

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

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2. Project Title: eXtension - Military Families Partnership
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First Quarter	_____
Second Quarter	_____
Third Quarter	X_____
Fourth Quarter	_____
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3rd Quarter
Report 2016



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U.S. DEPARTMENT
OF DEFENSE



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Community Capacity Building (CCB); Family Development (FD); Family Development Early Intervention (FDEI); Family Transitions (FT); Military Caregiving (MC); Network Literacy (NL); Nutrition and Wellness (NW); Personal Finance (PF)

Third Quarter Overview

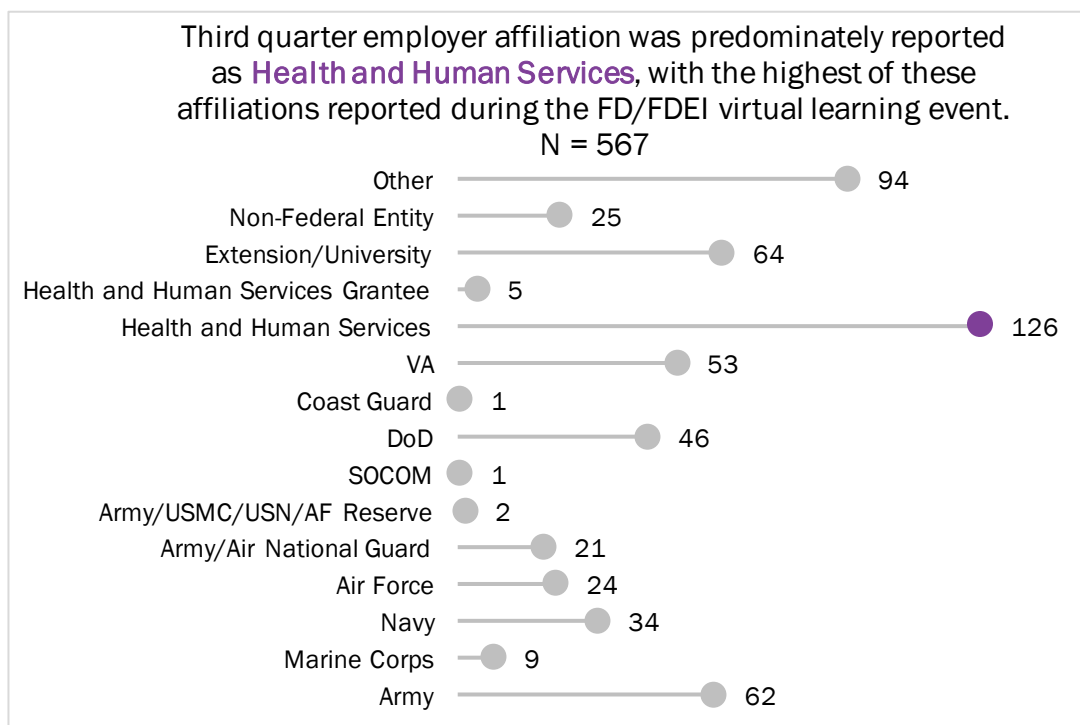
Ten professional development webinars were delivered during the third quarter: five in July (1 PF, 1 CCB, 1 MC, 2 FD), three in August (1 PF, 1 MC, 1 FD), and two in September (1 PF, 1 NW).

One virtual learning event was delivered during the third quarter by the FD and FDEI concentration areas, consisting of **four sessions** during the month of September. The theme of the event was “Strengthening the Family Core,” with sessions offered on advocacy, the routines-based interview, play therapy, and moral injury.

Total webinar attendance for 2016 is 4,776.

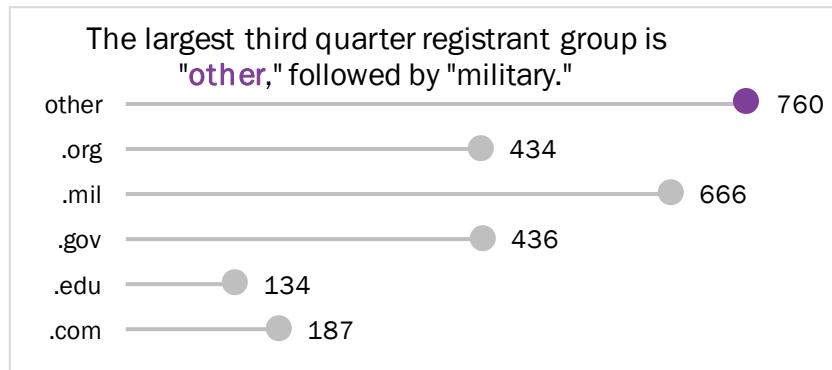
Total continuing education credits certified in 2016: 6,128 (2,835.5 PF; 129 MC; 409.5 FD; 1,827 FDEI; 927 NW).

Third quarter webinar attendance totaled 1,379, with 2,619 registrants. The average registrant attendance rate during the third quarter was 50% across the network, down slightly from 54% during the second quarter. NW’s webinar on mobile apps had the highest number of registrants (493), while PF’s professional ethics webinar had the highest registrant participation rate (64%).

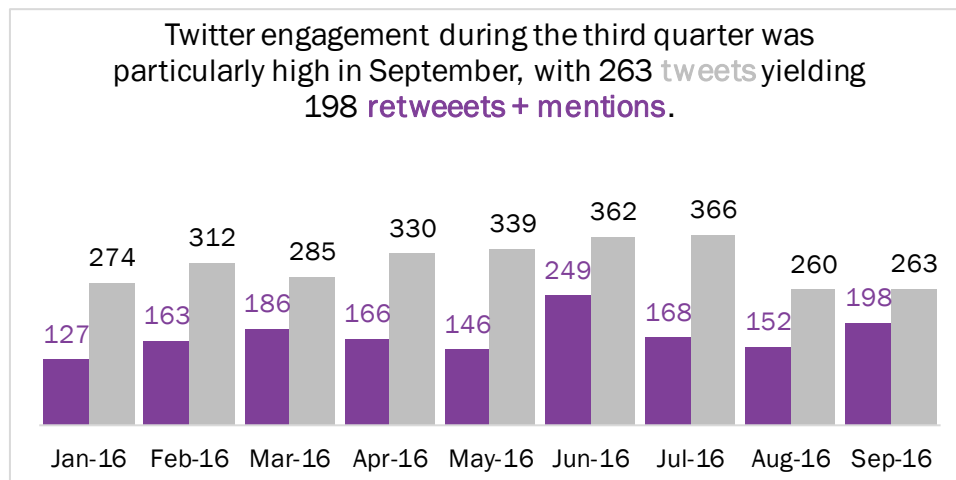
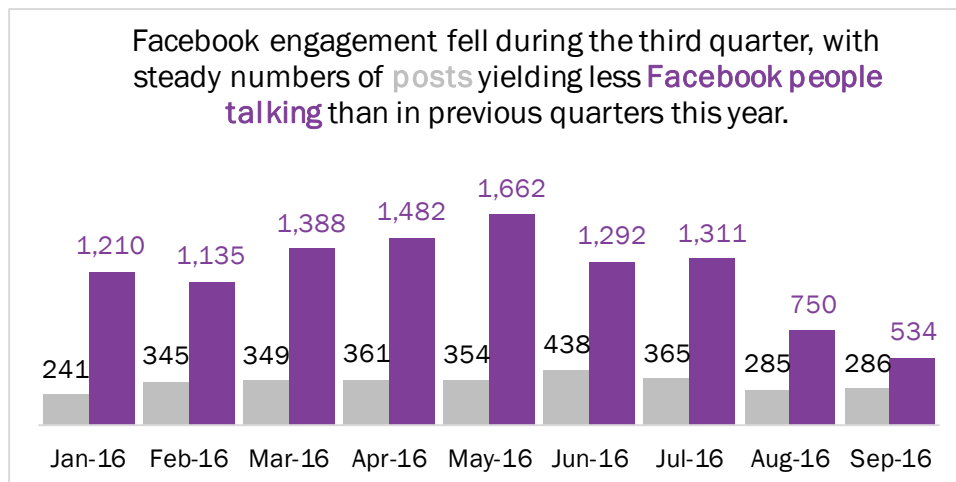


