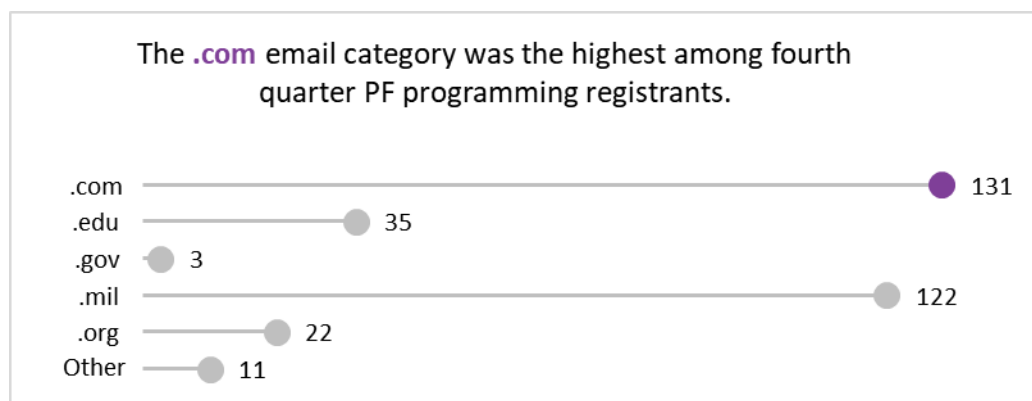
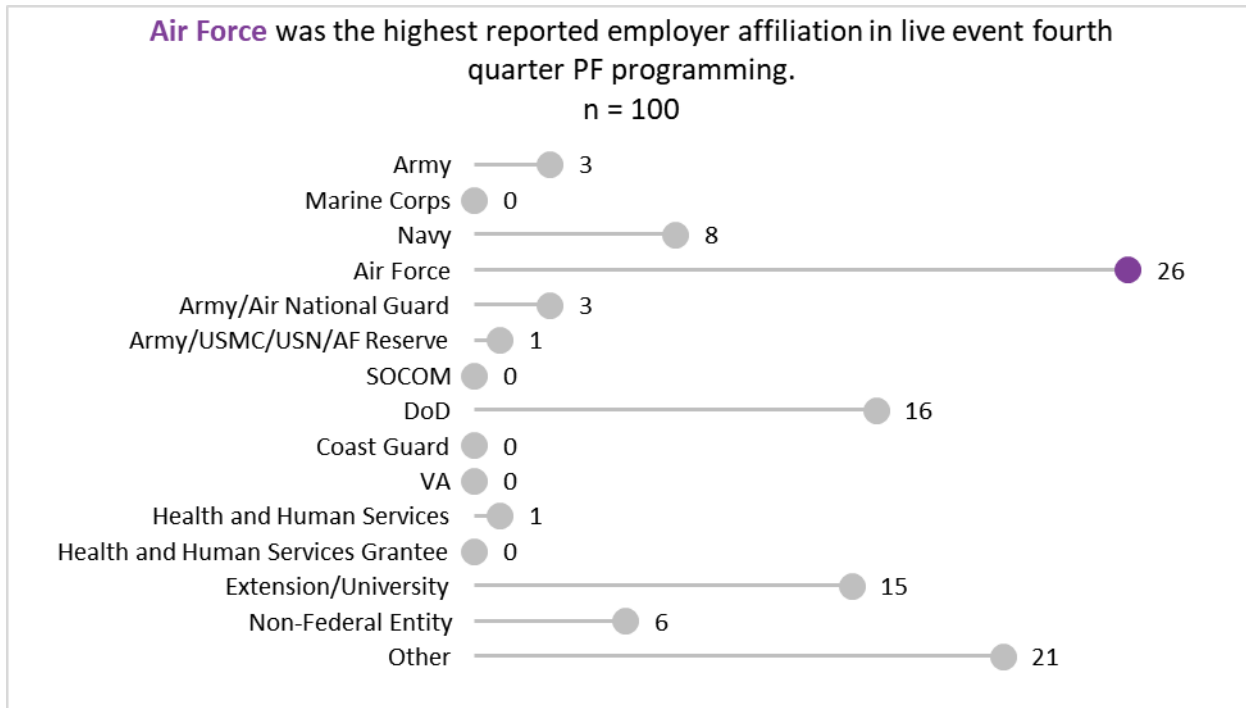
**Eight podcasts** were published during this reporting period: FT posted 4 and PF posted 4.

**Fourth quarter referrals** to militaryfamilies.extension.org were primarily through militaryfamilies.extension.org. Pageviews of the main page were highest in October. Military OneSource eNewsletter referrals to MFLN Learn pages were highest in the first and second quarters.



## Personal Finance

**PF produced three webinars** during the fourth quarter, including one collaborative session with FT. PF sessions attracted a total of 421 registrants and 248 live event participants this quarter, establishing an overall registrant attendance rate of 59%. On average, 38% of non-MFLN participants engaged in the chat pod during live sessions and the largest reported employer affiliation was Air Force at 26% of the quarterly total.



