



 **OneOp**  
Readiness. Knowledge. Network.

# Annual Report

2025

# 2025 ANNUAL REPORT

OneOp is the only provider of professional development programming for all service providers working across the Military Family Readiness System. OneOp's programming supports readiness and retention by equipping military family service providers with the knowledge, skills, and resources necessary to effectively connect Service members and their families with needed support.



**26,745 learners** accessed OneOp programming in 2025. Learners include:



7,352 live event attendees



2,438 course enrollments



1,877 podcast downloads



15,078 on-demand views

OneOp certified **15,206.75 continuing education credits** and **2,475 certificates of attendance** were generated in 2025.

“OneOp has provided **specialized information that would be difficult to find at other locations.**” - Navy Exceptional Family Member Program Employee

“There are a lot of nuances to working with military families that **I would not have known about if I had not attended OneOp webinars.**”  
- Community Service Provider

## Evidence of Effectiveness

OneOp programming effectively equips service providers across the Military Family Readiness System with research-based, evidence-informed knowledge, skills, and resources to connect families with the support they need.

In 2025, 6,453 learners responded to individual programming evaluations. **95% of evaluation respondents reported increased knowledge capital after attending OneOp webinars.** Increased knowledge capital includes:



Learners are also taking what they learn from OneOp programming and applying it in their work with military families. **73% of evaluation respondents anticipate making changes to their work after attending OneOp programming.**

“OneOp provides me with access to research-based and evidence-informed information, promising practices, educational materials, and **programming efforts that help me to better support and aid military families in my field of work.**”

## 2025 Military Family Readiness Academy

The 2025 Military Family Readiness Academy, *Military-Connected Youth Well-Being*, was a success. The Military Family Readiness Academy is an annual programming series focused on an issue relevant to all military family service providers.

A total of 1,492 learners accessed the 2025 Military Family Readiness Academy programming. Total learners accessing the 2025 Academy programming is up 33% compared to the 2024 Academy. This includes a 142% increase in live attendance and 26% increase in on-demand views of the 2025 Academy. Average live event attendance across the four 2025 Academy events was 265 live event attendees per event; this is nearly double the average live event attendance across the three 2024 Academy events (146 live event attendees per event).

OneOp certified 639 continuing education credits and generated 309 certificates of attendance from Academy programming from August 13, 2025 to October 15, 2025. OneOp certified 35% more continuing education credits and generated 236% more certificates of attendance from the 2025 Academy compared to the 2024 Academy.

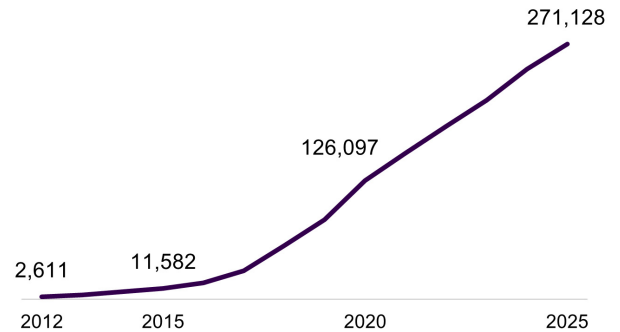
2025 Academy programming was effective at increasing learners' preparedness to collaborate with other professionals, refer military families to Department of War (DOW) and Extension resources, and coordinate service delivery. For additional information on the 2025 Academy and its effectiveness, please see the [2025 Military Family Readiness Academy Evaluation Report](#).

"I really enjoyed the entire series of workshops. I enjoyed them so much that I also signed up for more relevant content through your website. **I feel like I found a treasure trove to seek out ways to support the families on my installation.**"

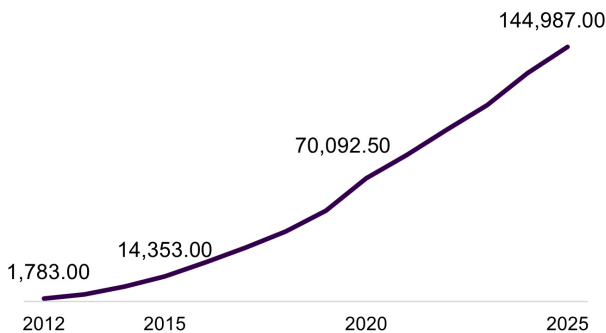
## Year-Over-Year Growth

Since 2012, 271,128 learners have accessed OneOp programming and OneOp has certified 144,987 continuing education credits. Since 2020, the number of total learners accessing OneOp programming has more than doubled. Additionally, the average number of learners accessing OneOp programming each year has increased by 52%. Between 2016 and 2020, on average, approximately 19,000 learners accessed OneOp programming every year. Between 2021 and 2025, on average, approximately 29,000 learners have accessed OneOp programming every year.