Third quarter registration data has been analyzed to provide a snapshot of registrants’ potential professional affiliation. The following categories were utilized for e-mail analysis: military (e.g., .mil); government (e.g., .gov); university (e.g., .edu); private company (e.g., .com);

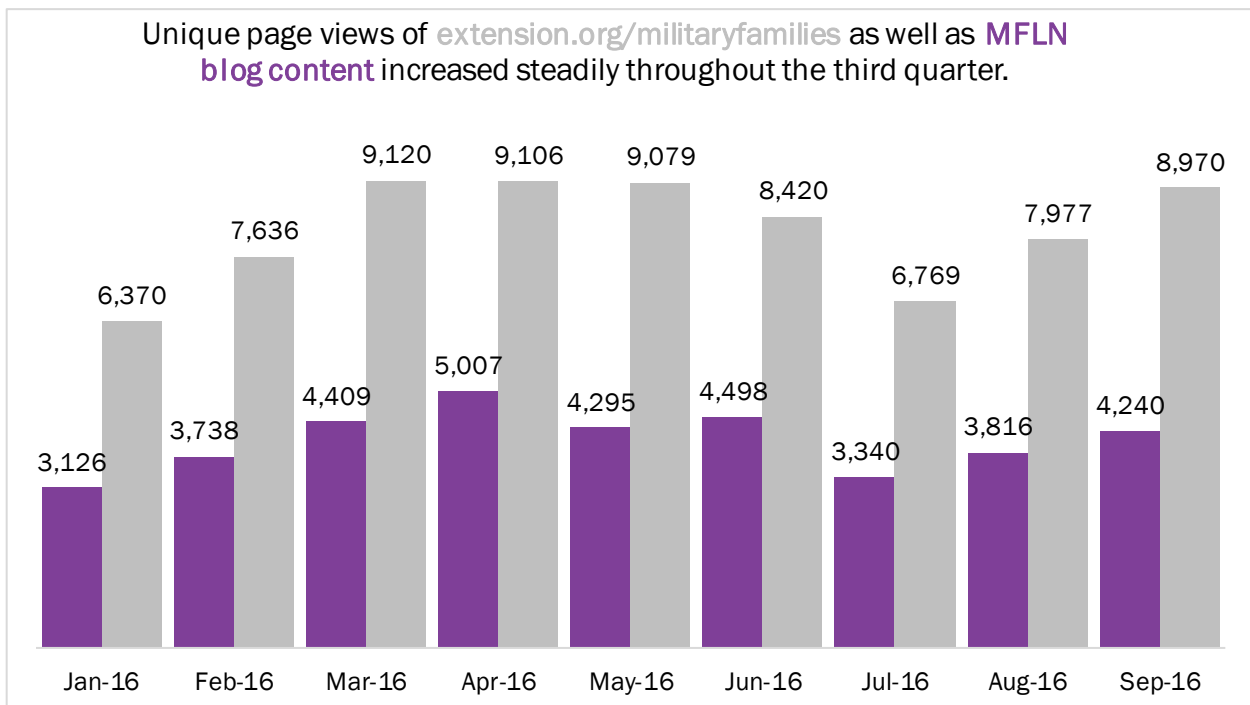
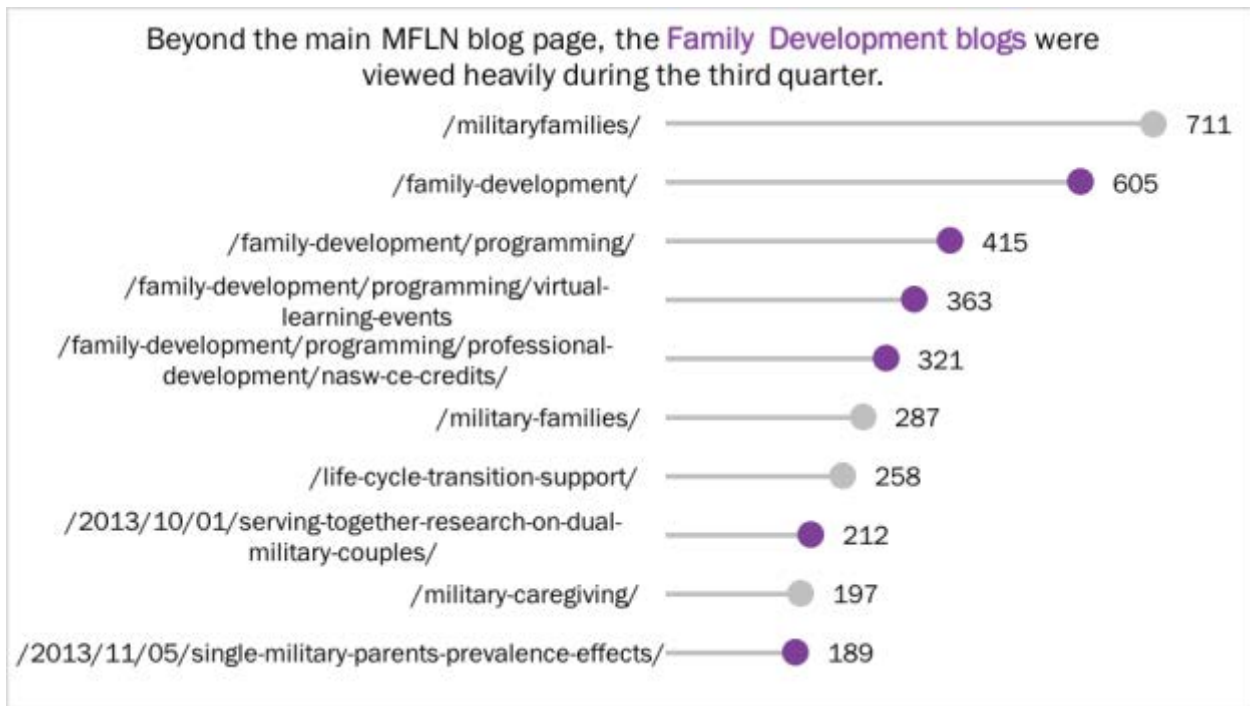
and other (e.g., gmail.com). The largest third quarter registrant group is “other,” followed by “military.”

