

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

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2. Project Title: eXtension - Military Families Partnership
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5. Period of Performance: 01 APR — 31 JUN 2016
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First Quarter	<input type="checkbox"/>
Second Quarter	<input checked="" type="checkbox"/>
Third Quarter	<input type="checkbox"/>
Fourth Quarter	<input type="checkbox"/>
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10. Date of Report: 15JUL2016
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2nd Quarter Report
2016



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U.S. DEPARTMENT
OF DEFENSE



Community Capacity Building (CCB); Family Development (FD); Family Development Early Intervention (FDEI); Family Transitions (FT); Military Caregiving (MC); New York Literacy (NYL); Nutrition and Wellness (NW); Personal Finance (PF); and Small Business Support 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 Numbers 2014-48770-22587 and 2015-48770-24368.

Second Quarter Overview

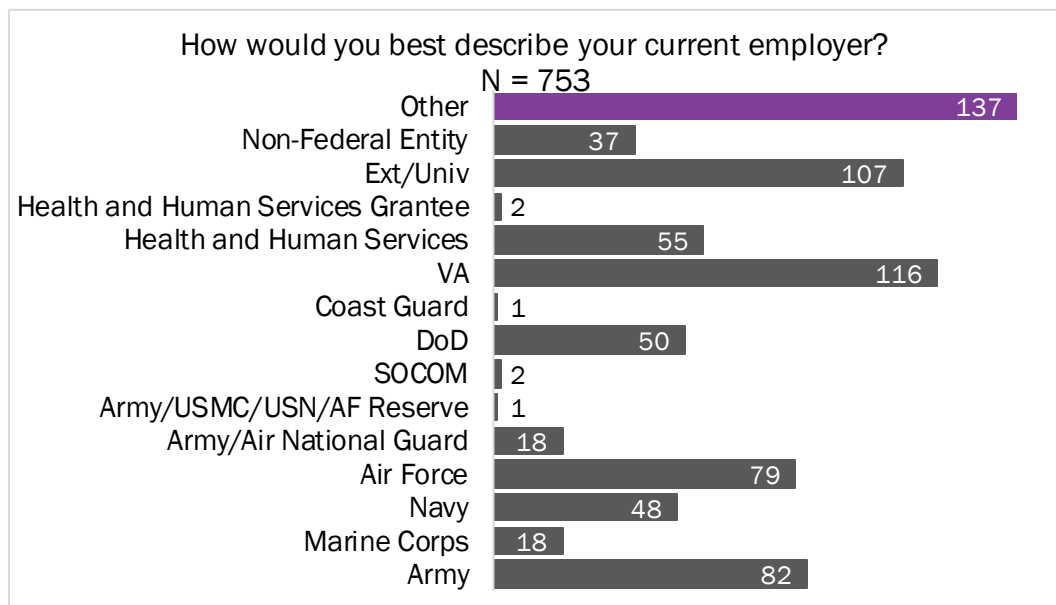
Fifteen professional development webinars were delivered during the second quarter: five in April (1 PF, 1, FT, 1 NW, 1 MC, 1 FD), five in May (1 PF, 1 FT, 1 NW, 1 MC, 1 FD), and five in June (1 CCB, 2 FDEI, 1 FD, 1 NW).

PF delivered their third annual virtual learning event during the second quarter.

One virtual learning event was delivered during the second quarter by the PF concentration area, consisting of four sessions during the month of June. The final session was a half-hour wrap up event during which participants were encouraged to interact with the speakers from the VLE, ask additional questions, and discuss optional “homework” assignments.

Employer affiliation was reported predominately as “other” (private sector, nonprofit, etc.) by participants in an optional poll during live events.

Total webinar attendance for 2016 is 3,397.



VA affiliation reached its all-time high during the second quarter, driven primarily by NW programming.

Total continuing education credits certified in 2016: 4,106 (1,977.5 PF; 99 MC; 144 FD; 1,089.5 FDEI; 796 NW).

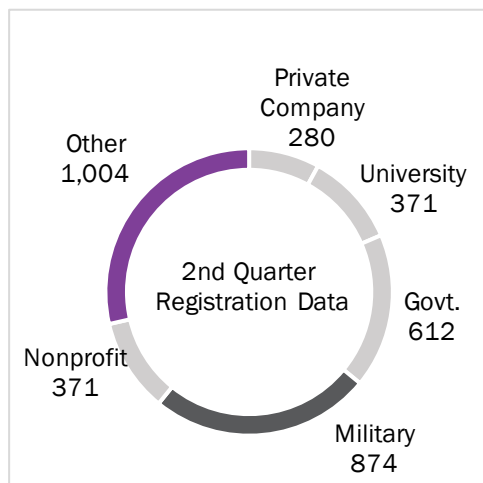
NW’s May webinar on weight loss surgery had the highest number of participants across the network (291).

Average registrant attendance rate during the second quarter was 54% across the network, up slightly from 49% during the first quarter. NW’s webinar on weight loss surgery had the highest number of registrants (595), while MC’s webinar on communication had the highest registrant participation rate (79%).