The total numbers of learners accessing OneOp programming has increased by 115% since 2020.



The total number of continuing education credits certified by OneOp has increased by 106% since 2020.



OneOp has also seen growth in the total number of learners seeking continuing education credits. Since 2020, the number of continuing education credits certified by OneOp has more than doubled. The average number of continuing education credits certified by OneOp each year has increased by 36%.

Between 2016 and 2020, on average, OneOp certified approximately 11,000 continuing education credits every year.

Between 2021 and 2025, on average, OneOp certified approximately 15,000 continuing education credits each year.

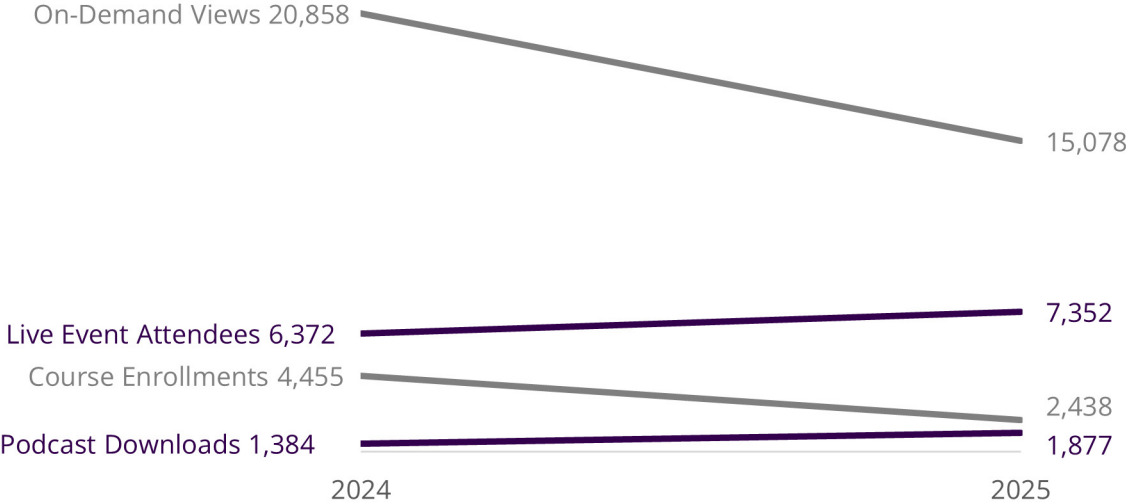
The total number of learners and continuing education credits certified in 2025 decreased compared to 2024. Total learners decreased by 19%, and total continuing education credits certified decreased by 15%. This decrease was driven by two events: compliance with executive orders and the government shutdown in October and November.

To maintain compliance with the January 2025 executive orders, OneOp removed 145 items of programming from public view. This represents 52% of the available on-demand programming at the time of the removal. Removing this on-demand programming resulted in a 28% decrease in on-demand views and 45% decrease in course enrollments. The decrease in on-demand views and course enrollments, in turn, affected the total number of continuing education credits certified, especially among groups within the OneOp audience who prefer asynchronous programming. For example, OneOp certified 36% fewer continuing education credits through AFCPE to Accredited Financial Counselors in 2025 compared to 2024.

The government shutdown impacted the total number of learners accessing OneOp programming. Many government employees, who represent a large portion of OneOp's audience, lost access to their emails and, as a result, to the OneOp Weekly Digest and the webinar reminder emails. Because speakers employed by the federal government were unavailable, some webinars had to be rescheduled.