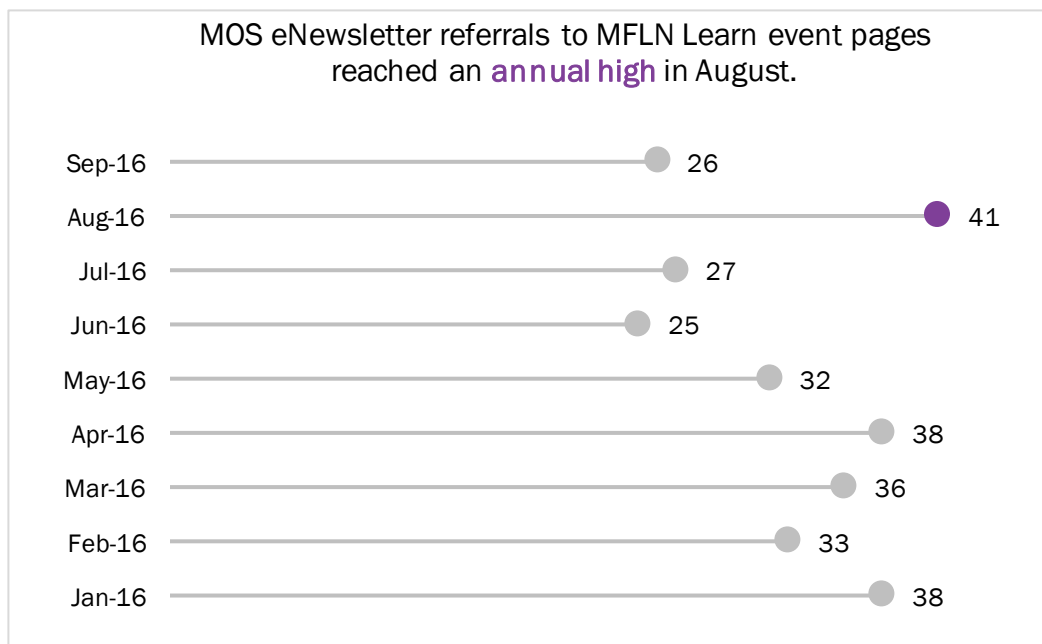
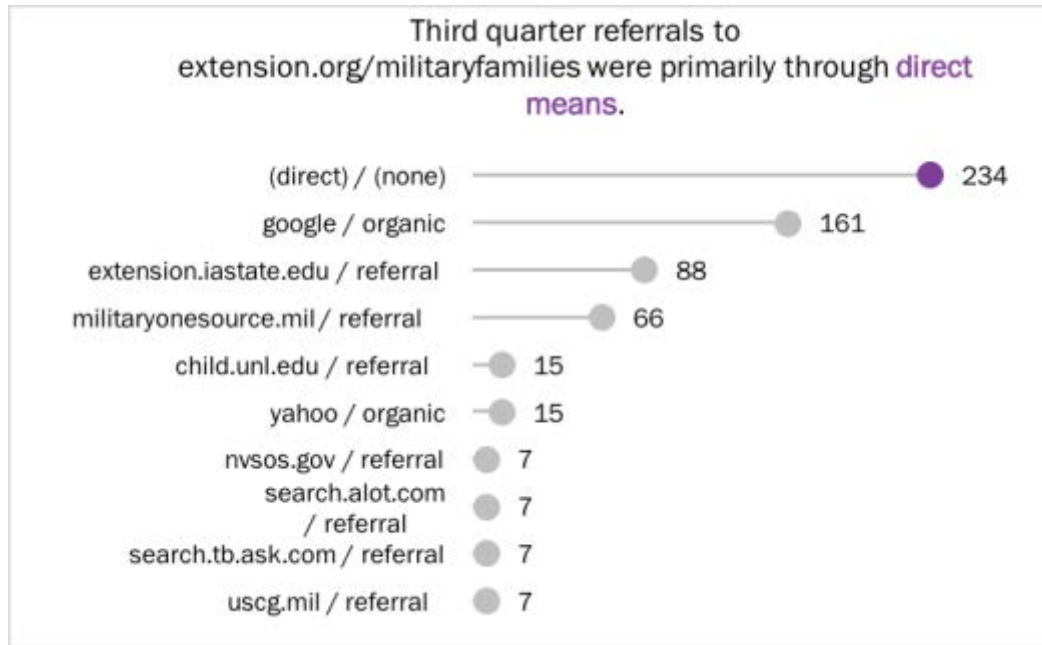


Social media engagement across the network fell in Facebook but remained steady in Twitter. The network continues to maintain high potential reach in both platforms, with 27,228 total Facebook likes and 3,275 total followers in Twitter.



Sixty-five blogs were published during this reporting period. FD posted 15, FDEI posted 8, MC posted 14, PF posted 12, CCB posted 5, NW posted 7, and FT posted 4.





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

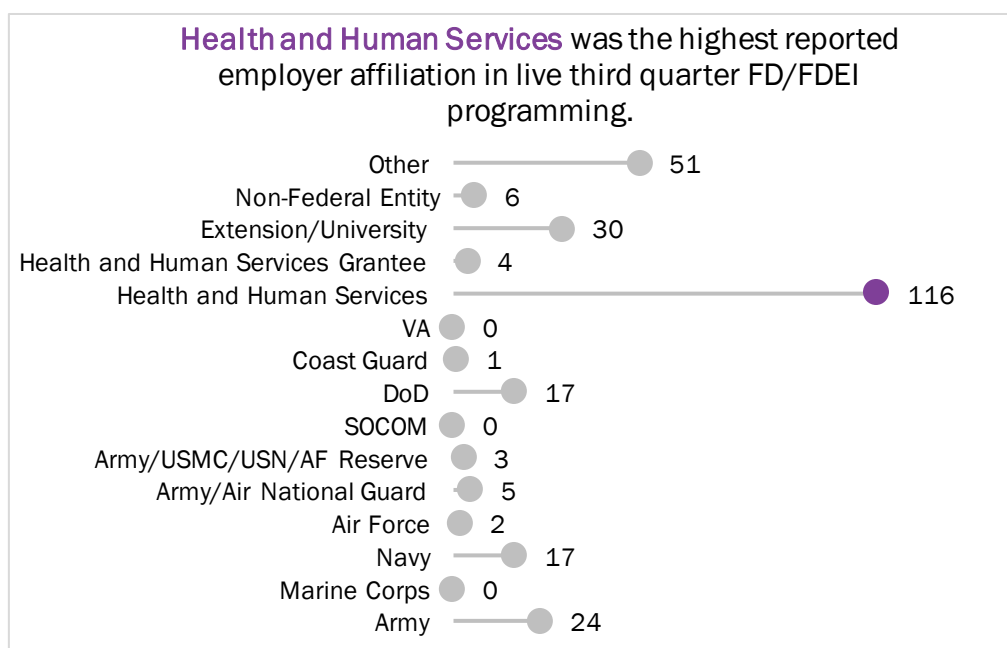
FD produced three webinars during the third quarter, attracting a total of 176 participants and 367 registrants. The average participation rate of registrants in live events was 45%. Non-MFLN participants engaging in the chat pod averaged 34% across the webinars.

“Healing Our Heroes Part I: Research of Treatment Techniques to Support Family Resiliency Naturally,” presented in July, had 47 attendees and 111 registrants, with 42% of registrants attending the live event. With five responses, the affiliation poll was not informative.