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

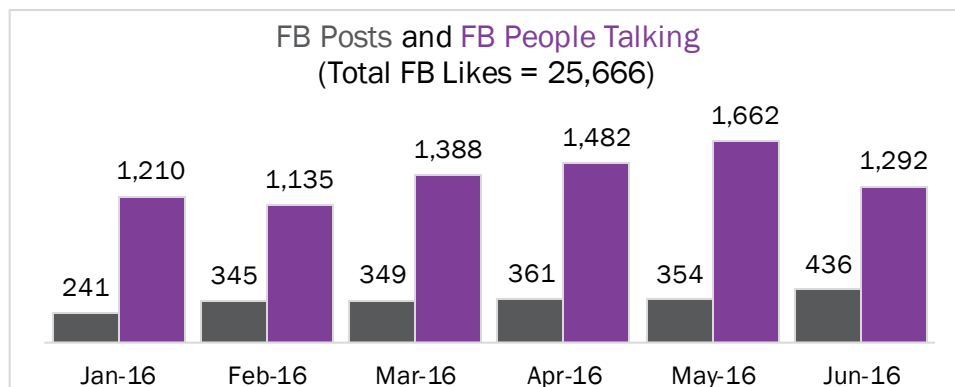
(e.g., .edu); private company (e.g., .com); and other (e.g., gmail.com). The largest second quarter registrant group is “**other**,” followed by “**military**.”

There were 3,511 registrants and 1,858 participants in second quarter webinars.



Second quarter FB reach started at 61,636 in April, and fell to 50,562 by June.

Facebook engagement (FB people talking/reach) across the network remained at approximately 2% throughout the second quarter. May was the most effective month at the post level on Facebook (smallest number of posts generating the most people talking).

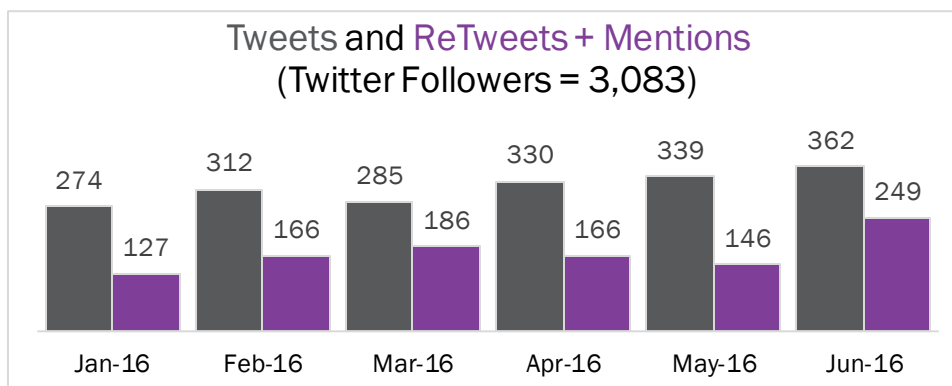


CA social media presence across the network continues to generate consistent engagement in Facebook and Twitter.

Notable second quarter Facebook shares from the main MFLN Facebook account include: Whiteman Airman & Family Readiness Center; Nellis AFB Airman & Family Readiness Center; Whiteman Exceptional Family Member Program; Whiteman School Liaison Officer; Adapt; Service Member and Family Readiness; Mary Ellen Salzano; Louisa National Guard, Family Assistance Specialists; NHCCC Family Ombudsman; 164th Airlift Wing Family Readiness Group; and Special Needs Resource Project.

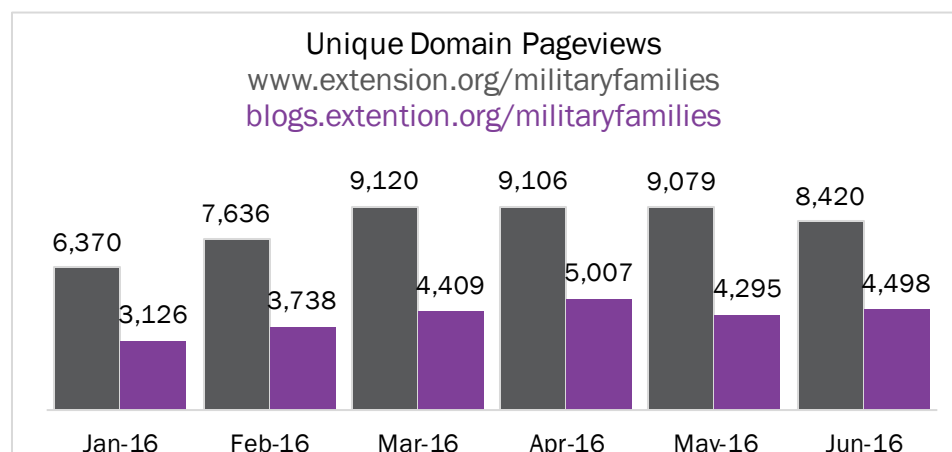
Twitter engagement at the end of the second quarter was at its highest for the year, though March remained the most effective month on Twitter with 285 tweets generating 186 retweets and mentions.

MFLN blog pages are generating consistent interest with high-quality, engaging, and creative posts.



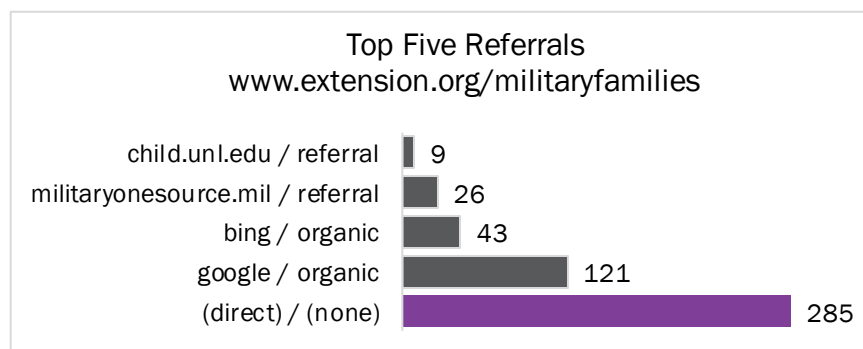
Sixty-nine blogs were published during this reporting period. FD posted 15, FDEI posted 7, MC posted 13, PF posted 9, CCB posted 9, NW posted 11, and FT posted 5.

