Program Roll-Up

Oct 1, 2024 - Sep 30, 2025

PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Child Development Centers	44,278	22,806	60,976	70.61%
CYS Careers	9,484	5,102	11,859	70.74%
Family Child Care	34,423	15,842	43,054	68.63%
Parent Outreach Services	26,317	10,033	36,147	70.41%
School Age Centers	10,835	3,756	15,004	73.69%
School Support Services	33,642	17,912	42,270	64.85%
Youth Centers	31,925	14,285	42,672	68.79%
Youth Sports	96,101	43,824	148,666	69.23%

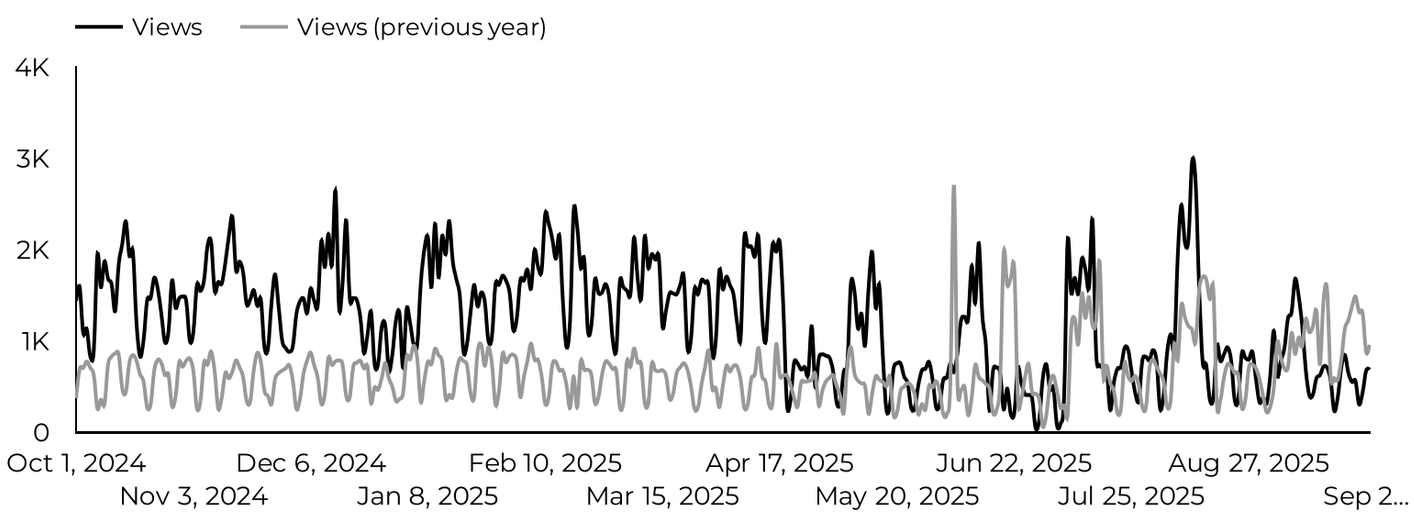
ARMY MWR

Child & Youth Services

Views
445,545
Visits (pageviews) to your page

Engagement rate
62%
Average time people are engaged on your website

Total users
652,747
The total number of users who visited your website



Visits from social media.

Social Media	Total users
Facebook	54,322
Other	24,962
Instagram	1,299
LinkedIn	169
X	96

What programs are users visiting?

ARMY MWR

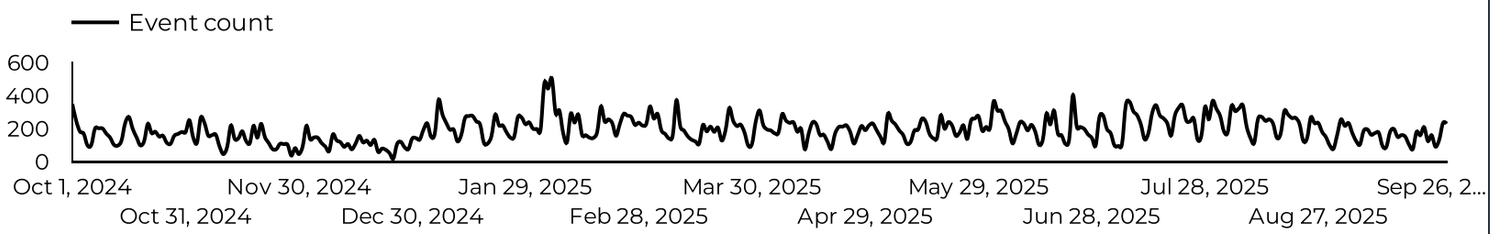
CYS WebTrac KPI Dashboard

Total WebTrac link clicks on CYS pages.

