

**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: 01JAN2018 – 31MAR2018
6. Approved Project End Date(s): 31AUG2018[2017]
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First Quarter	X_____
Second Quarter	_____
Third Quarter	_____
Fourth Quarter	_____
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2018 First
Quarter Report



MILITARY FAMILIES
LEARNING NETWORK

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U.S. DEPARTMENT
OF DEFENSE



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First Quarter Overview

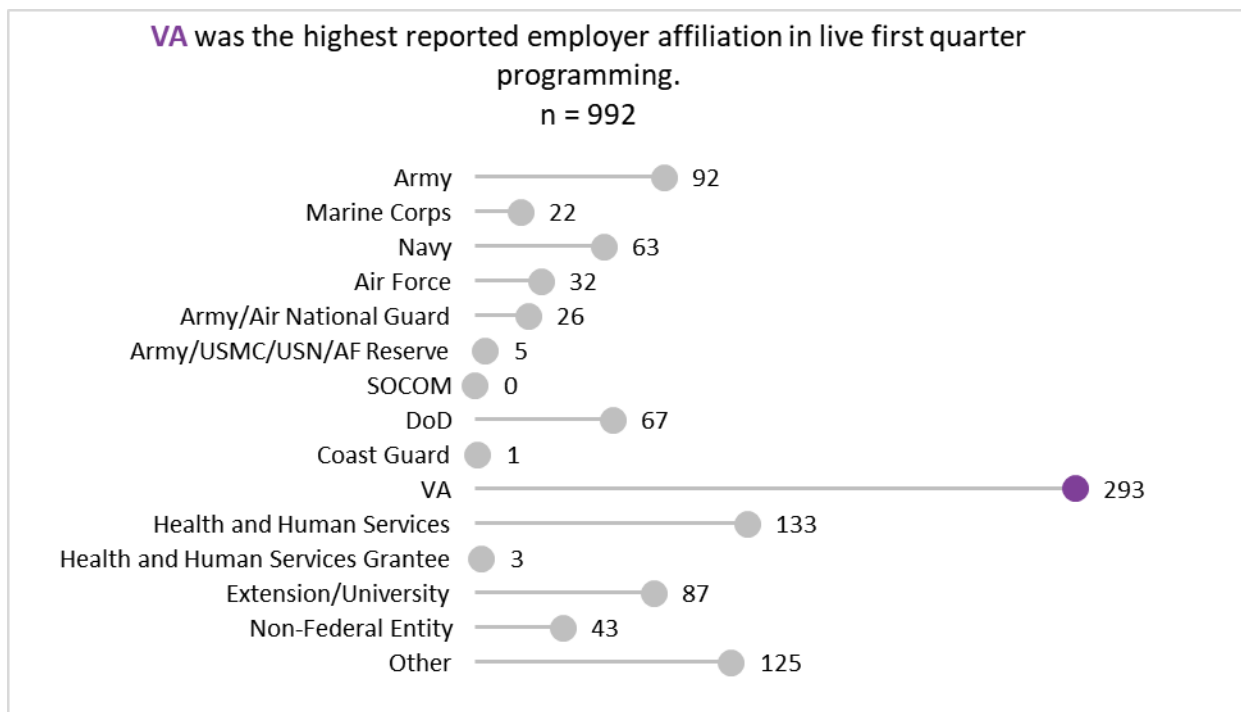
Eleven professional development webinars were delivered during the first quarter: three in January (1 PF, 1 NW, 1 MC), three in February (1 PF, 1 FT/NL, 1 MC), and five in March (1 FDEI, 1 FD, 1 PF, 1 MC, 1 NW).

Total webinar attendance for 2018 is 2,075.

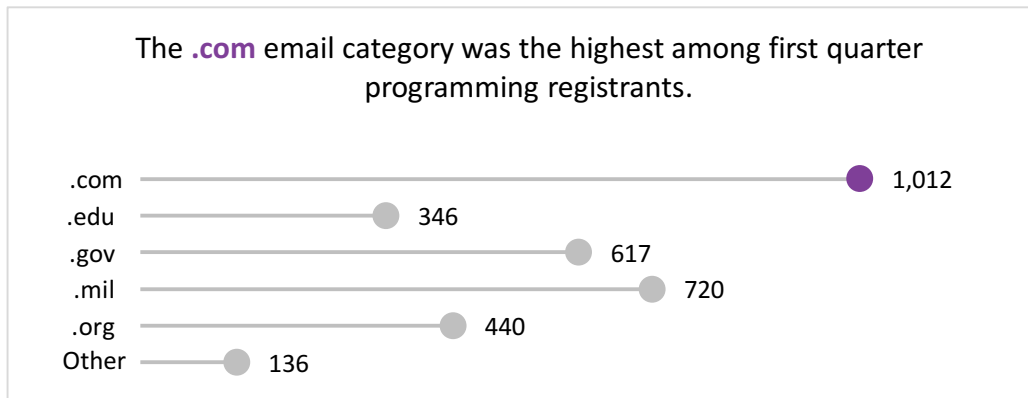
Total continuing education credits certified in the first quarter: 2,282.5 (899 PF; 51.5 FD; 789 FDEI; 22 MC; 521 NW).

First quarter webinar registration totaled 3,271 with 2,075 live event participants. The average registrant attendance rate across the network was 63%, up from 43% during the fourth quarter of 2017. On average, 31% of non-MFLN participants engaged in the chat pod.

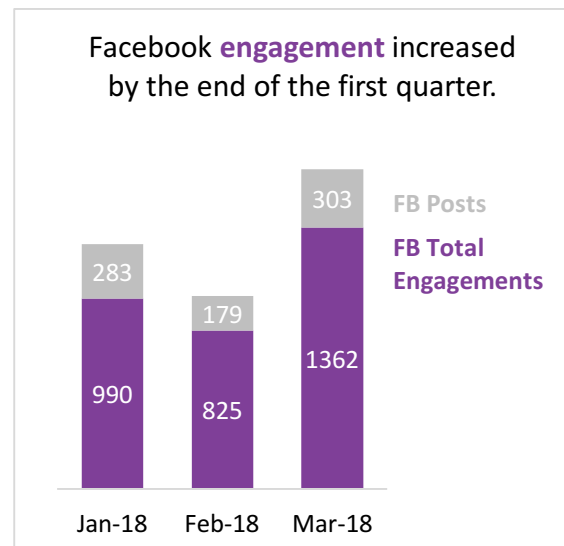
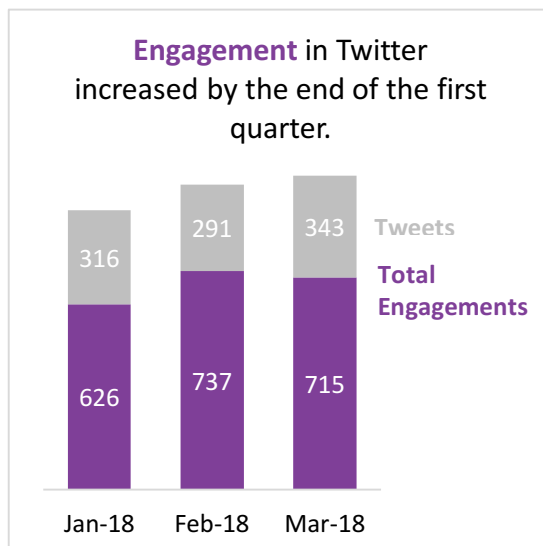
VA was the largest reported employer during live event polls at 30% of the network total.