Unique page views of extension.org/militaryfamilies content as well as MFLN blog content dropped slightly during the second quarter.



Military OneSource continues to drive traffic to the MFLN home page as well as to Learn Event pages.

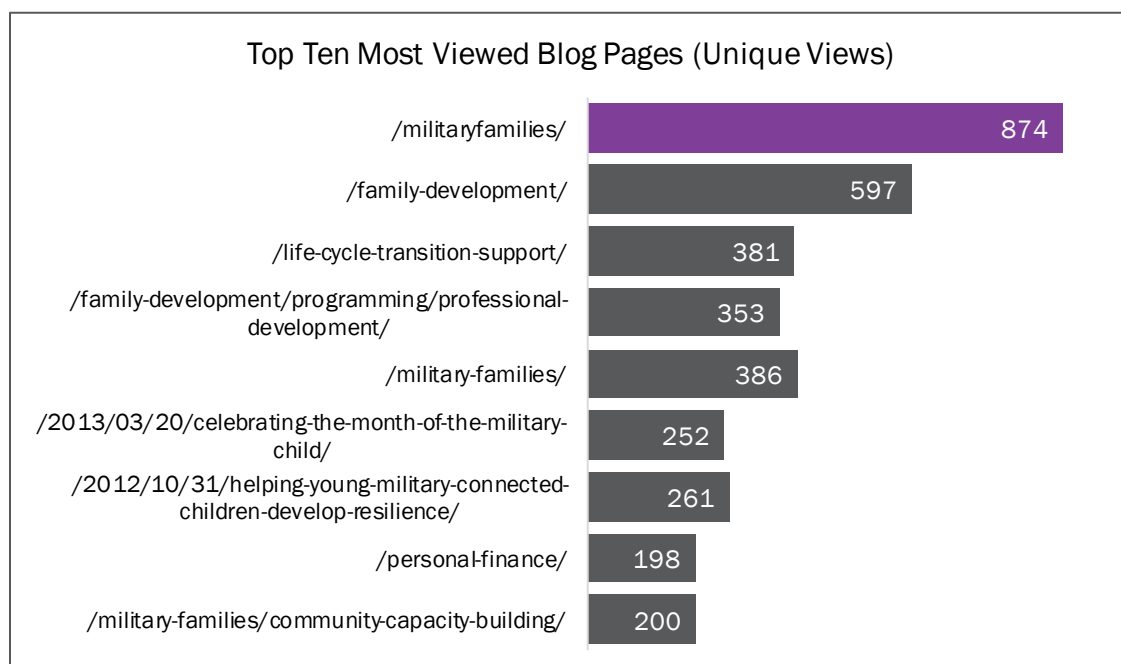
Referrals to www.extension.org/militaryfamilies were primarily through direct means.



Referrals to our Learn pages from the Military OneSource eNewsletter reached second quarter highs in April.



Our most viewed blog pages for the second quarter included our main page, but also featured several MFLN concentration areas.



More detailed information pertaining to each concentration area is highlighted on the following pages, and can also be found in webinar and learning event evaluation reports provided by each concentration area.

Family Development and Family Development Early Intervention

FD produced three webinars during the second quarter, attracting a total of 118 participants and 218 registrants. The average participation rate of registrants in live events was 55%. Non-MFLN participants engaging in the chat pod averaged 33% across the webinars.

“Pathway to Practice: Incorporating Evidence into Military Family Services,” presented in April, had the highest percentage of registrants attending the live event (71%). Air Force was the highest reported employer affiliation.

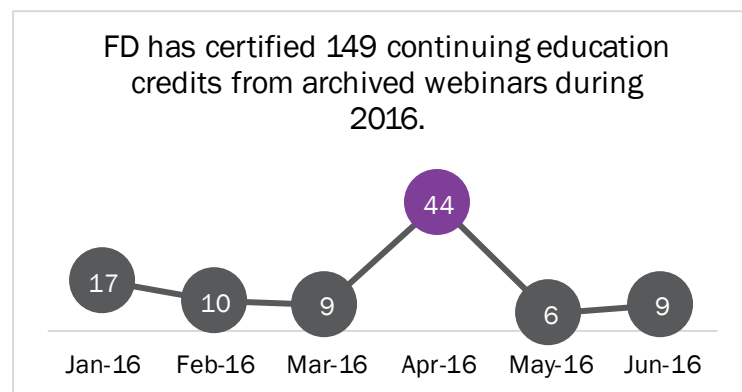
“Battles on the Homefront: Working with Multicrisis Families,” presented in May, had the highest number of registrants (93). “Other” was the highest reported employer affiliation.

“What the Tech? Thinking about Technology and Parenting,” presented in June, supported the highest chat pod participation rate (38%). Extension/university was the highest reported employer affiliation.

FDEI produced one webinar and a corresponding interactive lunch and learn session during the second quarter. **“Engaging Families to Focus on Intervention Strategies”** attracted 153 participants and 382 registrants. This webinar had the fourth highest attendance across the network for the third quarter. Extension/university was the highest reported employer affiliation. The corresponding lunch and learn session had a 100% registrant participation rate.

FD archived webinar views resulting in certified continuing education credits during the second quarter include (shortened titles): Coercion to Collaboration;

Ripple Effect; PTSD and Domestic Violence; and What’s on the Web.