70,579

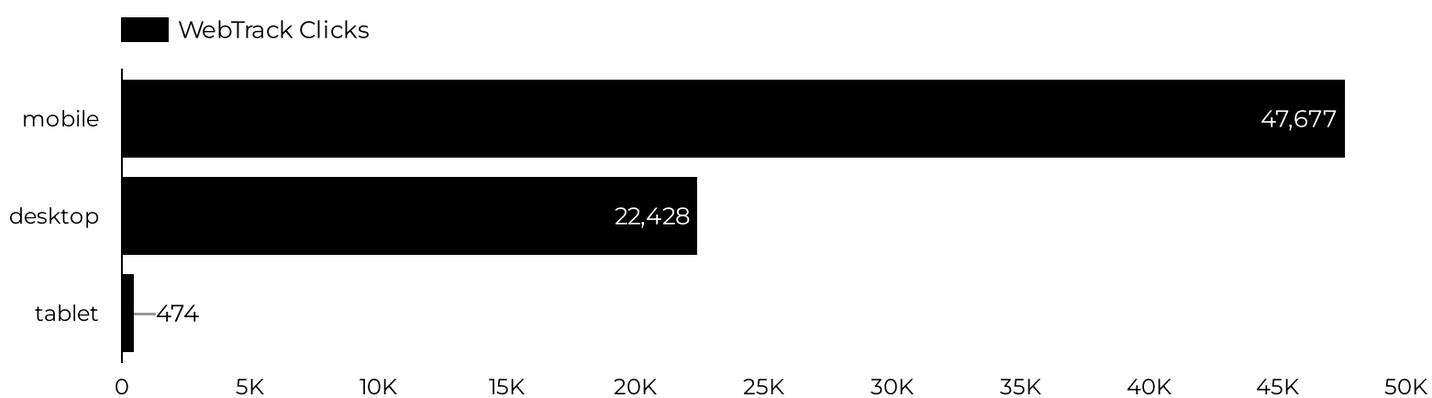
WebTrac trends

Total WebTrac clicks per day.

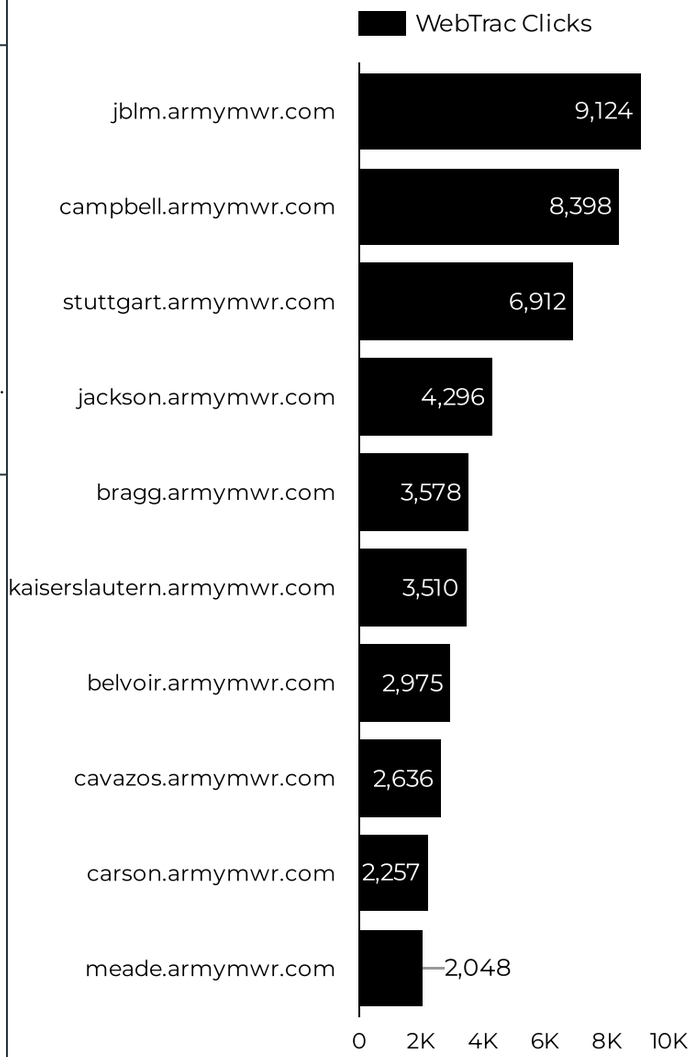


Which devices are driving engagement?

Do parents register on mobile or desktop?



What installations are generating registrations?