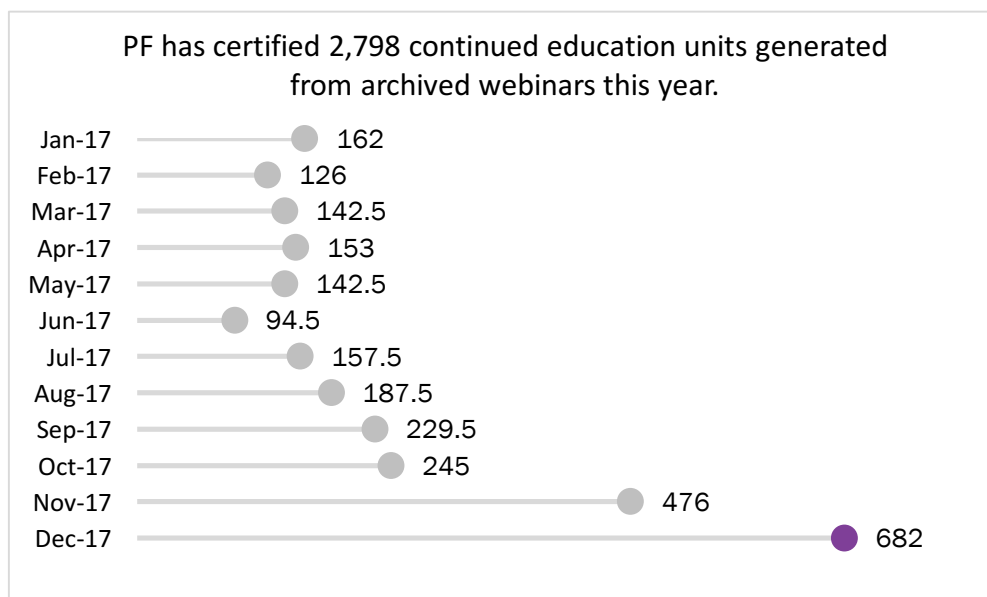
**“CFPB Research: The Greatest Hits”** was presented in October. The session offered an overview of personal finance research conducted by the Consumer Financial Protection Bureau that is most pertinent to financial counselors and educators. The webinar attracted 60 participants, with 61% of the 98 registrants attending the live session. Air Force was the highest reported employer affiliation at 27%. During the event 32% of non-MFLN participants engaged in the chat pod.

## PF (continued)

“**Financial Planning Transitions for Different Generations: Touchstones, Tasks, and Teaching Strategies,**” a collaborative webinar with FT, was presented in October. The session focused on increasing participants’ knowledge about characteristics of generations by exploring generational personal finance practices, providing generational personal finance action steps, and sharing relevant education resources. The live event attracted 100 participants, with 60% of the 168 registrants attending the live webinar. Air Force was the highest reported employer affiliation at 33% of the total. During the session 41% of non-MFLN participants engaged in the chat pod.

“**2017 Personal Finance Year in Review**” was offered in December. The session examined the top financial news stories, trends, and legislation affecting finances of 2017. Of the 155 registrants, 88 attended the live event—a registrant attendance rate of 57%. The largest reported employer affiliation was “Other” with 33% of the total. During the session 40% of non-MFLN participants engaged in the chat pod.

**PF archived webinar** views resulting in certified continuing education units during the fourth quarter include (shortened titles): 50 Interactive Learning Activities; 2015 Year in Review, 2016 Year in Review; Behavioral Ethics & Personal Finance; CFPB Research; Catch-Up Retirement Strategies; Credit and Debit Issues; Credit Scores: What’s New; Data Knows Best; Entrepreneurship Essentials; Estate Planning for Families with Special Needs; Financial Coaching; Financial Planning for Generations; Financial Therapy; Foreclosure Process; Health & Wealth Relationships; Investing Basics; Life Insurance Basics; Military Retire Ready?; Savings Strategies; 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; What Is Financial Fitness?; and What Young Adults Need to Know about Money.



## PF (continued)

**PF Facebook likes** reached 679 and **Twitter followers** numbered 658 at the end of the fourth quarter. There were 25 new Facebook likes and 32 new Twitter followers at the end of this reporting period.