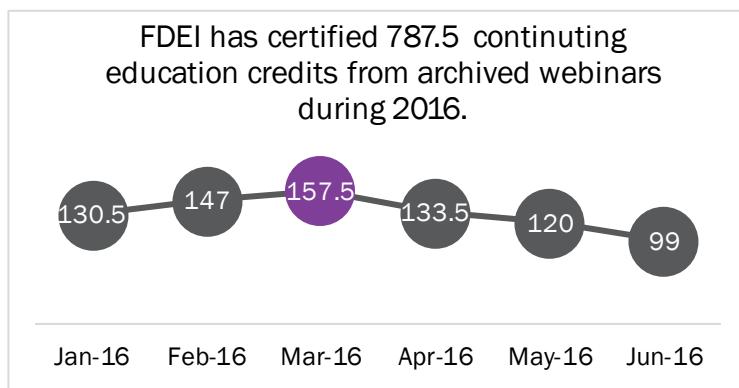
FDEI hosted their second annual lunch and learn this quarter, which had a 100% registrant participation rate.

FD certified 110 continuing education credits during the second quarter: 56 GMFT, and 54 NASW.

FD and FDEI (continued)

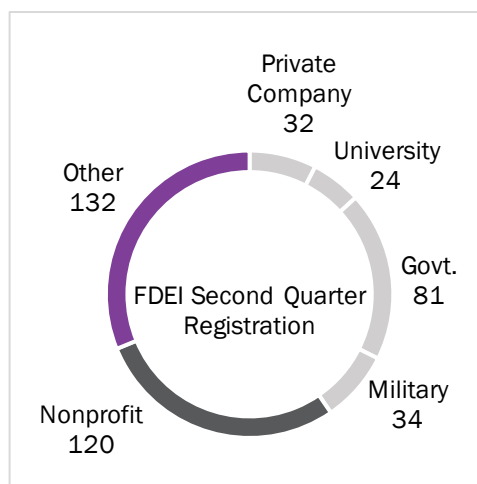
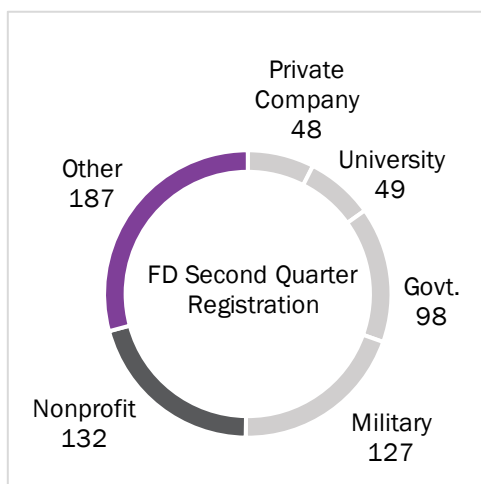
FDEI archived webinar views resulting in certified continuing education credits during the second quarter include (shortened titles): Social Emotional

FDEI certified 497 continuing education credits during the second quarter: 482 EITP; 13.5 GMFT; 1.5 NASW. GMFT, and 54 NASW.

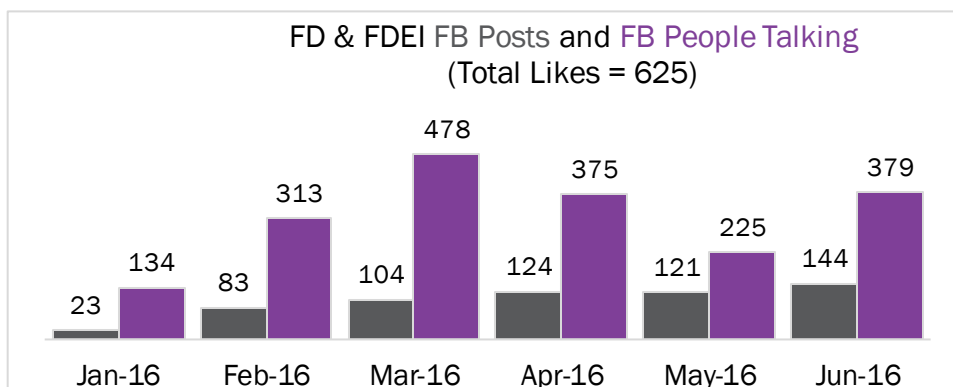


Development; Promoting Positive Relationships; Supportive and Inclusive Environments; Social Emotional Literacy; and Beyond Mandated Reporting.

E-mail registration data for second quarter programming show **“other”** and **nonprofit** as the first and second most prevalent registrant e-mail categories, respectively.

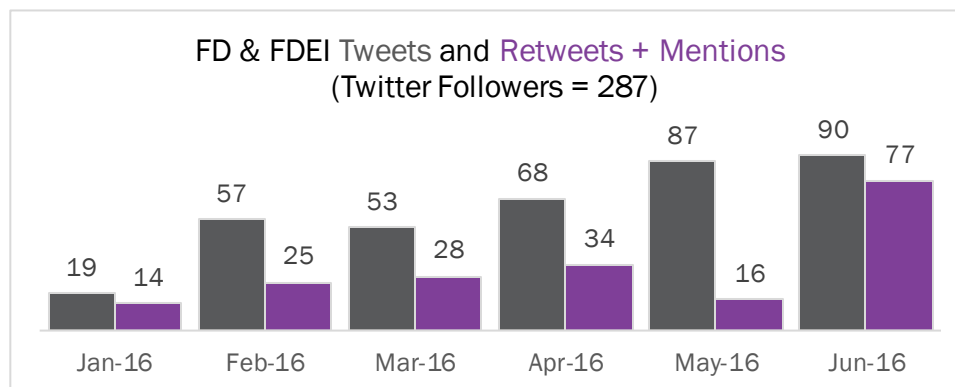


Social media continued to engage users, with effective Facebook posts in April and June, and a very engaging month of June in Twitter.