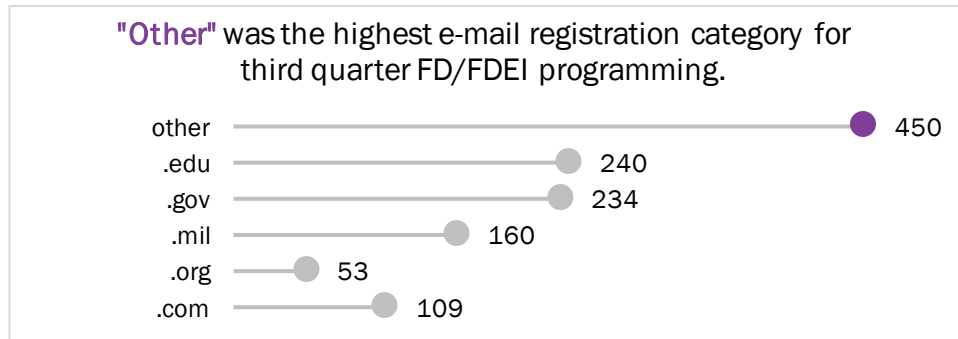
“Healing Our Heroes Part II: Using and Practicing Treatment Techniques to Support Family Resiliency Naturally,” also presented in July, attracted 26 participants and 77 registrants, with 34% of registrants attending the live event. Extension/university was the highest reported employer affiliation at 37%.

“Picking up the Pieces: Helping Couples to Overcome Infidelity,” was presented in August, and had the highest chat pod participation rate (40%) of FD webinars during the quarter. Utilizing a new approach to content delivery, FD presented this webinar via an interview format with the speaker. Army was the highest reported employer affiliation at 35%.

FD and FDEI produced one virtual learning event (VLE) in September. Themed “Strengthening the Family Core,” FD and FDEI hosted four sessions during the month-long event, attracting a total of 458 participants. “Communicating Family Needs through Advocacy” had 96 attendees; “Opening Doors with Families Using the Routines-based Interview” attracted 213 attendees; “Rebuilding Attachments with Military Children Using Play Therapy” had 85 participants; and “Exploring the Impact of Moral Injury on Military Families” attracted 64 participants.

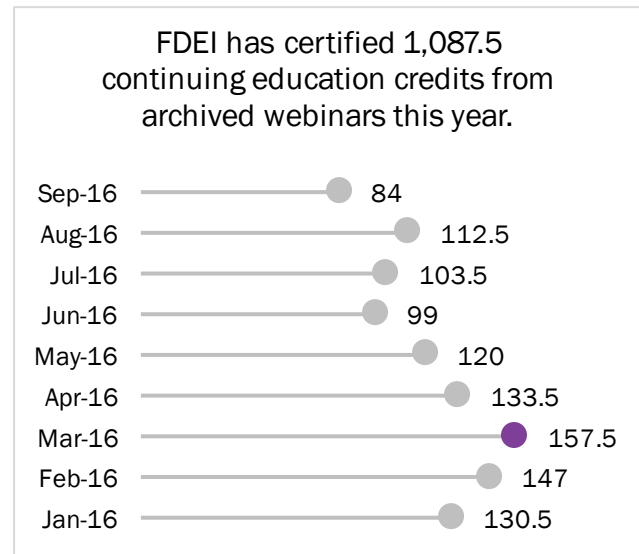
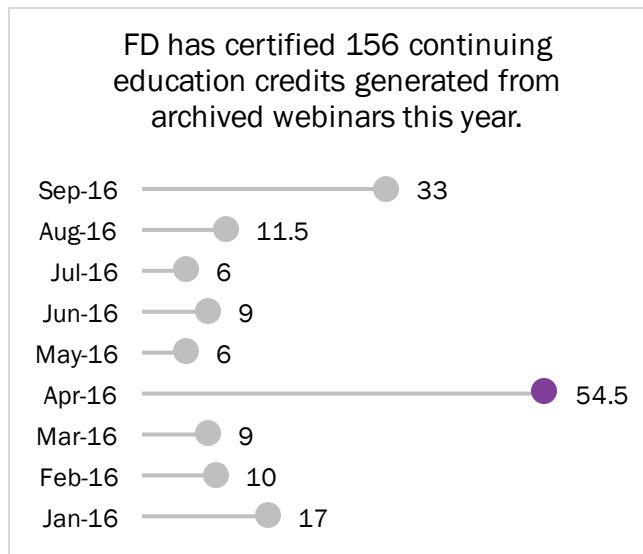


FD and FDEI (continued)



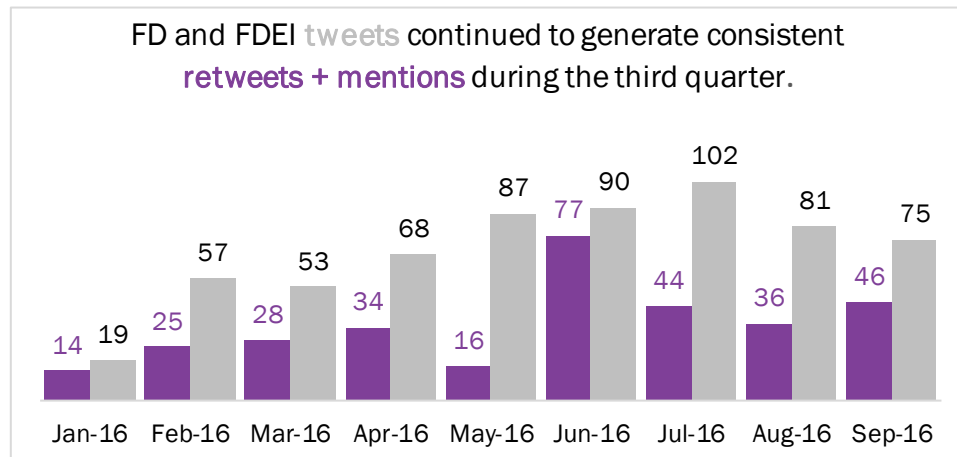
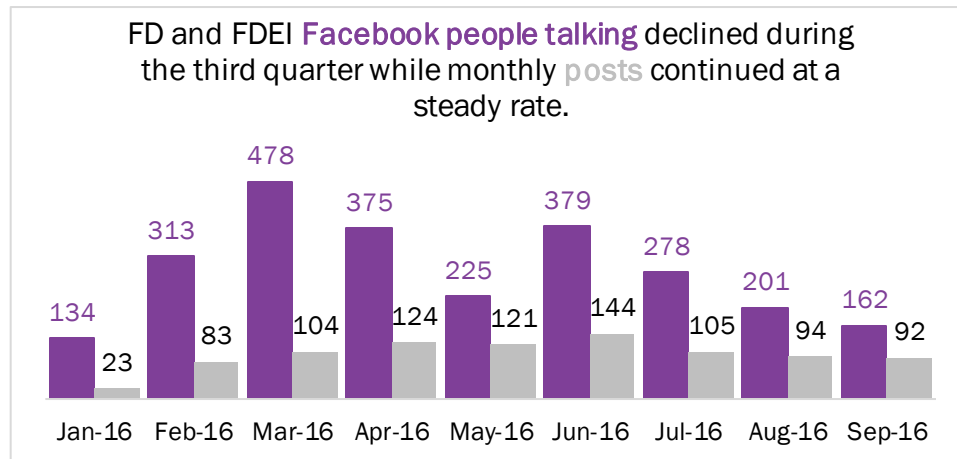
FD archived webinars generating continuing education certificates during the third quarter include (shortened titles): Beyond Mandated Reporting; From Coercion to Collaboration; The Ripple Effect; Pathway to Practice; What's on the Web; Battles on the Homefront; What the Tech; Healing Our Heroes Parts I and II; and Picking up the Pieces. Note: certified continuing education credits for third quarter programming are included in July and August totals below.