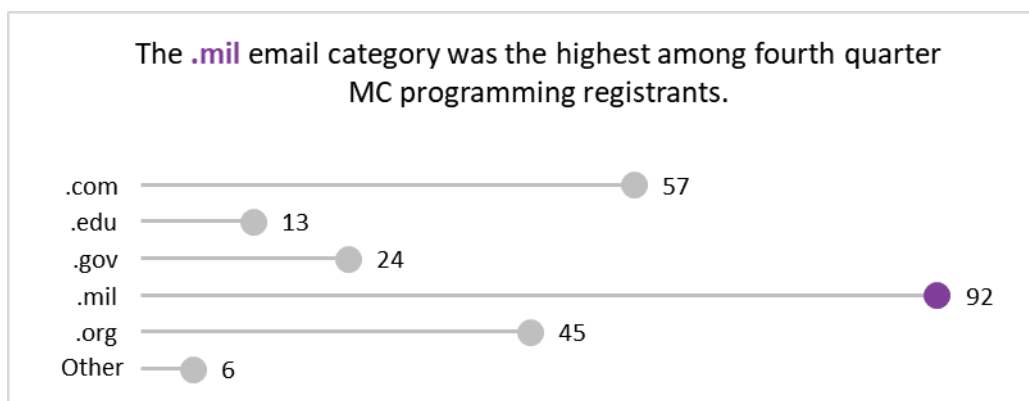
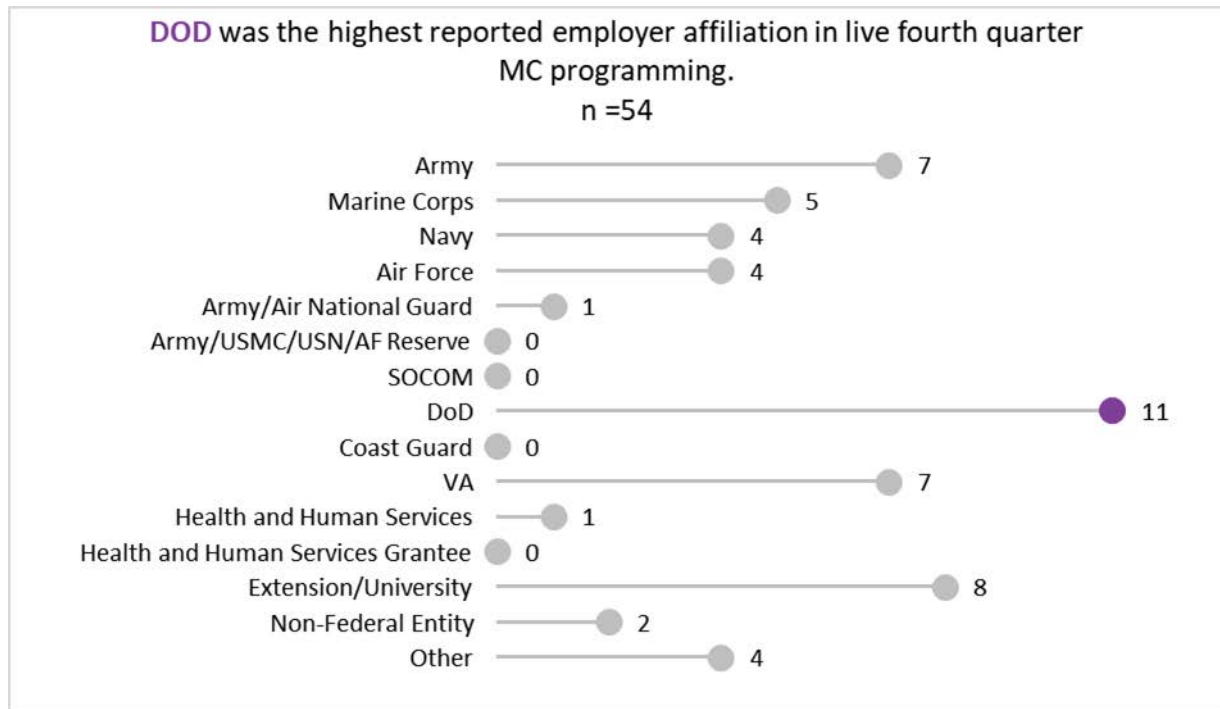
**Social media strategies and successes** during the fourth quarter included:

- “Top 10” type posts were successful on Facebook (13 Ways to Waste Money during the Holidays).
- Links to cybershopping podcast did well when shared around Black Friday.
- Links to longer articles on financial issues shared in the early evening continue to do well on Facebook.
- New followers have been gained on Twitter. PF is live tweeting during webinars and sharing screenshots. Retweets by @MFLNFT during our Dec. 5 webinar helped with reach.
- @DODFinRed shared a PF blog post in November that also helped Twitter numbers.
- The most successful posts and tweets in December were related to current events in the financial world: tax reform and the Blended Retirement System launch, with a link to a NY Times article with tax calculator performing especially well on Twitter and Facebook.



## Military Caregiving

**MC produced two webinars** during the fourth quarter. MC sessions attracted a total of 237 registrants and 88 live event participants this quarter, establishing an overall registrant attendance rate of 37%. On average, 35% of non-MFLN participants engaged in the chat pod during live sessions and the largest reported employer affiliation was DOD with 20% of the quarterly total.