FD and FDEI (continued)

FD/FDEI had 82 new Facebook likes and 36 new Twitter followers in the second quarter.



Personal Finance

PF certified 1,270.5 continuing education credits during the second quarter: 1,129.5 AFPCE; and 141 FinCert.

419.5 continuing education units were certified across 424 (non-unique) VLE participants.

PF produced two webinars and one virtual learning event (VLE) during the second quarter, attracting a total of 724 participants and 1,256 registrants. The average registrant attendance rate was 69%. Non-MFLN participants engaging in the chat pod averaged 34% across the webinars and VLE sessions.

“**Life Insurance Basics for Military Families,**” presented in April, had the highest percentage of registrants attending the live event (65%). Air Force was the highest reported employer affiliation.

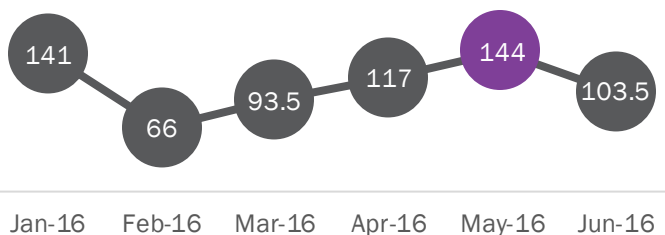
“**Credit Scores: What’s New?**” was presented in May and had the highest number of PF participants for the quarter (178). Air Force and “other” were the highest reported employer affiliations.

“**Enhancing Financial Fitness,**” PF’s third annual VLE, was presented June 14–16. Three sessions included topics on financial fitness, personality traits of the financially fit, and wealth building. The fourth session was an interactive wrap-up session giving participants the opportunity to discuss the topics covered and ask the presenters questions. Air Force was the highest reported employer affiliation in every session. More detailed information will be available in the forthcoming VLE evaluation.

PF archived webinar views resulting in certified continuing education credits during the second quarter include (shortened titles): Twenty Steps; 2015 Year in Review; Nine Important Skills; What to Save for Retirement; Consumer Frauds; Cliff Notes; Current Personal Finance Issues; Personal Asset Allocation; Entrepreneurship Essentials; Estate Planning Basics; Estate Planning and Military

PF gained 27 new Facebook likes and 36 new Twitter followers in the second quarter.

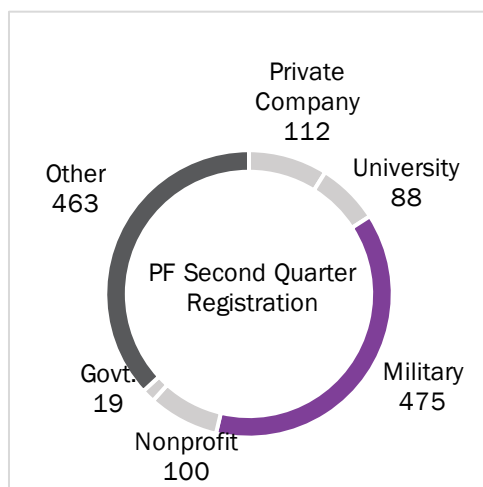
PF has certified 665 continuing education credits from archived webinars in 2016.



Predatory Lending; Retire Ready; Savings Strategies; Smart Car Buying; Health and Wealth; Student Loans; Military Kids and Money; Tax Planning Updates; Culture of Personal Finance; Target Date Funds; Thrift Savings Plans; Twitter and Personal Finance; and Year-end Tax Planning.

PF (continued)

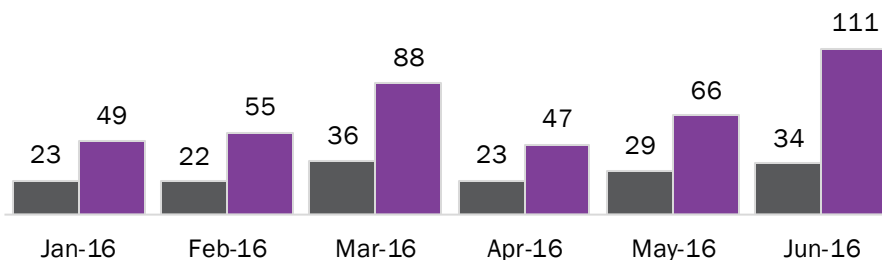
Families; Financial Planning for Second Half of Life; SWOT Analysis; Financial Therapy Insights; Heuristics; Home Ownership; Investing with Small Dollar Amounts; Military Family Financial Transitions; Positive Financial Behaviors;



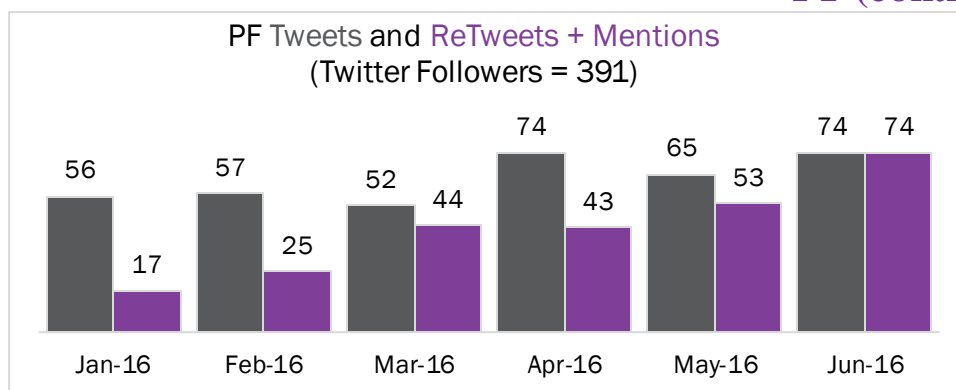
E-mail registration data for second quarter programming show **military** and **“other”** as the first and second most prevalent registrant e-mails, respectively.