FDEI archived webinar generating continuing education certificates during the third quarter include (shortened titles): Promoting Positive Relationships; Supportive and Inclusive Environments; Social Emotional Literacy; Beyond Mandated Reporting; What's on the Web; Principles of Adult Learning; and Engaging Families to Focus on Intervention Strategies.



FD and FDEI (continued)

FD and FDEI social media presence continued to rise with 687 Facebook likes and 314 Twitter followers.



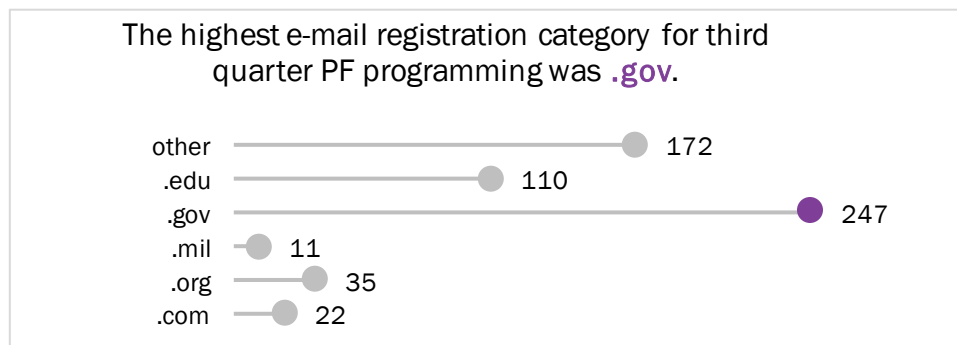
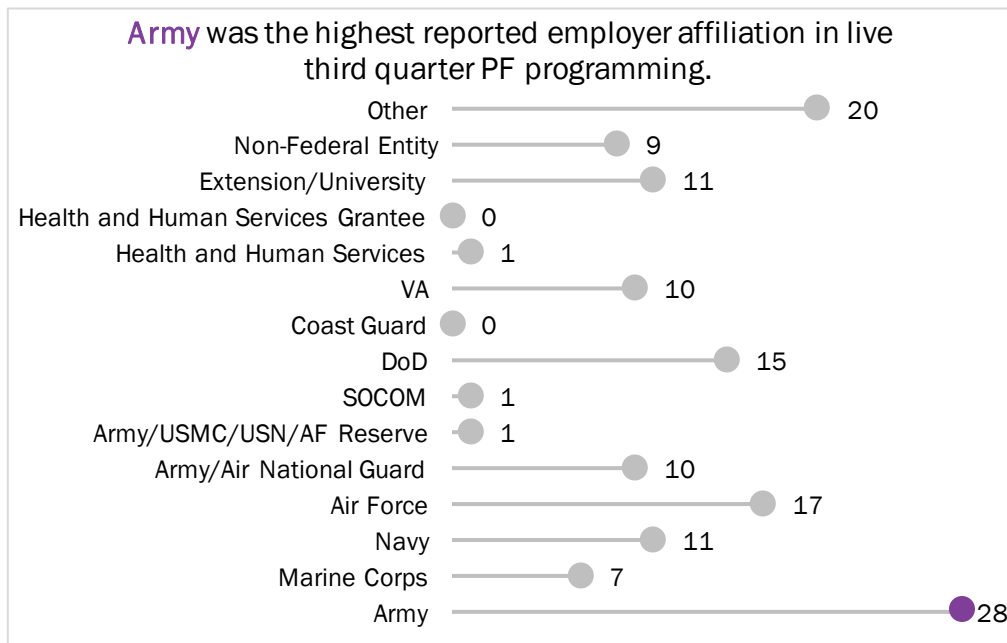
Personal Finance

PF produced three webinars during the third quarter, attracting a total of 384 participants and 706 registrants. The average registrant attendance rate was 56%. Non-MFLN participants engaging in the chat pod averaged 45% across the webinars.

“Motivational Interviewing,” presented in July, had 161 participants. The VA was the highest reported employer affiliation at 22%.

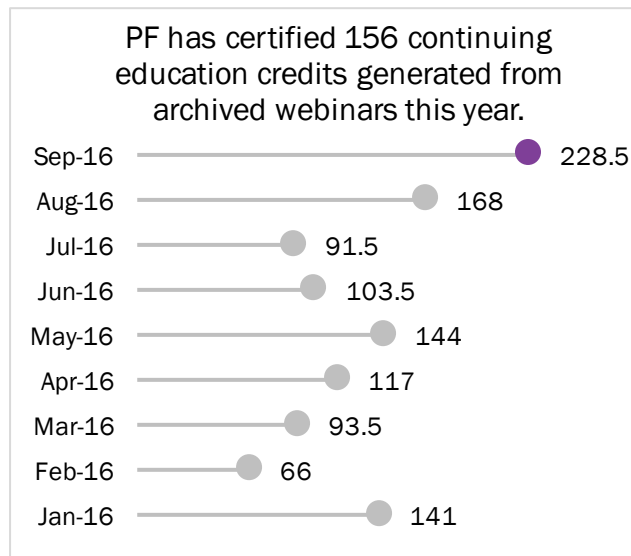
“Personal Finance Professional Ethics and Standards of Practice: A Professional Dialogue” was presented in August and attracted 161 participants. Army and Air Force were the highest reported employer affiliations at 16% each.

“Credit and Debt Issues for Military Families,” offered in September, had 116 participants. Army was the highest reported employer affiliation at 25%.