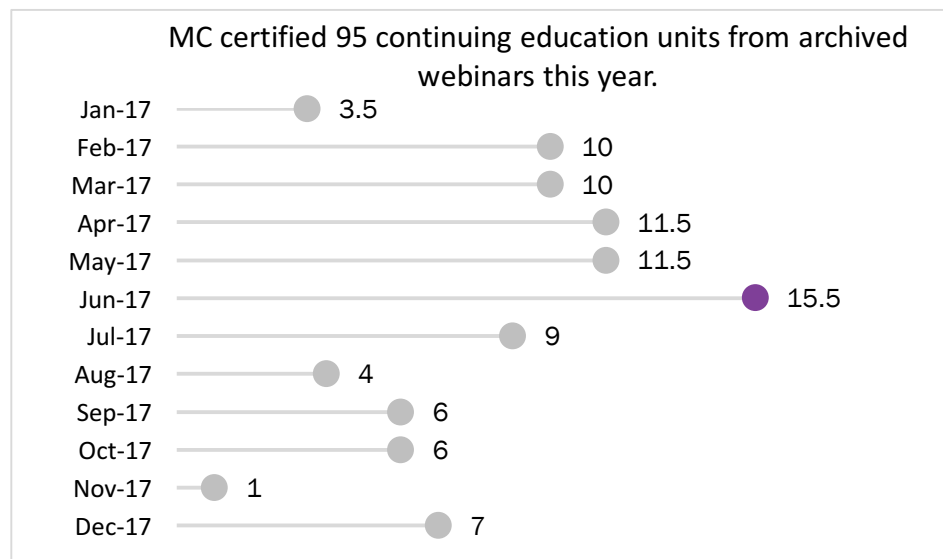


**“Successful Transition for Students with Special Needs: Advocating for Universal Design for Learning in Classrooms,”** introduced attendees to Universal Design for Learning (UDL) principles for instruction, employability skills that can be taught using UDL principles, and ways in which parent/guardians and students can self-advocate for UDL to be incorporated in classrooms. The live event attracted 19 participants, with 18% of the 105 registrants attending the live webinar. Extension/University was the highest reported employer affiliation at 30% of the total. During the session 24% of non-MFLN participants engaged in the chat pod.

## MC (continued)

“**Many Needs, One Source: Navigating Military OneSource for Caregiver Support,**” explored Military OneSource’s high-tech and high-touch support that address a wide range of needs. The live event attracted 69 participants, with 52% of the 132 registrants attending the live webinar. DOD was the highest reported employer affiliation at 25% of the total. During the session 38% of non-MFLN participants engaged in the chat pod.

**MC archived webinar** views resulting in certified continuing education units during the fourth quarter include (shortened titles): Chronic Illness Parts I and II; Medicare 2017; Caregiver in the Room; Medicaid: Taking Stock; and Estate Planning for Families with Special Needs.



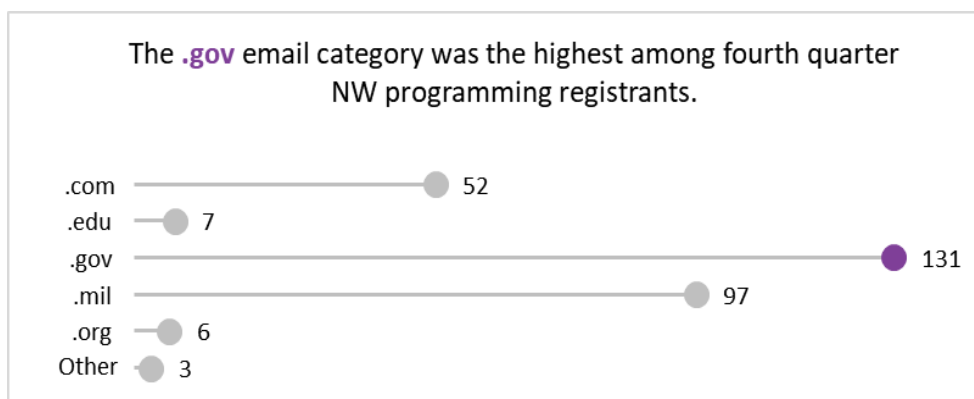
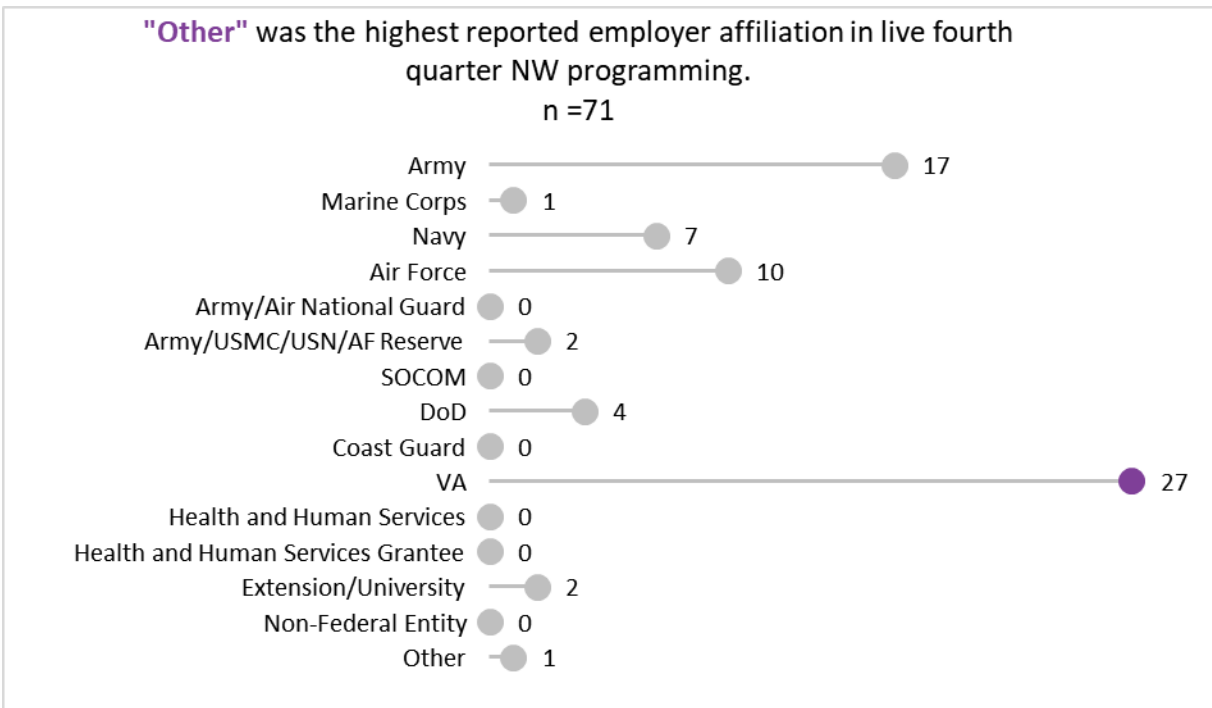
**MC’s Facebook likes** totaled 22,300 and **Twitter followers** reached 754 at the end of December. Facebook likes decreased by 111, while Twitter followers increased by 26 during the fourth quarter.