Facebook posts were highly effective and engaging throughout the second quarter. **Twitter** engagement climbed throughout the quarter as well, ending with a highly engaging month of June.

PF FB Posts and FB People Talking (Total Likes = 450)



PF (continued)



Military Caregiving

MC produced two webinars during the second quarter, attracting 109 participants and 216 registrants. The average registrant attendance rate was 59%. Non-MFLN participants engaging in the chat pod averaged 28% across the webinars.

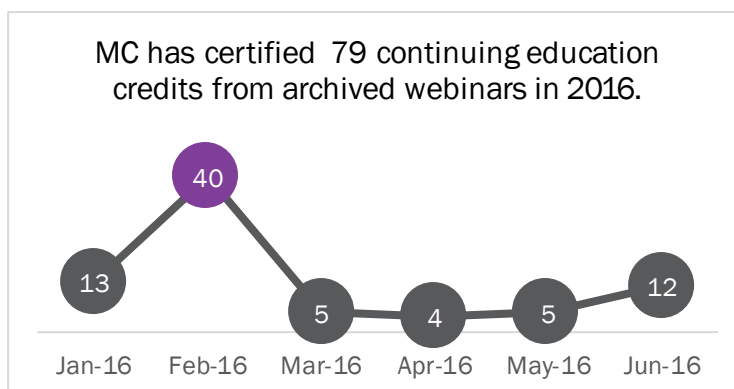
“ADHD, Anxiety, and Autism: Practical Approaches to Child Psychiatry,” presented in April, had 68 participants and 158 registrants. Army was the highest reported employer affiliation.

“Communication in the Crunch,” presented in May, had 44 participants and 58 registrants. Extension/university was the highest reported employer affiliation.

MC archived webinar views resulting in certified continuing education credits during the second quarter include (shortened titles): Caring and Culture;

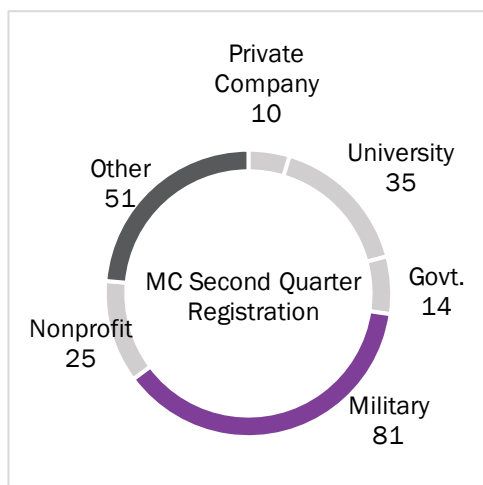
Compassion Fatigue;
 Building Trust;
 Value of Respite;
 Knowledge Gain and
 Behavior Change;
 and Narcotic
 Medications.

MC certified 31 continuing education credits during the second quarter.



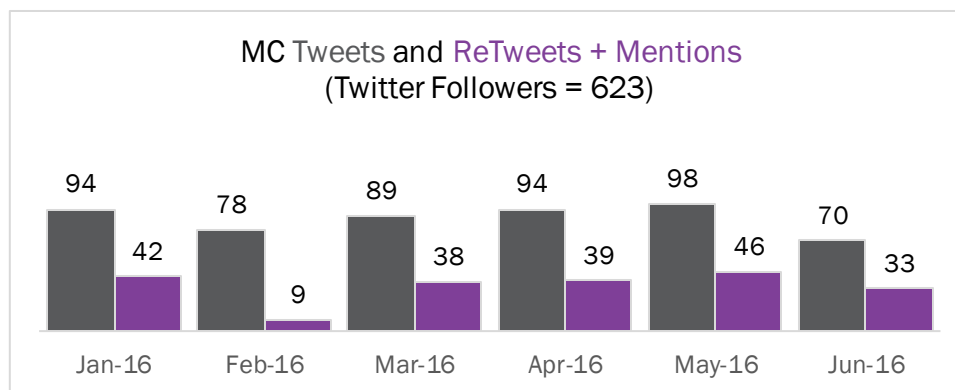
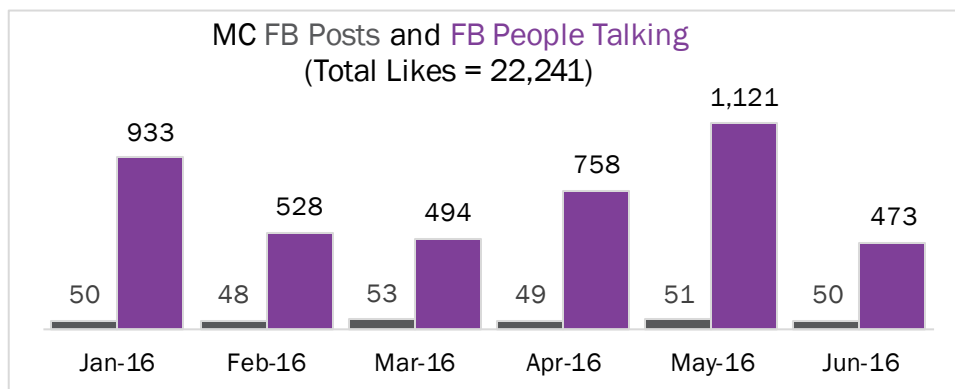
MC (continued)

E-mail registration data for second quarter programming show **military** and “**other**” as the first and second most prevalent registrant e-mails, respectively.



MC had 2,711 new Facebook likes and 31 new Twitter followers during during the second quarter.