First quarter registration data has been analyzed to provide a snapshot of registrants' professional affiliations. 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 first quarter.



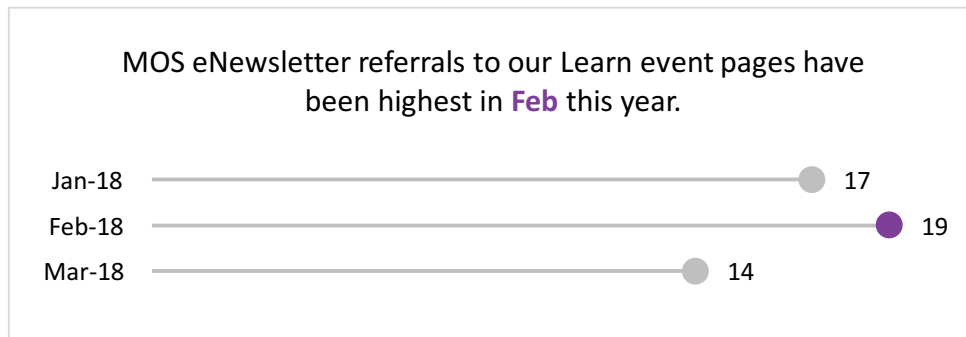
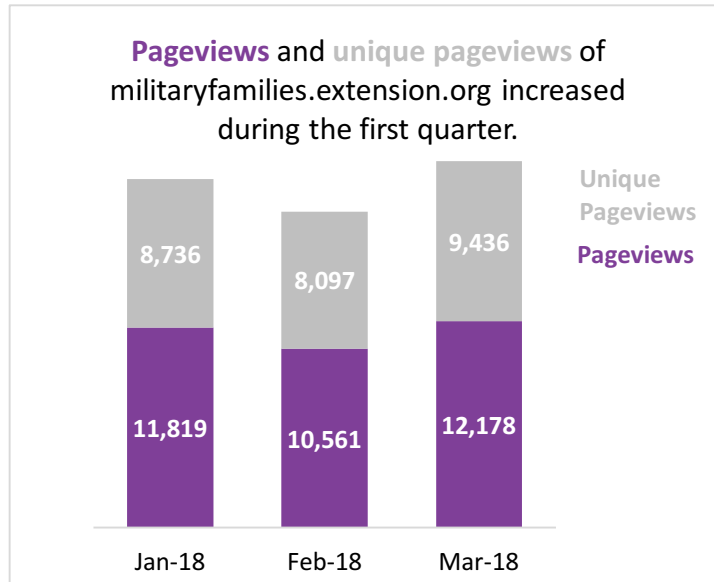
Social media engagement across the network increased during the first quarter in Facebook and Twitter. Facebook likes at the end of the quarter totaled 26,955 and Twitter followers reached 3,802. Total page reach in Facebook decreased to 36,183 in the first quarter, down from 39,875 at the end of the 2017 fourth quarter.



Fifty-six blogs were published during the first quarter: PF Posted 14, MC Posted 13, FD posted 8, FDEI posted 5, NW posted 9, and FT posted 7 (5 of these were the product of FT/NL collaboration).

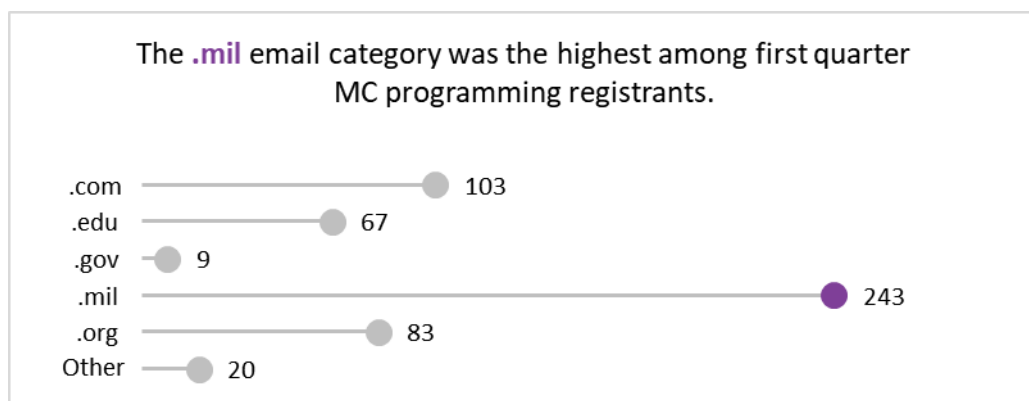
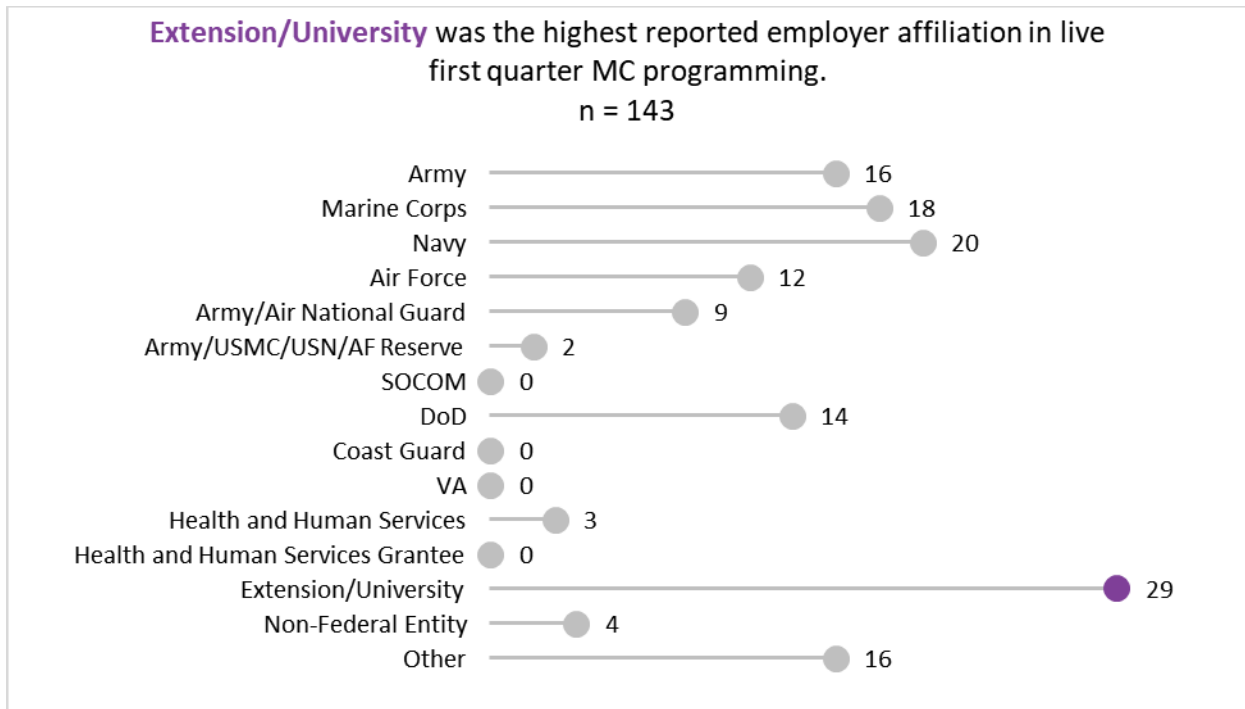
Five podcasts were published during the first quarter: FT/NL posted 4 collaborative podcasts and FD posted 1.