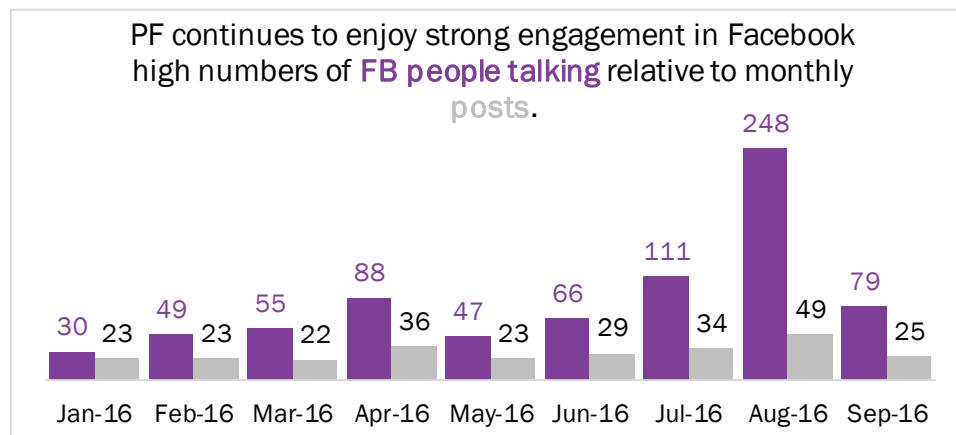


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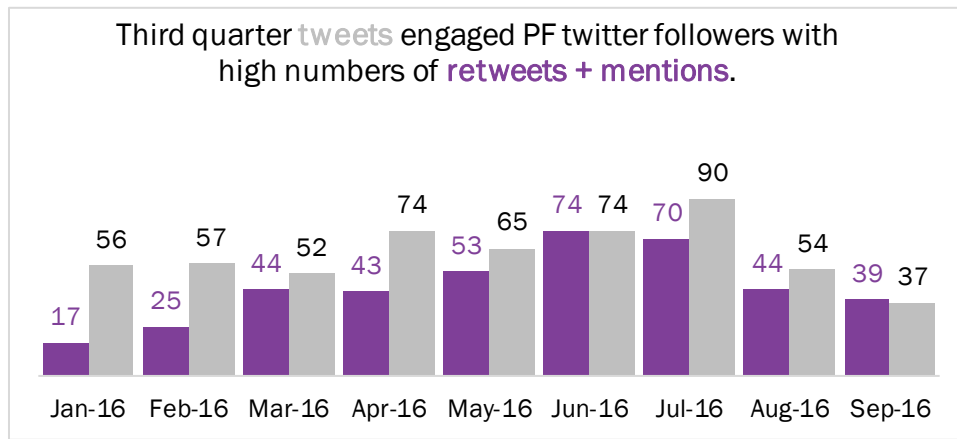
PF archived webinar views resulting in certified continuing education credits during the third quarter include (shortened titles): Twenty Steps; 2015 Year in Review; What to Save for Retirement; Credit Scores: What's New; Entrepreneurship Essentials; Estate Planning Basics; Financial Coaching; Financial Planning for Second Half of Life; Financial Therapy Insights; How to Read a Mutual Fund Prospectus; Identity Theft; Investing with Small Dollar Amounts; Life Insurance Basics; Military Family Financial Transitions; Motivational Interviewing; Personal Finance Ethics; Positive Personality Traits; Predatory Lending; Retire Ready; Savings Strategies; Smart Car Buying; Student Loans; Tax Planning Updates; Culture of Personal Finance; Thrift Savings Plans; Wealth Building; and Financial Fitness.



PF social media during the third quarter saw excellent engagement in both Facebook and Twitter. Potential reach in each platform continues steady growth with 521 Facebook likes and 445 Twitter followers.



PF (continued)

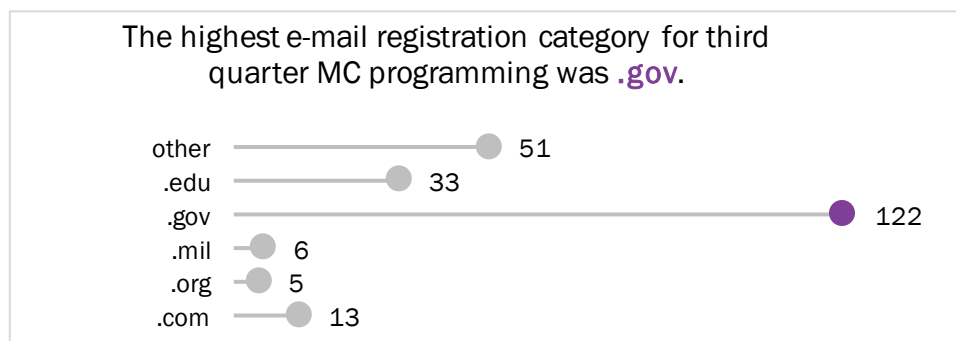
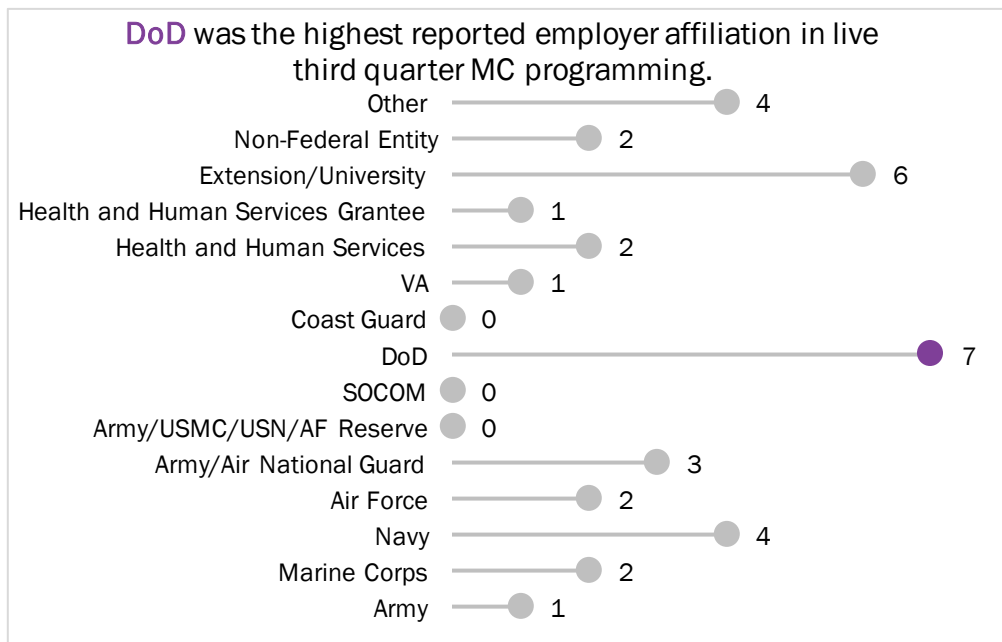


Military Caregiving

MC produced two webinars during the third quarter, attracting 113 participants and 230 registrants. The average registrant attendance rate was 53%. Non-MFLN participants engaging in the chat pod averaged 37% across the webinars.

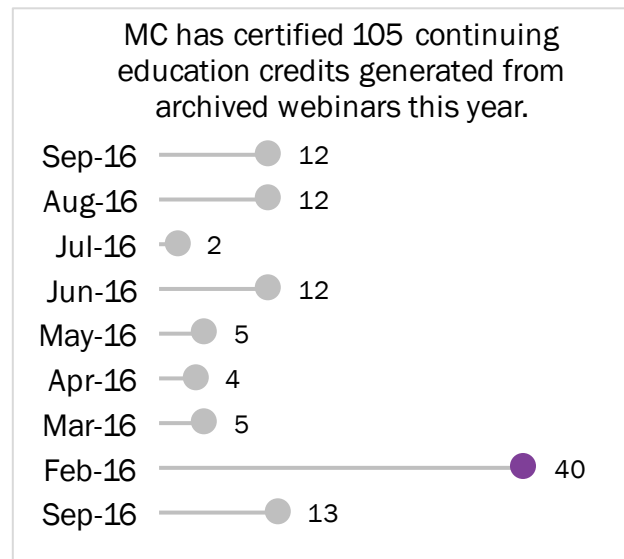
“TRICARE Extended Healthcare Option (ECHO),” presented in July, had 65 participants and 152 registrants. Marine Corps and Airforce were the highest reported employer affiliations.