MC’s Facebook posts garnered tremendous engagement, particularly in May. **Twitter** engagement remained steady throughout the second quarter.



Nutrition and Wellness

NW produced three webinars during the second quarter, attracting 652 participants and 1,218 registrants. The average registrant attendance rate in

NW (continued)

live events was 56%. Non-MFLN participants engaging in the chat pod averaged 14% across the webinars.

The VA was the highest reported employer affiliation for each of NW's second quarter webinars.

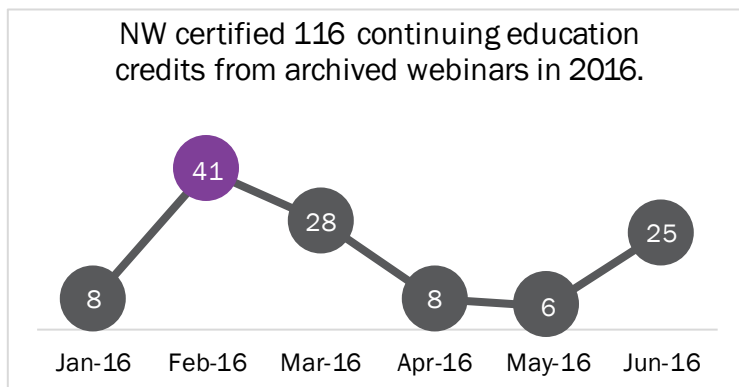
“Breastfeeding: Nature’s Best,” presented in April, had 78 participants and 123 registrants. At 63%, this webinar had the highest registrant attendance rate.

“Nutritional Trends and Implications for Weight Loss Surgery,” presented in May, attracted 291 participants and 595 registrants. This webinar had the highest number of second quarter participants and registrants across the network.

“Nutrition, Exercise, and Renal Disease,” presented in June, hosted 283 participants and had 500 registrants—the second highest numbers in both categories across the network during the quarter.

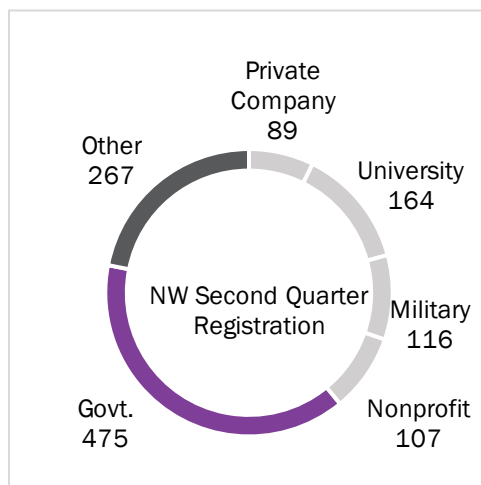
NW's archived webinar views resulting in certified continuing education credits

NW certified 420 continuing education credits during the second quarter.



during the second quarter include (shortened titles): Nutrition Education; Trans Fat Update; and Work–Life Integration.

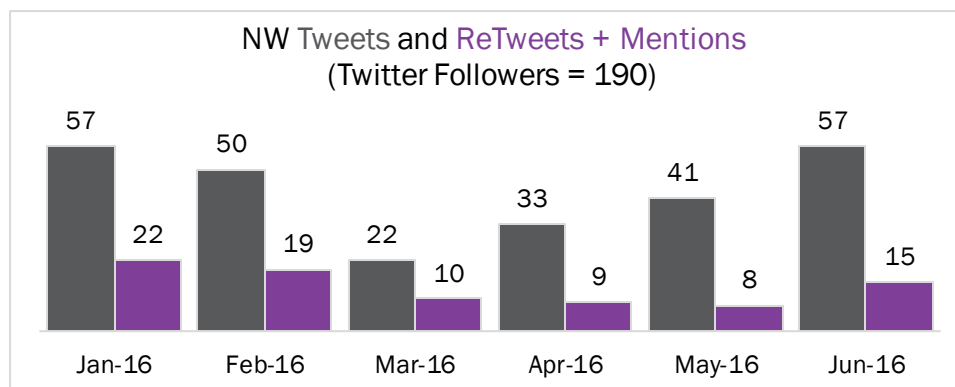
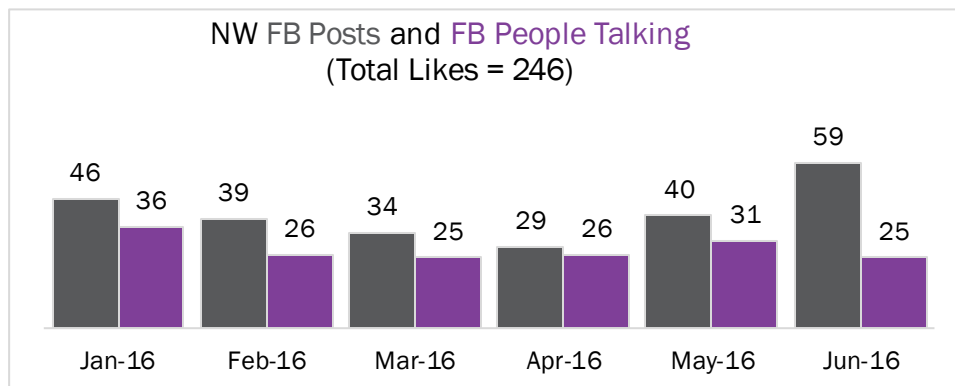
E-mail registration data for second quarter programming show **government** and **“other”** as the first and second most prevalent registrant e-mails, respectively.



NW (continued)

NW's social media accounts remained steady throughout the second quarter. Facebook posts continue to attract interested audiences, and NW saw consistent engagement in both accounts during the quarter.

