



# 2024 ANNUAL REPORT

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## 2024 PROGRAMMING

In 2024, OneOp produced **44 live events** and added **59.5 hours of on-demand programming** to the online learning library. Live events produced in 2024 covered a variety of timely topics including food insecurity, intimate partner violence, children's emotional development, and specialized savings accounts available to service members (e.g., Flexible Spending Accounts).

OneOp published **one asynchronous course** in 2024. The course, *Foundations for Military Family Financial Readiness*, was published as a part of the 2024 Military Family Readiness Academy.

OneOp published **48 Practicing Connection podcast episodes** in 2024. Notable guests on the podcast in 2024 include Amy Rodick, Director of the Office of Military Family Readiness and Policy for the Department of Defense, and Monica Bassett, founder and CEO of Stronghold Food Pantry.

OneOp also produced the fifth annual Military Family Readiness Academy. The 2024 Military Family Readiness Academy, *Economic Readiness and Military Family Well-Being*, equipped service providers with the skills necessary to support family well-being while navigating the terrain of economic security for military service members and families. The 2024 Academy consisted of one asynchronous course and three live events.

A total of **32,631 learners** accessed OneOp programming in 2024. This includes **5,934 live event attendees, 20,858 on-demand views, 4,455 course enrollments, and 1,384 podcast downloads**. In 2024, OneOp certified **17,940.75 continuing education credits** and 2,151 generated certificates of attendance.

## YEAR OVER YEAR GROWTH

Compared to 2023, there was a significant increase in the number of users accessing OneOp programming in 2024. This includes a **10% increase in live attendance, a 17% increase in on-demand views, a 26% increase in course enrollments, and a 110% increase in podcast downloads** (see Appendix A). Additionally, there was a 27% increase in the total number of continuing education credits certified and a 61% increase in certificates of attendance generated.

The increase in learners accessing OneOp programming can be explained, at least in part, by activities the OneOp team has engaged in over the past year to expand the OneOp audience.

OneOp offered continuing education credits through five new organizations in 2024. Continuing education credits are now offered through the National Commission for Health Education Credentialing (NCHEC), Society for Human Resource Management (SHRM), MiRegistry, National Advocate Credentialing Program (NACP), and DOD Sexual Assault Advocate Certification Program (D-SAACP).

Offering these new continuing education credits attracts new learners to OneOp programming and many learners are taking advantage of the new continuing education credits offered. Of the 17,940.75 continuing education credits certified in 2024, 573.75 (3%) credits were certified through these five new organizations.

OneOp team members worked collaboratively with our Department of Defense (DOD) partners to share OneOp programming with DOD personnel. Throughout the year, OneOp's DOD partners have shared OneOp programming at subcommittee meetings, briefings, and roundtables. One highlight of these activities is OneOp's Nutrition and Wellness collaboration team presentation at the DOD Food, Nutrition, and Dietary Supplements Subcommittee in June.

OneOp's DOD partners have also included OneOp programming in regular communications with their teams and network. For example, FINRED regularly shares OneOp programming; OneOp programming is highlighted in the Military Financial Service Provider eNewsletter, shared in the DOD FINRED Learning Resource Library, and was shared on FINRED's LinkedIn page. Regularly sharing OneOp programming helps more service providers learn about OneOp.

Throughout 2024, OneOp team members also worked to share OneOp programming with Extension professionals. OneOp collaboration teams have engaged regularly with their state Extension system through a variety of activities. OneOp programming is often included within each collaboration team's state Extension website, newsletter, and/or training calendar. Collaboration teams also reach out within their systems to find innovative ways to get more Extension professionals connected to OneOp. The Lifespan Caregiving team shares OneOp programming at Texas A&M's Discover Extension, a program for new Extension professionals in Texas. OneOp team members have presented at Extension conferences such as the National Extension Association of Family and Consumer Sciences. The Personal Finance team was on an episode of Talking FACS, a Kentucky Extension podcast.

These efforts appear to be increasing the number of individuals who learn about OneOp programming from Extension. In 2023, 966 registrants (7% of total registrants) reported learning of a live event through Extension. In 2024, 1,145 registrants (8% of total registrants) reported learning of a live event through Extension.

## NEW PERSONNEL

In 2024, OneOp welcomed several new team members, and two team members were appointed to new roles within OneOp. Bob Bertsch was appointed National Project Director in September. Joyce Vaughn joined OneOp as Communications Director in May. Jessica Beckendorf was appointed Principal Investigator of Building Communities in September. Bree Petracca joined as the Project Coordinator for Family Transitions in April. Kim Smith joined as Project Coordinator for Spouse Employment in January.

## APPENDIX A: 2023 AND 2024 TOTAL LEARNERS

	<b>2023</b>	<b>2024</b>	<b>Percent Increase</b>
Live Event Attendees	5,402	5,934	10%
On-demand Views	17,866	20,858	17%
Course Enrollments	3,529	4,455	26%
Podcast Downloads	660	1,384	110%