First quarter referrals to militaryfamilies.extension.org were primarily through direct means. Pageviews of the main page were highest in **March**. Military OneSource eNewsletter referrals to MFLN Learn pages were highest in **February**.



Military Caregiving

MC produced three webinars during the first quarter. MC sessions attracted a total of 525 registrants and 324 live event attendees, with an overall registrant attendance rate of 62%. On average, 27% of non-MFLN participants engaged in the chat pod during live sessions and the largest reported employer affiliation was Extension/University with 20% of the quarterly total.



“Rebalancing Work and Life: Be the Model” was held in January. The webinar provided a framework for identifying and rebalancing work and life priorities and provided tools to help professionals identify daily choices to help create successful work–life balance. The live event had 97 attendees, with 55% of the 175 registrants attending the live webinar.

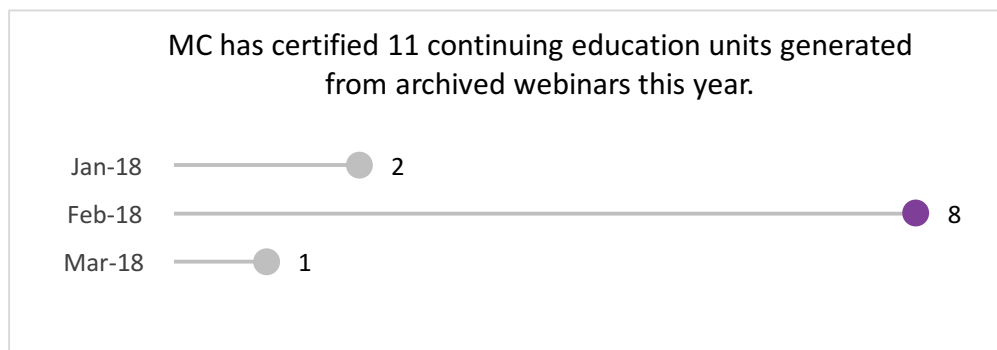
Extension/University was the highest reported employer affiliation at 45% of the total. During the session 23% of non-MFLN participants engaged in the chat pod.

MC (continued)

“**How Providers Can Support Advocacy and Leadership in Parents of Children with Disabilities**” was held in February. The session provided findings from research on advocacy with more than 300 parents of children with disabilities as well as personal experiences advocating for a child with a disability. The live event had 106 attendees, 183 registrants, and a registrant attendance rate of 58%. Extension/University was the highest reported employer affiliation at 19% of the total. During the live session 14% of non-MFLN participants engaged in the chat pod.

“**TRICARE Reforms in 2018**” was held in March. The webinar presented significant 2017 and planned 2018 reforms to TRICARE. The webinar had 121 attendees, with 72% of the 167 registrants attending the live webinar. Marines and Navy were the highest reported employer affiliations, each with 22% of the total. During the session 42% of non-MFLN participants engaged in the chat pod.

MC archived webinar views resulting in certified continuing education credits during the first quarter include (shortened titles): Chronic Illness Part I; Chronic Illness Part II; How Providers Can Support Advocacy and Leadership; Transitions for Students with Special Needs; Medicaid: Taking Stock; and Rebalancing Work and Life.