NW had 8 new Facebook likes and 60 new Twitter followers during the second quarter.



Family Transitions

FT's second quarter webinars had the highest average chat pod participation across the network (47%).

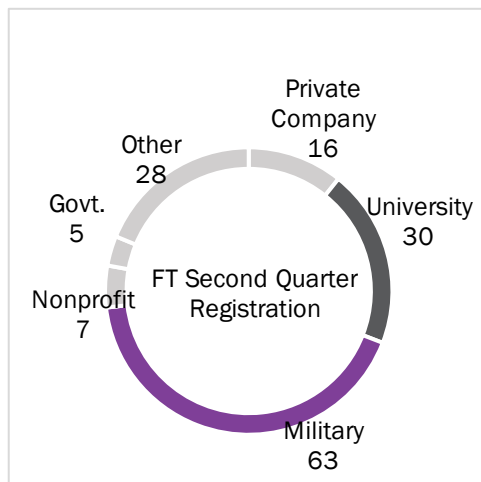
FT produced two webinars during the second quarter, attracting 74 participants and 149 registrants. The average registrant attendance rate in live events was 50%. Non-MFLN participants engaging in the chat pod averaged 47% across the webinars. Army/Air National Guard was the highest reported employer affiliation for both webinars.

“Discovering the Components of Strong Family Functioning,” presented in April, had 33 participants and 68 registrants.

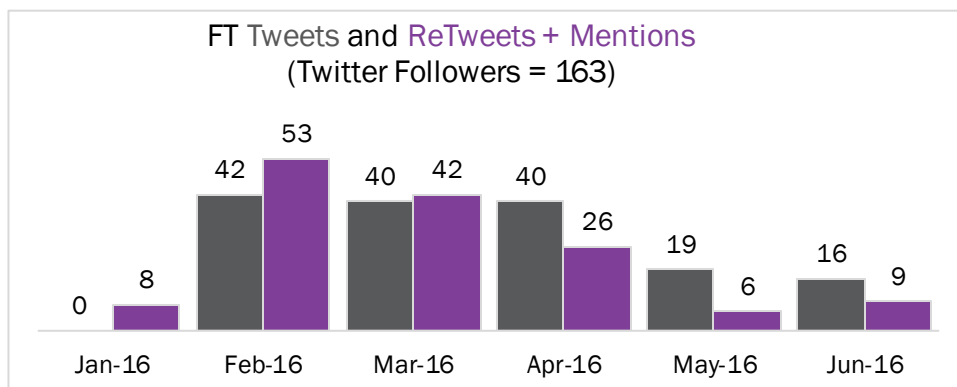
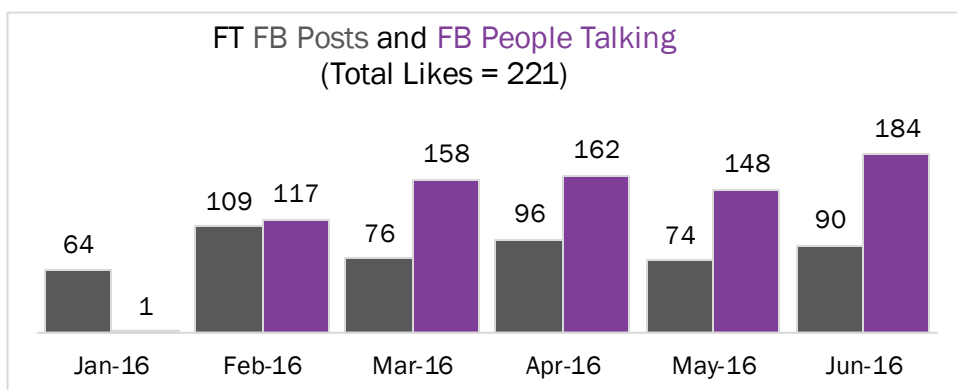
“The Experience of Reintegration for Military Families and Implications for DoD,” presented in May, had 41 participants and 81 registrants.

FT (continued)

E-mail registration data for second quarter programming show **military** and **university** as the first and second most prevalent registrant e-mails, respectively.



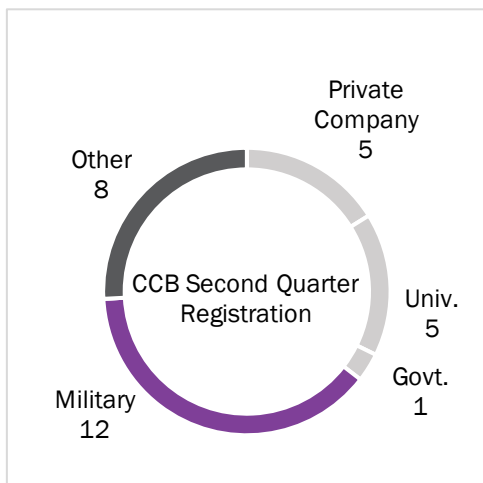
FT's social media accounts continue to utilize effective Facebook posts and tweets, resulting in a highly engaged social media audience.



FT had 15 new Facebook likes and 15 new Twitter followers during the second quarter.

Community Capacity Building

CCB produced one webinar during the second quarter. “Creating Value for Military Families: Extension–Military Partnerships,” presented in June, hosted 22 participants and had 31 registrants. “Other” was the highest reported employer affiliation for the webinar, which had a 71% registrant attendance rate.



E-mail registration data for second quarter programming show **military** and “**other**” as the first and second most prevalent registrant e-mails, respectively.

CCB’s social media accounts continue to grow with consistent use of effective and engaging posts and tweets.

CCB had 50 new Facebook likes and 16 new Twitter followers during the second quarter.