“Listening Session: Working Together in Identifying Sensitive Topics,” presented in August, had 48 participants and 78 registrants. DoD was the highest reported employer affiliation. This webinar followed a unique format in that the goal of the session was to better understand the topics most important to participants, particularly with regard to communication around sensitive topics. The MC team used perspectives gleaned from this session to develop programming for their fourth quarter VLE, which will reflect the topics identified as most important by their audience.

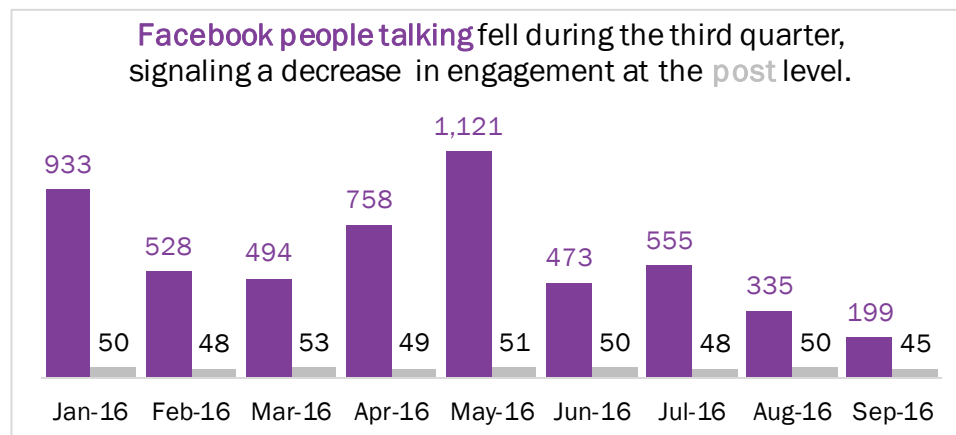


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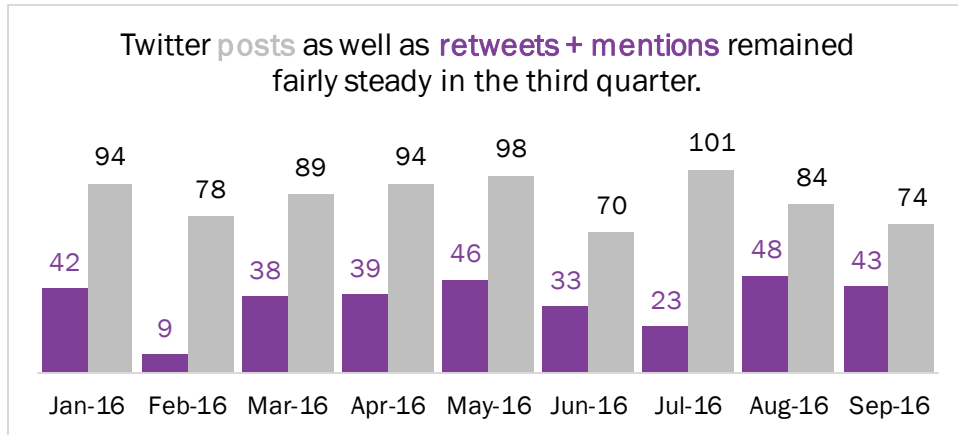
MC archived webinar views resulting in certified continuing education credits during the third quarter include (shortened titles): Handling Marital Conflict Constructively; Narcotic Medications; Value of Respite; Empowering Those We Help; Rethinking! Trust and Credibility; Recharging! Compassion Fatigue; Back to Basics: Medicare; ADHD, Anxiety, and Autism; TRICARE ECHO.



MC's social media efforts continued to generate engagement during the third quarter. MC Facebook likes reached 23,212, and Twitter followers at the end of the quarter reached 665.

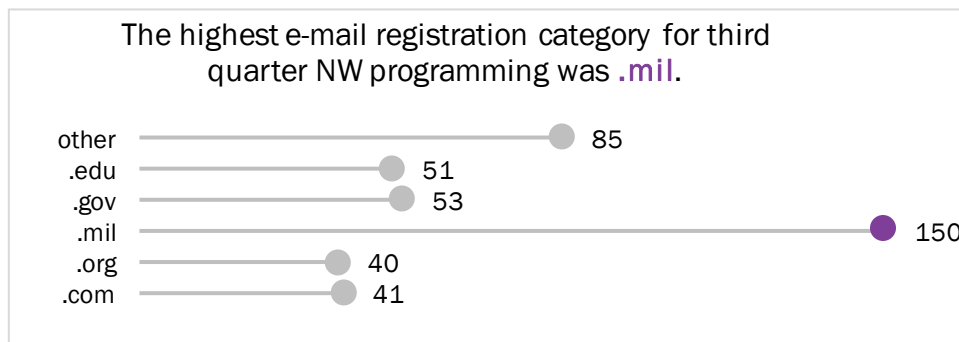
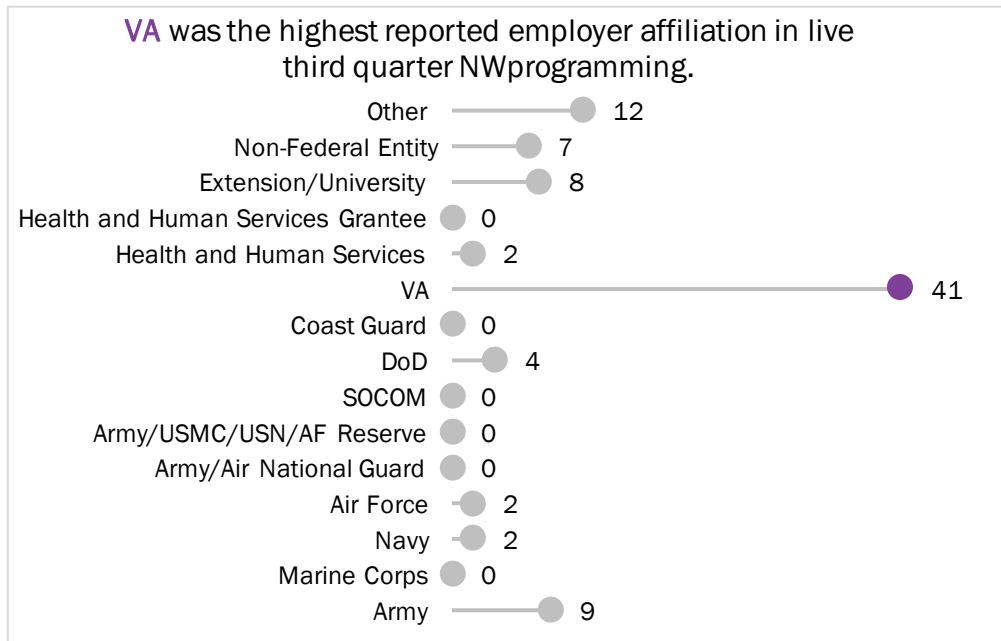


MC (continued)



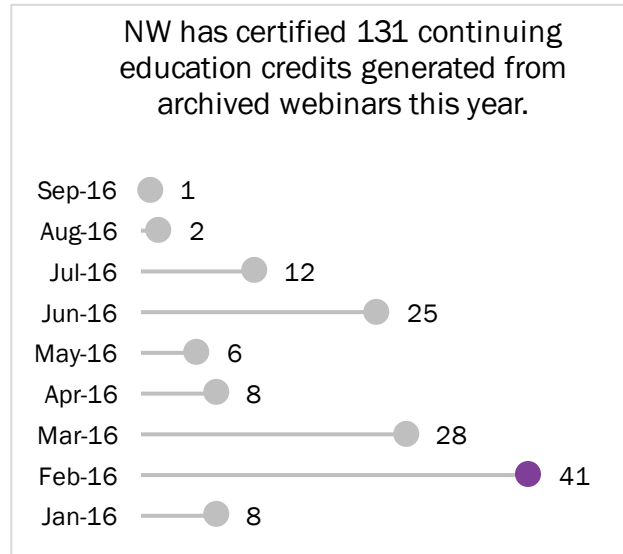
Nutrition and Wellness

NW produced one webinar during the third quarter, “Mobile Apps for RDNs in Patient Care: What Does the Evidence Say?” This programming event had 243 participants and 423 registrants, with a registrant attendance rate of 57%.