**Social media strategies and successes** during the fourth quarter included:

- The October webinar presenter did a Facebook Live to provide an update for a rescheduled webinar. The post performed very well.
- MC experimented with hashtags on Facebook, with one post performing very well.
- November was Military Families month, Family Caregiver month, and Warrior Care month. MC virtually attended and live tweeted events concerning caregivers and warrior care, which helped the bigger organizations recognize MFLNMC’s participation and those posts received better engagement than typical posts.
- Military OneSource liked and retweeted from the MC Facebook page and the main MFLN twitter account.

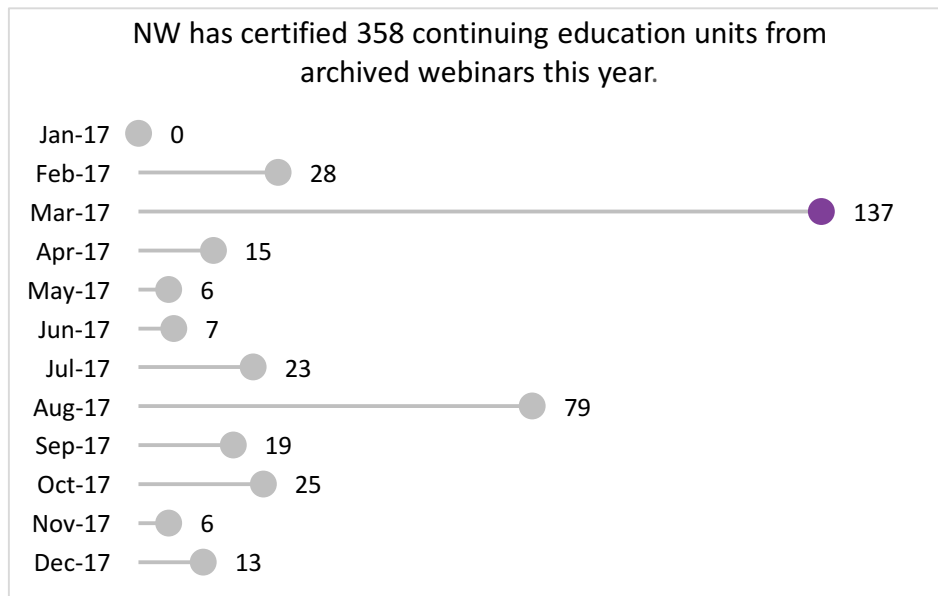
## Nutrition and Wellness

NW produced one webinar during the fourth quarter, **“Performance Nutrition Considerations for Service Members and Veterans,”** which attracted 296 registrants and 173 participants. The average registrant attendance rate was 58%. The largest reported employer affiliation was VA at 38% of the total; 22% of non-MFLN attendees engaged in the chat pod.



NW’s archived webinar views resulting in certified continuing education units during the fourth quarter include (shortened titles): Chronic Illness Parts I and II; The Scoop on Gluten-Free; Phytonutrients and Cardio; Evidence-based Guidelines for Oncology; Responsive Feeding; Gut-Microbiota-Brain Axis, and High Impact Grocery Store Tours.