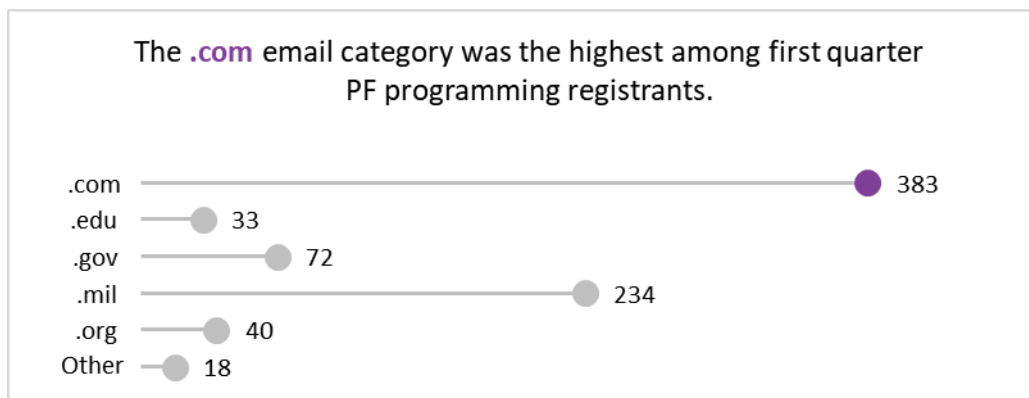
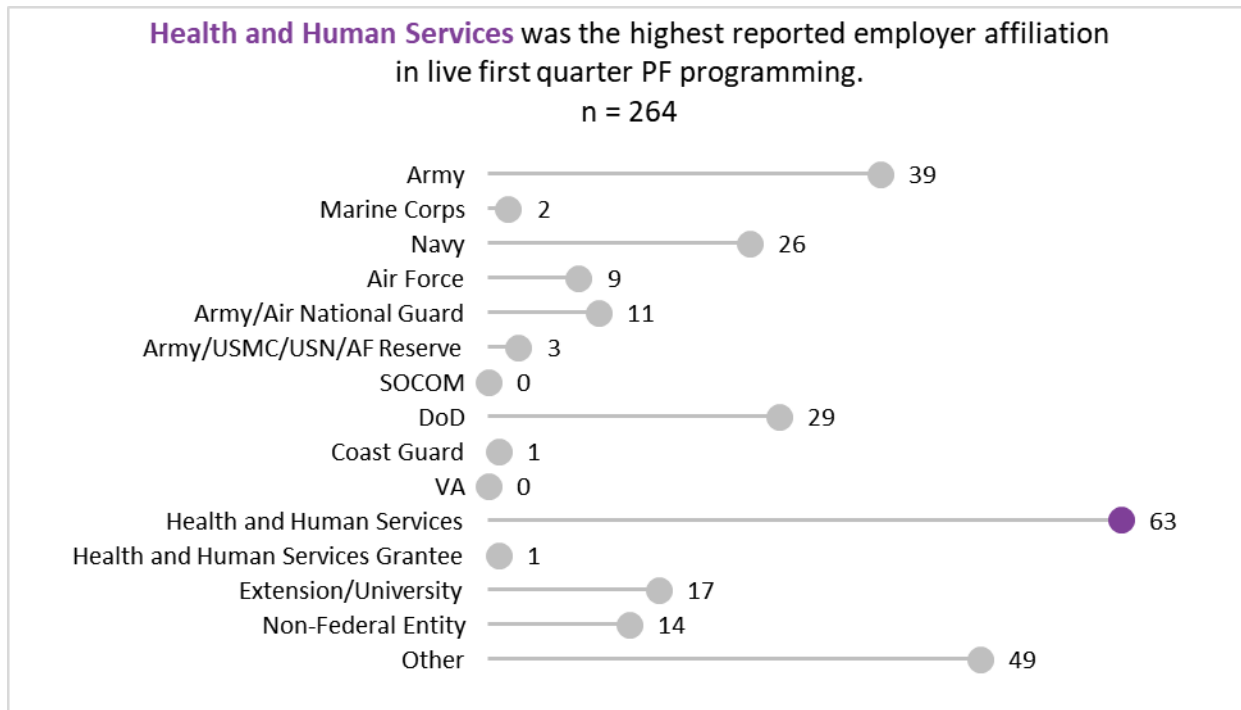
MC’s Facebook likes reached 22,259 this quarter in January and **Twitter followers** reached 782 by the end of March. Facebook likes decreased by 41, while Twitter followers increased by 28 at the end of the first quarter.

Social media strategies and successes during the first quarter included:

- The TRICARE Reforms Facebook event performed well, reaching more than 1,000 people and being shared by multiple groups.
- The DoD SME from Warrior Care has been instrumental in increasing interaction across all MC social media platforms.
- MC saw increases in followers and engagement. The tweets that performed the best highlighted upcoming webinars or other MFLN programming.

Personal Finance

PF produced three webinars during the first quarter, attracting a total of 780 registrants and 487 people attending live events. The overall registrant attendance rate was 62%. On average, 41% of non-MFLN participants engaged in the chat pod during live sessions this quarter, and the largest reported employer affiliations was Health and Human Services at 24% of the total.



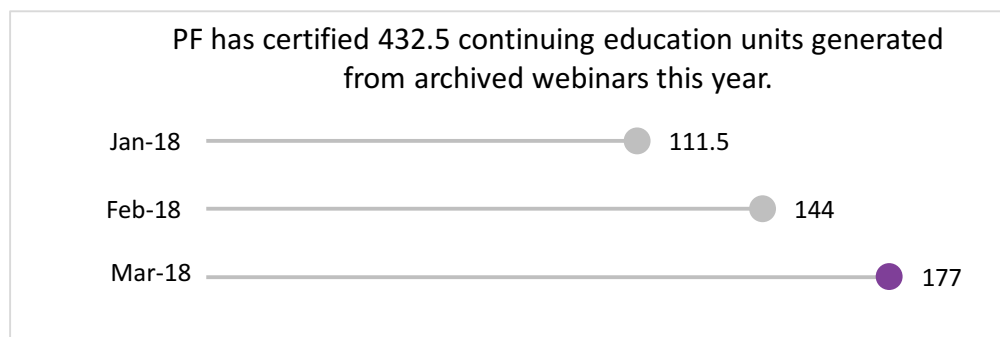
“The Blended Retirement System Launch: Questions and Answers” was presented in January. The session provided Blended Retirement basics and also examined vesting and a number of other account options. The webinar attracted 162 attendees, with 53% of the 304 registrants attending the live session. Army and Health and Human Services were the highest reported employer affiliations, each with 17% of the total. During the event, 31% of non-MFLN participants engaged in the chat pod.

PF (continued)

“**Income Tax Tips for PFMs Working with Military Families**” was presented in February. The session addressed updates to tax changes that affect military families and service members. The live event attracted 231 attendees, with 70% of the 329 registrants attending the live webinar. “Other” was the highest reported employer affiliation at 16% of the total. During the session 40% of non-MFLN participants engaged in the chat pod.

“**Getting to Know You: Introducing Personal Finance Managers and Cooperative Extension to Each Other**” was offered in March. The session focused on building community capacity among branch service and Cooperative Extension financial educators working with military service members. Of the 147 registrants, 94 attended the live event establishing an attendance rate of 64%. The largest reported employer affiliation was Health and Human Services, with 43% of the total. During the session 58% of non-MFLN participants engaged in the chat pod.

PF archived webinar views resulting in certified continuing education credits generating during the first quarter include (shortened titles): 50 Interactive Learning Activities; 2017 Year in Review; Behavioral Ethics and Personal Finance; CFPB Research; Calculating What to Save for Retirement; 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 and Wealth Relationships; Identity Theft; Investing Basics; Investing with Small Dollar Amounts; Life Insurance Basics; Military Blended Retirement System; Military Family Financial Transitions; Military Home Buying and Selling; Motivating Clients; Personal Finance Ethics; Military Retire Ready?; Savings Strategies; Student Loans: What Practitioners Need to Know; Student Loans and Service Members; Predatory Lending; Wealth Building with Savings; Thrift Savings Plans; and Financial Fitness.



PF Facebook likes reached 733 and **Twitter followers** totaled 711 at the end of the first quarter. There were 29 new Facebook likes and 53 new Twitter followers at the end of this reporting period.