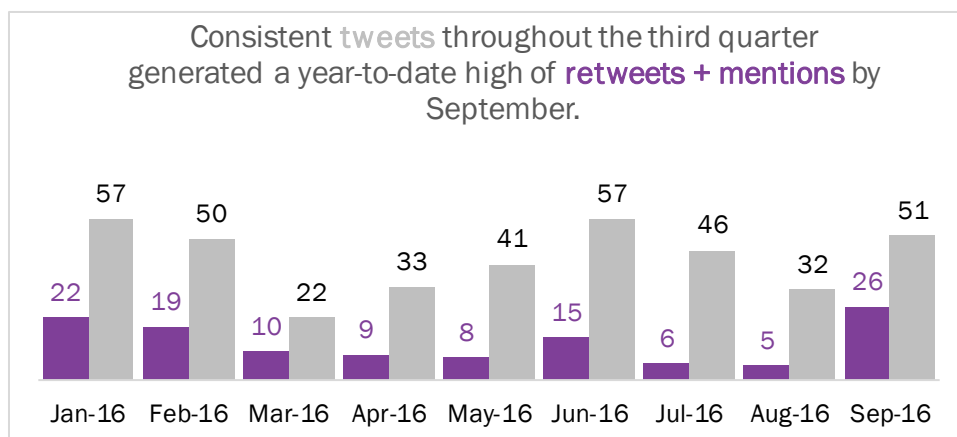
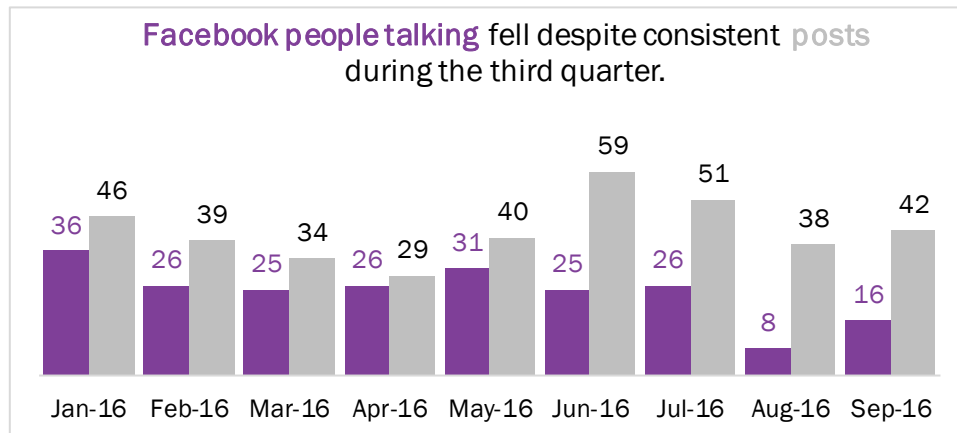


NW’s archived webinar views resulting in certified continuing education credits during the third quarter include (shortened titles): Weight Loss Surgery; and Nutrition, Exercise, and Renal Disease.

NW (continued)

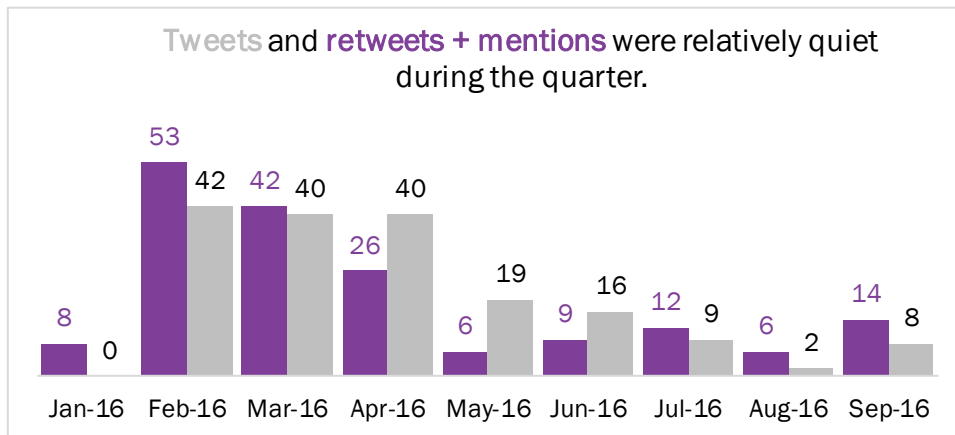
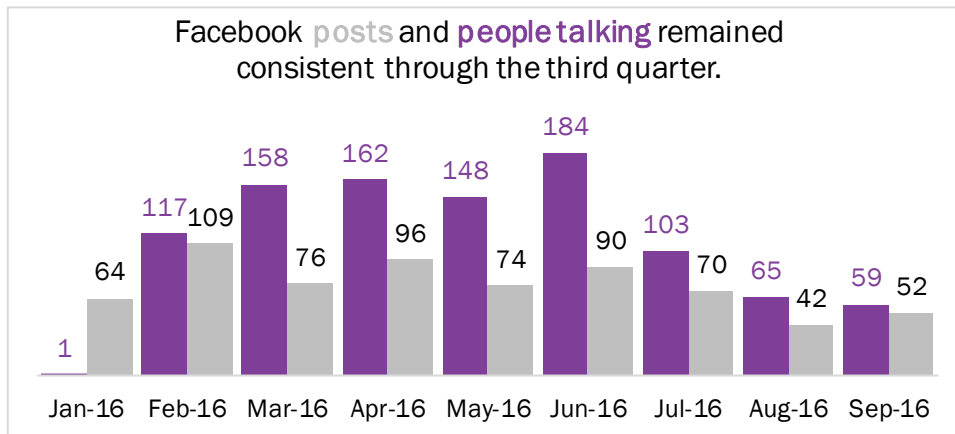


NW's social media accounts continued to increase potential reach with Facebook likes reaching 263 and Twitter followers totaling 223.



Family Transitions

FT's social media efforts continued despite a quiet programming quarter.



Community Capacity Building

CCB produced one webinar during the third quarter. “Lunch and Learn: Making the Extension–Military Connection,” presented in July was an interactive follow-up session to the previous month’s webinar on the same topic. Five non-MFLN attendees participated in the interactive event.

CCB’s social media accounts have been less active in the third quarter than in previous quarters this year. Facebook likes currently total 168, and Twitter followers number 165.