However, there is evidence of OneOp's resilience and adaptability in the face of these challenges. Live event attendees increased by 15%, and podcast downloads increased by 36% in 2025 compared to 2024. OneOp also increased the number of continuing education credits it certified through eight professional organizations. For example, the number of continuing education credits OneOp certified through the National Commission for Health Education Credentialing (NCHEC) increased by 280%. Additionally, OneOp generated 15% more certificates of attendance.

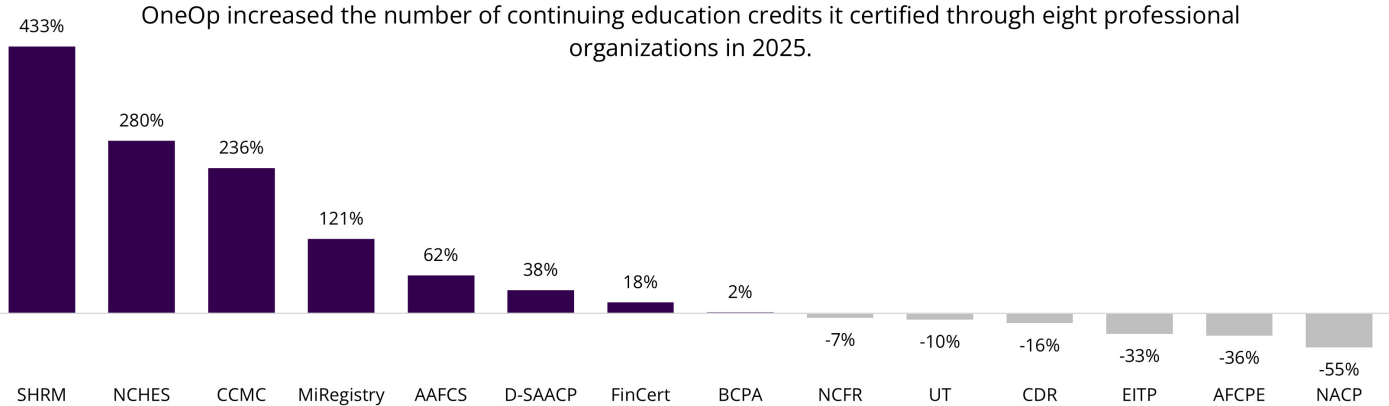
Live attendance and podcast downloads increased from 2024 to 2025.



Three main strategies contributed to the increases in these areas: targeted marketing, ready-to-share materials, and partner engagement. In 2025, OneOp explored new ways of reaching our audience through YouTube Shorts and LinkedIn/Facebook Reels. We used OneOp data to better understand our audience and identify potential users. For example, we discovered that our audience for the National Commission for Health Education Credentialing could be engaged more effectively. Targeted ads for this group increased awareness and participation. We also increased our use of ready-to-share materials for DOW subject-matter experts, webinar speakers, and others to share with their networks. We provided each OneOp speaker with individually tailored messaging and graphics to easily share with their audience. We also created ready-made marketing materials for each webinar.

External buy-in had a significant impact on OneOp attendance in 2025. The partnerships we leveraged allowed our programming to reach our audience and helped new users discover OneOp. We saw increased promotion of OneOp content by our partner universities through digital media, in-person presentations, and resource sharing. Partnerships with Military REACH, Clearinghouse for Military Family Readiness, Virtual Lab School, and others also contributed to our marketing efforts.

OneOp began offering a new certificate, the Commission on Case Management (CMMC) Disability Management Specialist Certificate, in 2025. Continuing education options were also expanded for individual webinars, helping us engage more learners. In 2025, individual webinars offered continuing education through six organizations on average; in 2024, individual webinars offered continuing education through five organizations on average.



## APPENDIX A: YEAR-OVER-YEAR COMPARISONS

	<b>2024</b>	<b>2025</b>	<b>% Change</b>
<b>Learners</b>	33,069	26,745	<b>-19%</b>
Live Event Attendees	6,372	7,352	<b>15%</b>
Course Enrollments	4,455	2,438	<b>-45%</b>
Podcast Downloads	1,384	1,877	<b>36%</b>
On-Demand Views	20,858	15,078	<b>-28%</b>
<b>CEs Certified</b>	17,940.75	15,206.75	<b>-15%</b>
<b>CoAs Generated</b>	2,151	2,475	<b>15%</b>

### AUTHORSHIP

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