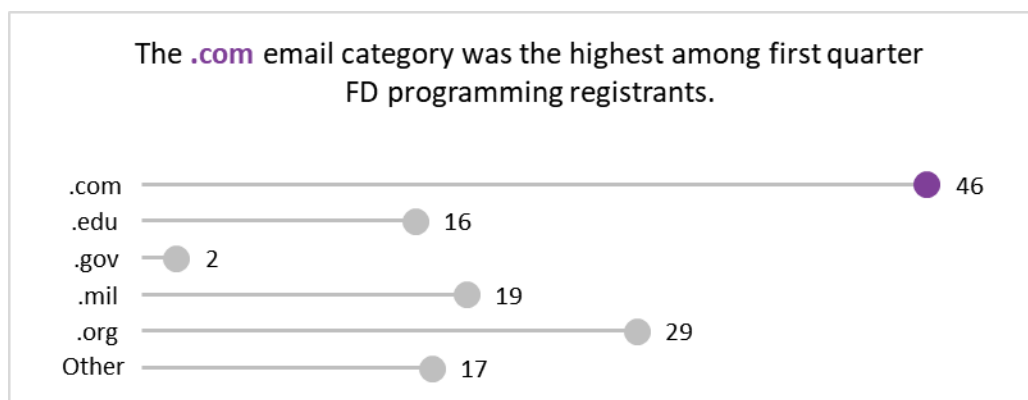
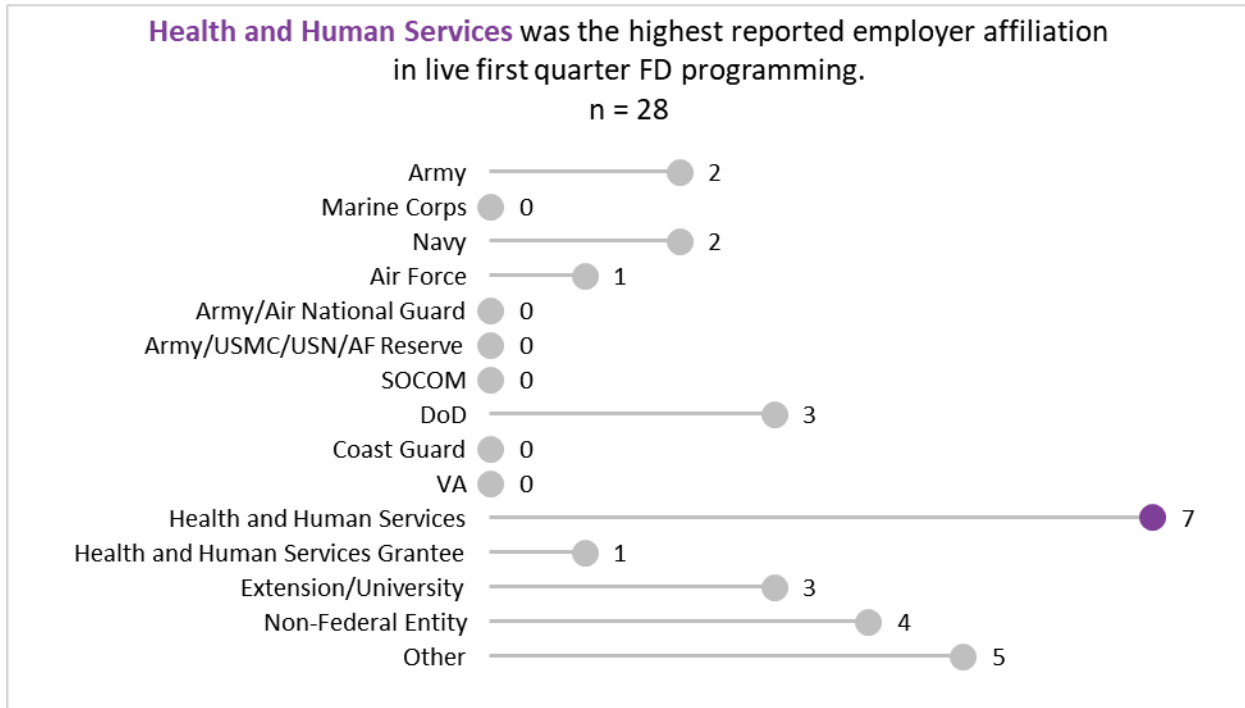
PF (continued)

Social media strategies and successes during the first quarter included:

- On Facebook a link PF shared to a blog post about buying a home went viral in March, reaching more than 7.1k people.
- Facebook Posts on the Blended Retirement System webinar were shared and liked more than any other posts in January, including by the DOD Department of Financial Readiness Office.
- There was a boost in activity in March on Facebook, with 20 new likes and 23 new followers. There was also an increase in engagement and activity on posts this month.