## NW (continued)



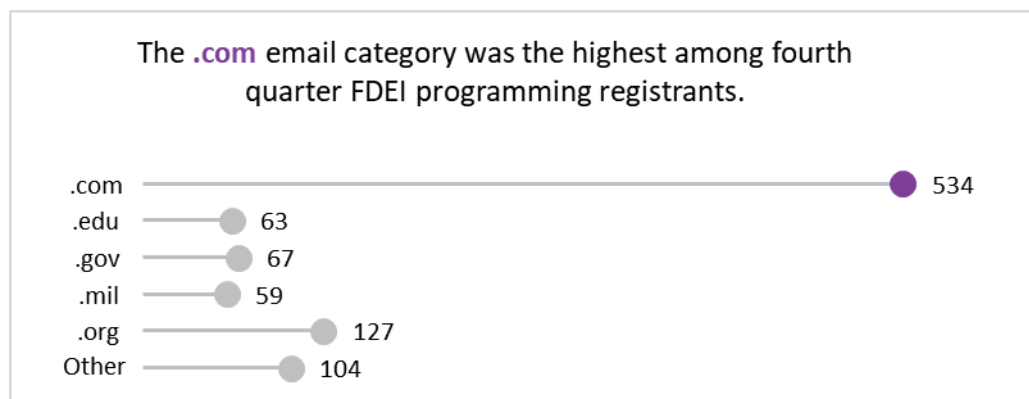
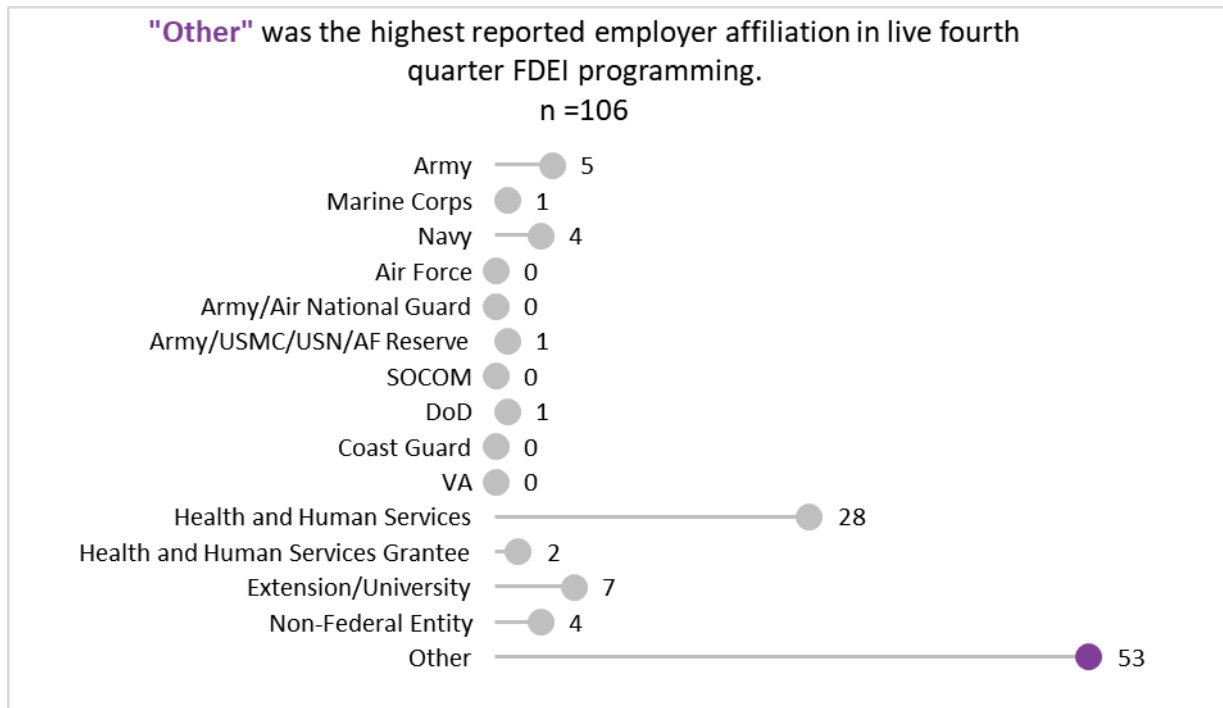
**NW's Facebook likes** reached 309 and **Twitter followers** totaled 299 at the end of December. There were 11 new Facebook likes and 9 new Twitter followers during the fourth quarter.

**Social media strategies and successes** during the fourth quarter included:

- Facebook views were up 40% in October and shares and retweets continued to grow, with largest reach occurring around webinar announcements. Posted from annual finance conference in October which attracted more shares.
- Facebook posts in November focused on healthy eating during the holidays. Top tweets for the month primarily utilized the hashtag #RDchat.

## Family Development and Family Development Early Intervention

**FDEI produced two webinars** during the fourth quarter with a total of 335 participants, 1,070 registrants, and an overall registrant attendance rate of 31%. On average, 46% of non-MFLN participants engaged in live sessions through the chat pod. The largest reported employer affiliation for FDEI sessions was “Other” with 50% of the fourth quarter total.