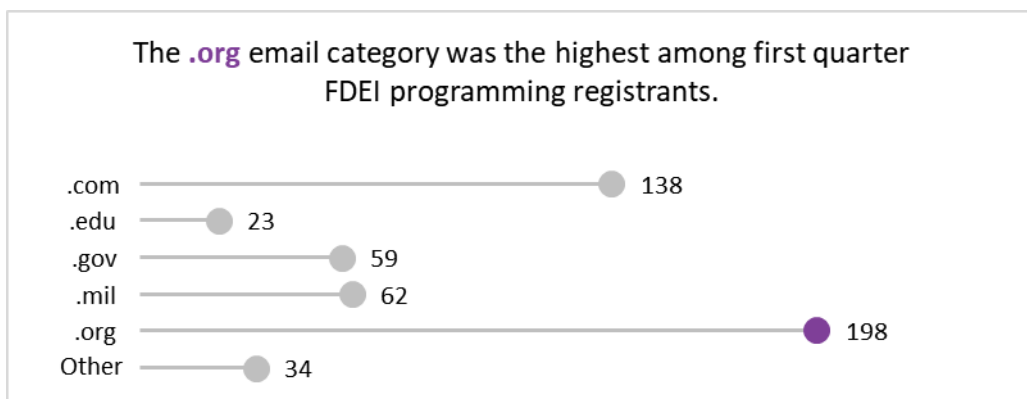
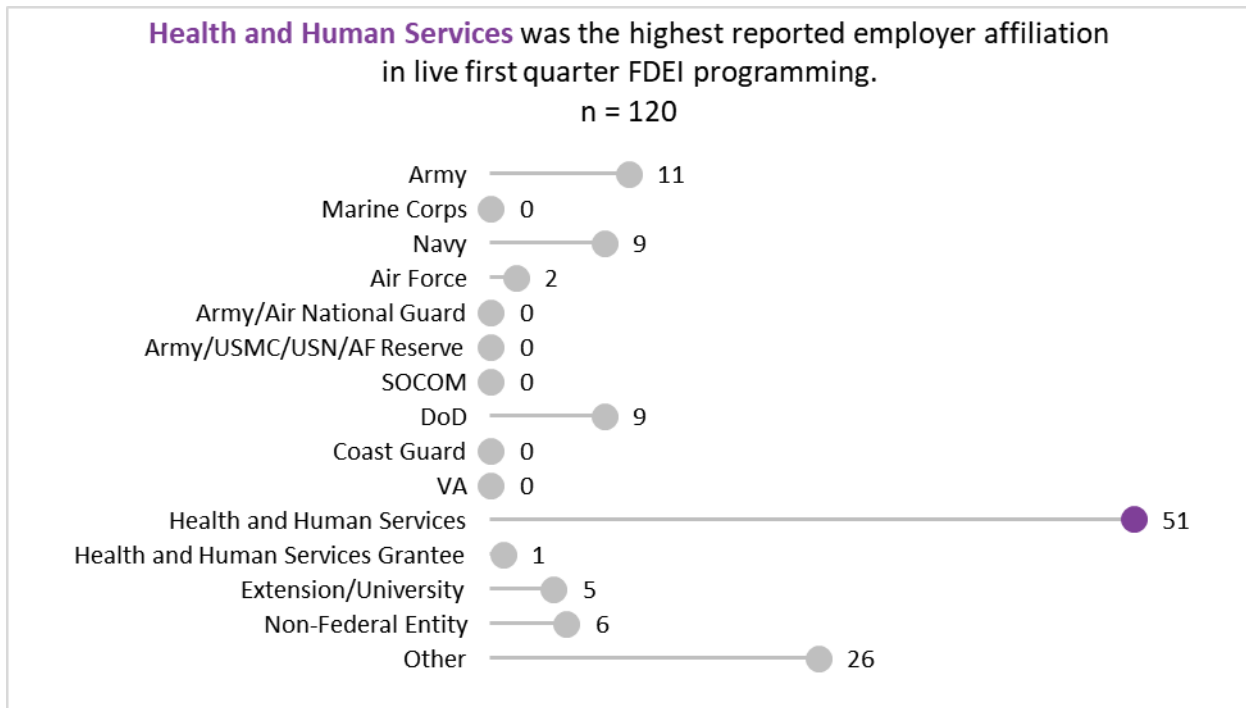
Family Development and Family Development Early Intervention

FD produced one webinar during the first quarter. **“Polishing our Protective Shields: Exploring Ways to Protect Youth from Violence”** was presented in March. The session examined the impact of violence on youth and provided participants with information on trauma-informed approaches to support youth and parents in the face of violence. The session attracted a total of 129 registrants and 63 attendees establishing a quarterly attendance rate of 49%. In total, 64% of non-MFLN participants engaged in the webinar chat pod. Health and Human Services was the highest reported employer with 25% of the quarterly total.



FD and FDEI (continued)

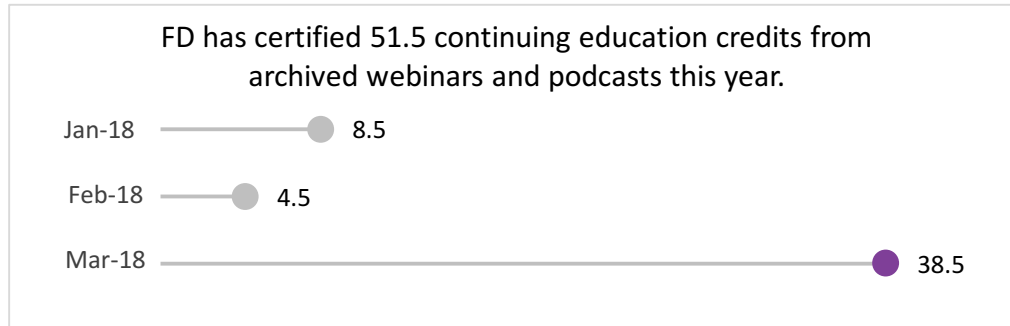
FDEI produced one webinar during the first quarter. **“Getting to Know You: Early Communication Development from Birth to Three Years”** was presented in March. The session examined the importance of early communication development and the initial stages of language expansion, including key milestones and resources. There were 514 registrants and 268 people in attendance, and a quarterly attendance rate of 52%. In total, 44% of non-MFLN participants engaged in the webinar chat pod. Health and Human Services was the highest reported employer with 43%.



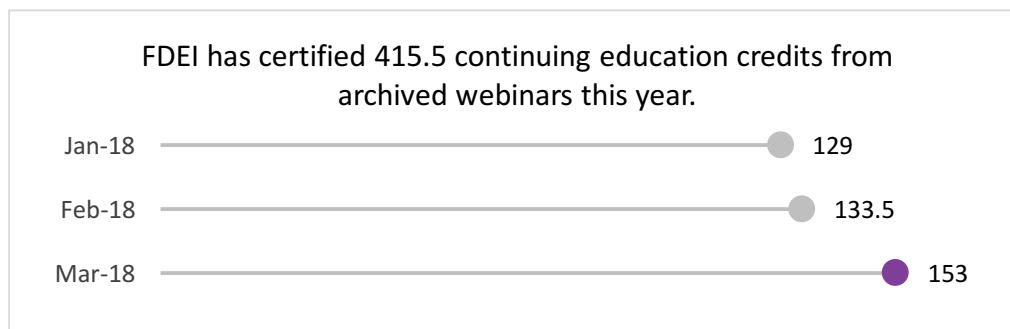
FD archived webinars generating continuing education certificates during the first quarter include (shortened titles): Chronic Illness; On Solid Ground; ABCs of LGBT; TRANSforming

FD and FDEI (continued)

Conversations; Gray Matters; Unintended Consequences; From Diapers to Diplomas; and Buffer Zone.



FDEI archived webinars generating continuing education certificates during the first quarter include (shortened titles): 1-2-3 Play with Me; Have a Seat; Responsive Feeding; When Play is Just Playing; and Beyond the Shape Sorter.



Facebook likes at the end of the first quarter reached 912 and **Twitter followers** reached 481, with 41 new Facebook likes and 20 new Twitter followers.

FD Social media strategies and successes during the first quarter included:

- Posts performing well on Facebook were about couples' counseling through the VA, working with children exposed to violence, Traumatic Brain Injury (TBI).
- A blog post on Adverse Childhood Experiences (ACEs) and Juvenile Offenders performed well.
- In January a follower wrote, "I think this infographic shows why organizations such as @MFLNFD and @TheAAMFT are so important for families and especially those in the military."