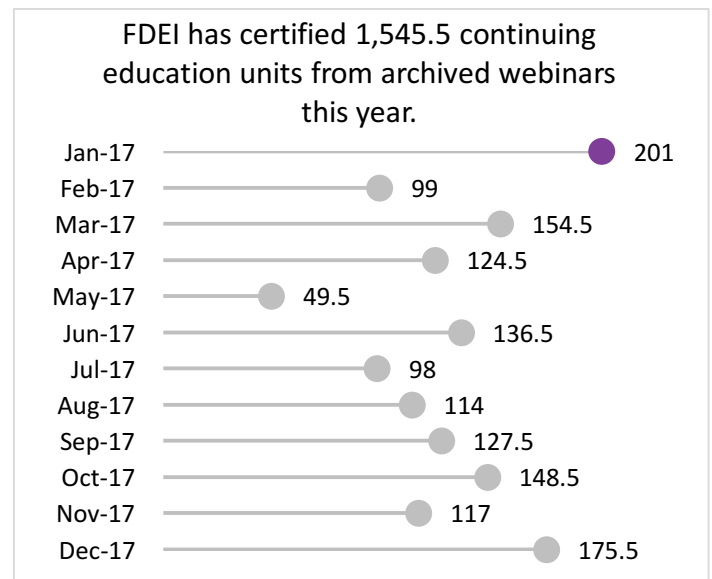
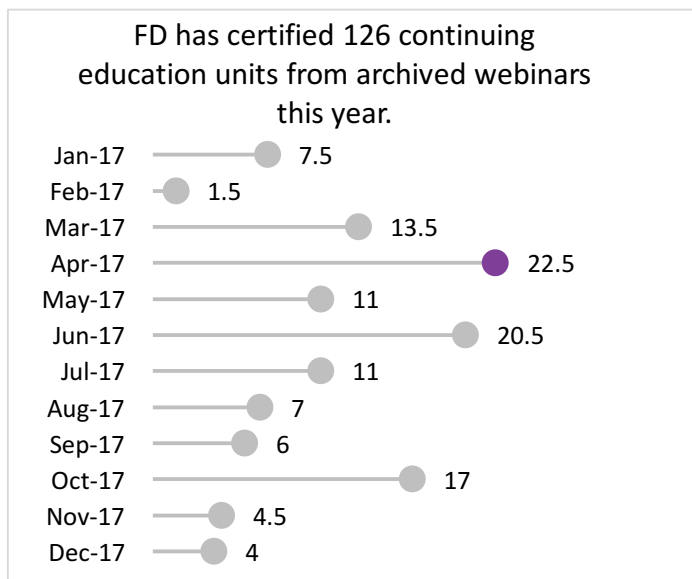
**“When Play Is More than Just Playing: Delivering Intentional Instruction through Daily Interactions”** was presented in October. The session provided research on the efficacy of creating embedded learning opportunities and the importance of being a good play partner. The registrant attendance rate was 35%, with 504 registrants and 90 participants, During the live event, 59% of non-MFLN participants engaged in the webinar chat pod. “Other” was the highest reported employer with 58% of the total.

## FD and FDEI (continued)

“Beyond the Shape Sorter: Playful Interactions that Promote Strong Academic and Social-Emotional Skills” was presented in December. The session provided information on seven learning progressions that set the foundation for children’s success in school and in life. The session attracted 161 participants and 566 registrants establishing a 28% registrant rate. During the live session 36% of non-MFLN participants engaged in the chat pod. “Other” was the highest reported employer affiliation with 44% of the total.

**FD archived webinars** generating continuing education units during the fourth quarter include (shortened titles): On Solid Ground; ABC’s of LGBT; TRANSforming Conversations; Gray Matters; Unintended Consequences; From Diapers to Diplomas; and Buffer Zone.

**FDEI archived webinars** generating continuing education units during the fourth quarter include (shortened titles): 1-2-3 Play with Me!; Have a Seat!; and Responsive Feeding; and When Play is Just Playing.



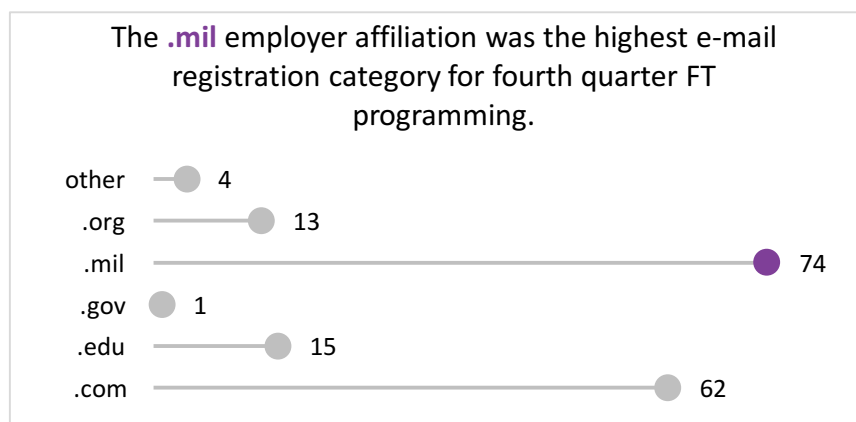
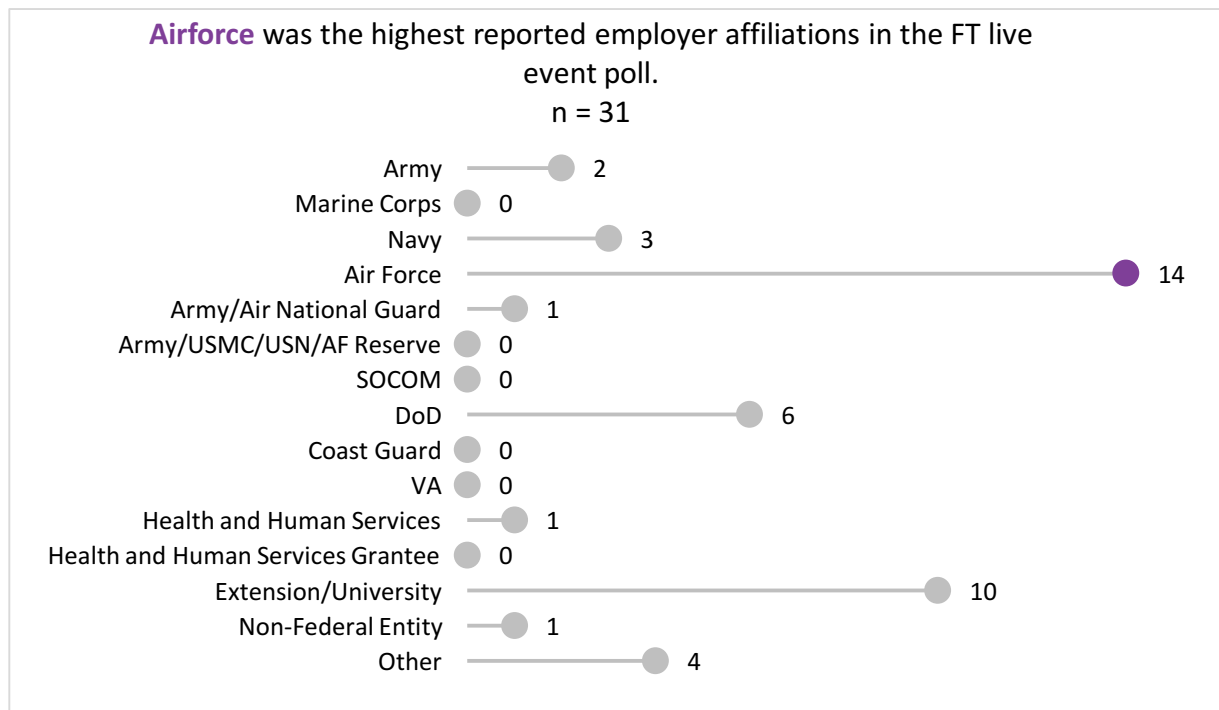
**Facebook likes** at the end of the fourth quarter reached 871 and **Twitter followers** reached 461. There were 27 new Facebook likes and 22 new Twitter followers in the fourth quarter.

**Social media strategies and successes** during the fourth quarter included:

- In October Twitter followers increased by 14, with increases in Retweets. The increase on Twitter appears to have to do with the content and hashtags as there seems to be a correlation between the organizations/people engaged and the hashtag subject.
- Focused on posts highlighting past, present, and future programming in addition to making posts part of its own sort of programming in November.
- The collaborative blog on holiday self-care tips for caregivers did very well on the main MFLN Facebook page.

## Family Transitions

“Financial Planning Transitions for Different Generations: Touchstones, Tasks, and Teaching Strategies,” a collaborative webinar with PF, was presented in October. The session focused on increasing participants’ knowledge about characteristics of generations by exploring generational personal finance practices, providing generational personal finance action steps, and sharing relevant education resources. The live event attracted 100 participants, with 60% of the 168 registrants attending the live webinar. Air Force was the highest reported employer affiliation at 33% of the total. During the session 41% of non-MFLN participants engaged in the chat pod.



## **FT (continued)**

**FT's Facebook likes** reached 285 and Twitter followers totaled 325 at the end of the fourth quarter. There were 8 more Facebook likes and 16 more Twitter followers in the fourth quarter than in the second quarter.

**Social media strategies and successes** during the fourth quarter included:

- Short videos ad podcasts, as well as research about military and non-military children/youth seemed to do well.
- Although FB and Twitter were slow in December videos posted on FB did well. One video focused on how using mindfulness can improve family relationships by allowing service members to stop and create awareness of the situation to respond in a more appropriate way.
- FT posted topics related to military veterans and spouses entrepreneurship and military families seeking farming opportunities, with plans to partner with PF on entrepreneurship in 2018.
- Lidia Bastianich's PBS special featuring veterans who have found farming as a successful path to civilian life was read, liked, and shared.