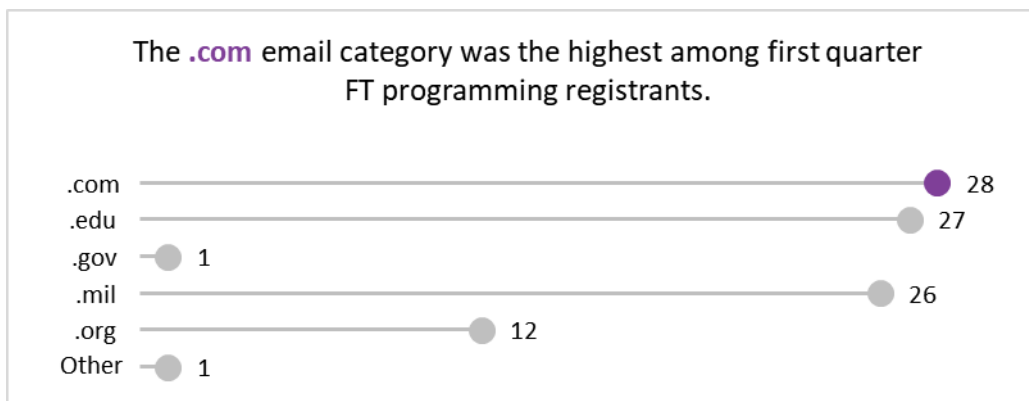
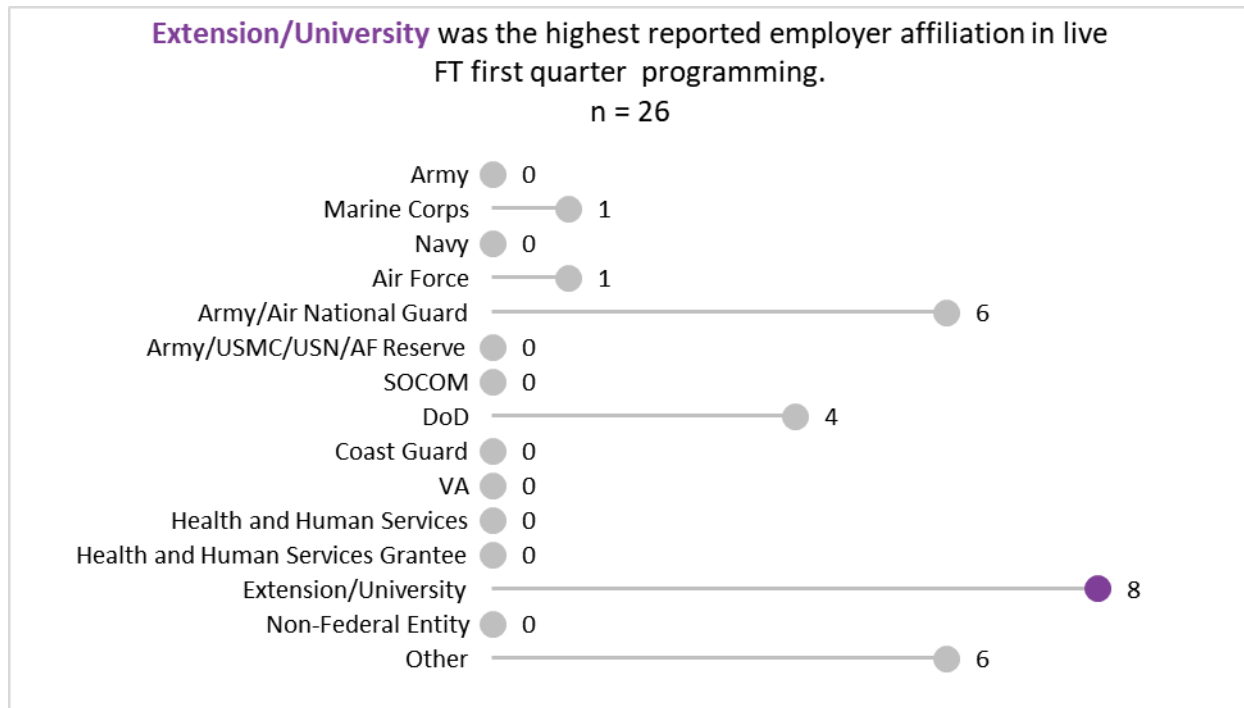
FD and FDEI (continued)

FDEI Social media strategies and successes during the first quarter included:

- Sharing information with groups has worked well. Groups previously unknown to FDEI have shared FDEI content with their constituents.
- Posts related to childhood stress, ACEs, trauma, or inequality issues seemed to perform better than other topics.

Family Transitions

FT produced one collaborative webinar with webinar Network Literacy (NL) during the first quarter. **“Working Out Loud: Building Networks for Resilience”** was presented in February. This session provided an opportunity for participants to learn about and practice behaviors using the Working Out Loud process to help build personal and professional networks. With a total of 95 registrants and 53 individuals attending, the session established a quarterly attendance rate of 56%. In total, 55% of non-MFLN participants engaged in the webinar chat pod. Extension/University was the highest reported employer with 31% of the total.



FT (continued)

FT's Facebook likes reached 287 and Twitter followers totaled 336 at the end of the first quarter. There were 2 more Facebook likes and 11 more Twitter followers in the first quarter than in the fourth quarter of 2017.

Social media strategies and successes during the fourth quarter included:

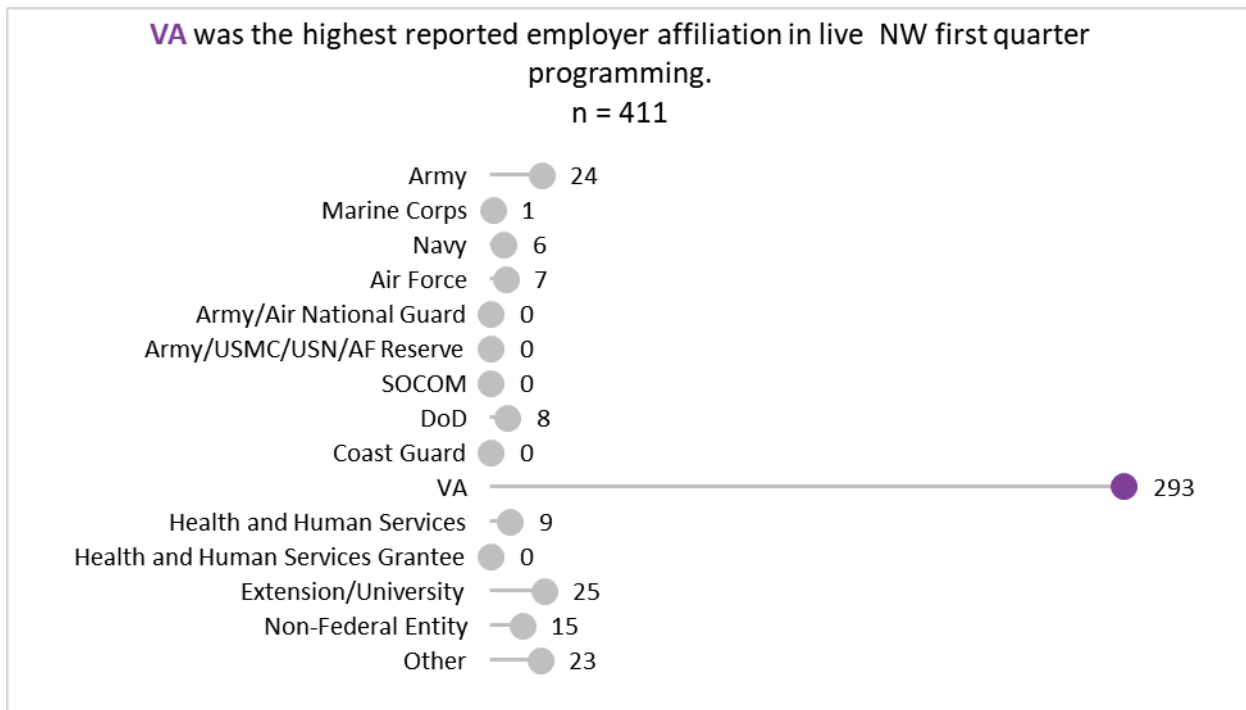
- FT and NL have been collaborating to around the Building Networks for Resilience learning experience.
 - The team shared information about the learning experience on the Working Out Loud Facebook group which led to John Stepper, author of the book, *Working Out Loud*, commenting on the post and meeting with FT/NL via a Zoom meeting.
 - Tweets about the learning experience using the hashtag #wolresilience resulted in retweets and likes from writers and researchers.
- A YouTube video about the challenges military children face was viewed more than others.
- Twitter posts in March focused on preparing for the Month of the Military Child in April, referencing DoDEA and honoring and saluting our military children and teens.

Nutrition and Wellness

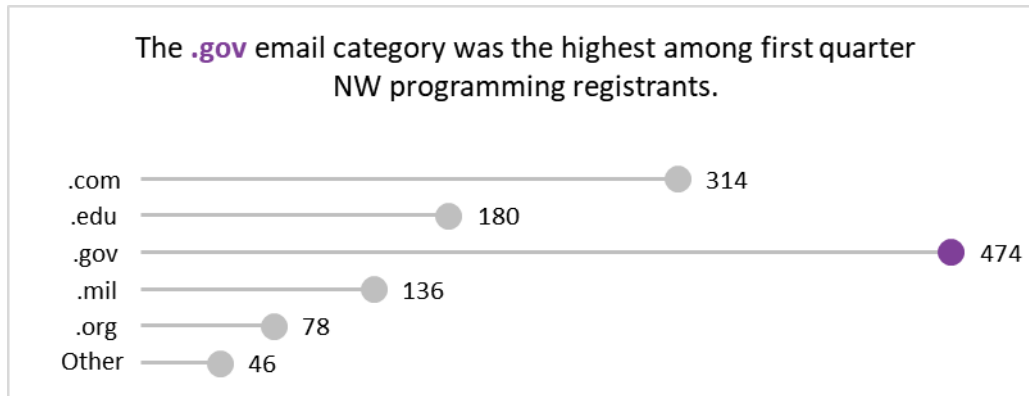
NW produced two webinars during the first quarter with a total of 1,228 registrants, 880 attendees, and an average attendance rate of 72%. The largest reported employer affiliation for first quarter events was VA at 71% of the total. On average, 20% of non-MFLN attendees engaged in the chat pod during the live webinars.

“Plant-based Eating: Enhancing Health Benefits, Minimizing Nutritional Risks” was presented in January. This webinar examined the health benefits and nutritional risks of consuming a plant-based diet with a focus on how to advise clients on healthy plant-based diets for the best nutrition. The event attracted 403 attendees, with 100% of the registrants attending the live webinar. VA was the highest reported employer affiliation at 70%. During the session 16% of non-MFLN participants engaged in the chat pod.

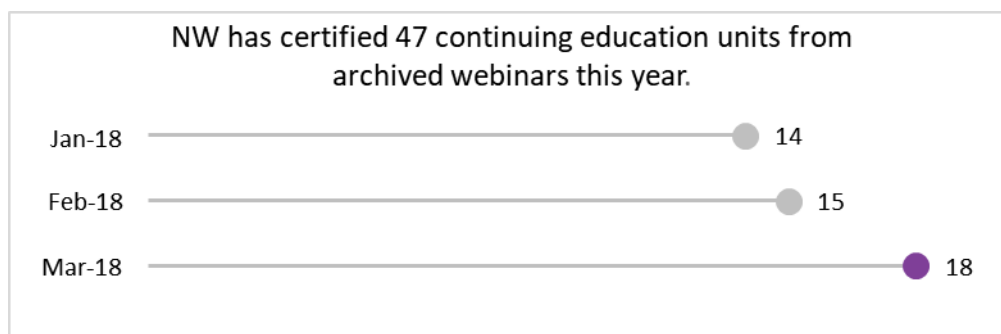
“The Low FODMAP Diet for Irritable Bowel Syndrome: From Evidence to Practice” was presented in March. The session explored how FODMAPS contribute to Irritable Bowel Syndrome (IBS) and discussed strategies to help patients/clients with the low FODMAP diet. The webinar attracted 477 attendees, with 55% of the 867 registrants attending the live session. VA was the highest reported employer affiliation at 72%. During the event, 23% of non-MFLN participants engaged in the chat pod.



NW (continued)



NW archived webinar views resulting in certified continuing education credits during the fourth quarter include (shortened titles): Chronic Illness Parts I and II; Phytonutrients and Cardio; Evidence-based Guidelines for Oncology; Responsive Feeding; Gut-Microbiota-Brain Axis; High Impact Grocery Store Tours; Performance Nutrition Considerations; and Plant-based Nutrition Considerations.



NW's Facebook likes reached 312 and **Twitter followers** totaled 307 at the end of the quarter. There were 3 new Facebook likes and 8 new Twitter followers during the first quarter.

Social media strategies and successes during the first quarter included:

- The highest number of NW CPEUs certified in a month was reached in January with 225 CPEUs.
- Facebook reach around the FODMAP webinar, National Nutrition Month (NNM), and a post about what an Army dietitian was doing on her base to promote NNM were strong.
- Twitter reach was up 40% and mentions were up 150%.
- The highest NW webinar attendance to date was reached in March with 477 live event participants.