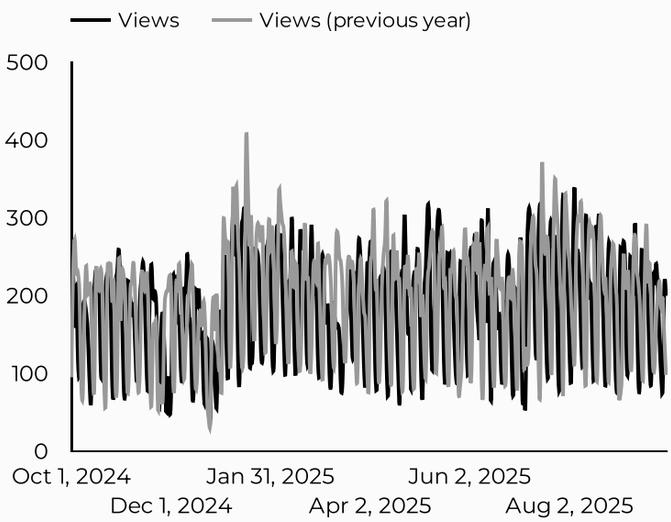


ARMY MWR Child Development Centers (CDC)

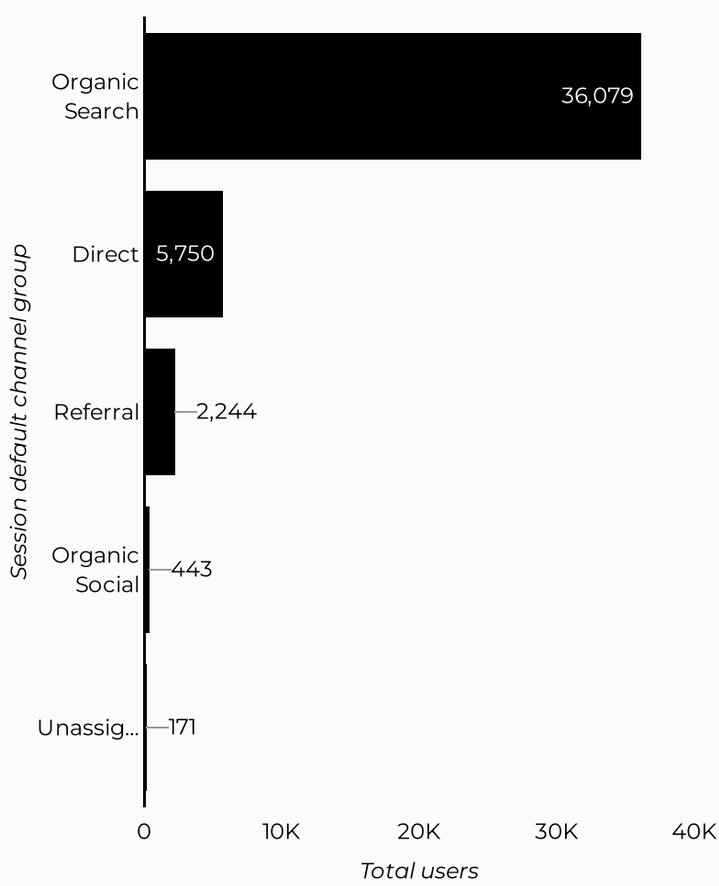
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
68,096	60,976	44,278	22,806	02:24	71%
-5.0%	-8.8%	-9.4%	-18.2%	9.5%	3.9%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
bragg.armymwr.com	7,028	-13.0%
hawaii.armymwr.com	6,275	-11.8%
bliss.armymwr.com	5,116	-2.0%
campbell.armymwr.com	4,887	-7.4%
www.armymwr.com	3,969	8.1%
benning.armymwr.com	3,297	-20.4%
riley.armymwr.com	2,841	-18.5%
drum.armymwr.com	1,932	-18.5%
aberdeen.armymwr.com	1,696	-24.8%
stuttgart.armymwr.com	1,604	-28.4%

What are the top sources?

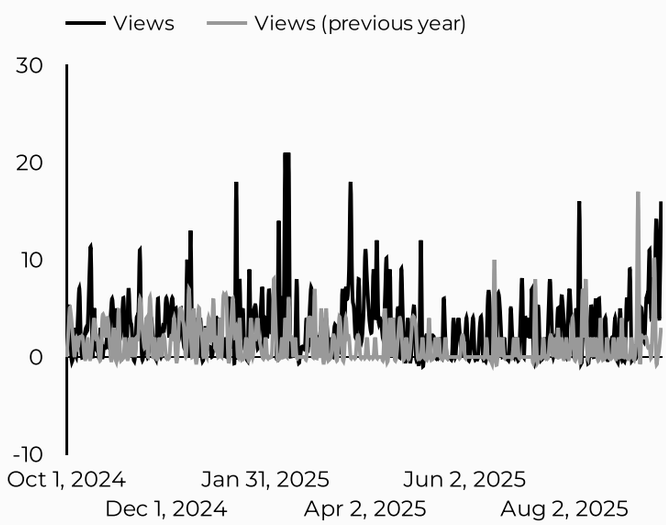
Source	Total users
google	3,965
bing	354
home.army.mil	133
(direct)	128
installations.militaryonesource....	73
yahoo	43
m.facebook.com	38
duckduckgo	25
l.facebook.com	24
safe.menlosecurity.com	19

ARMY MWR Child Care Fee Assistance

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,135	2,043	1,938	1,603	01:56	80%
117.9%	106.2%	100.2%	-27.1%	-4.4%	12.3%

Compared Y-o-Y

How is site traffic trending?

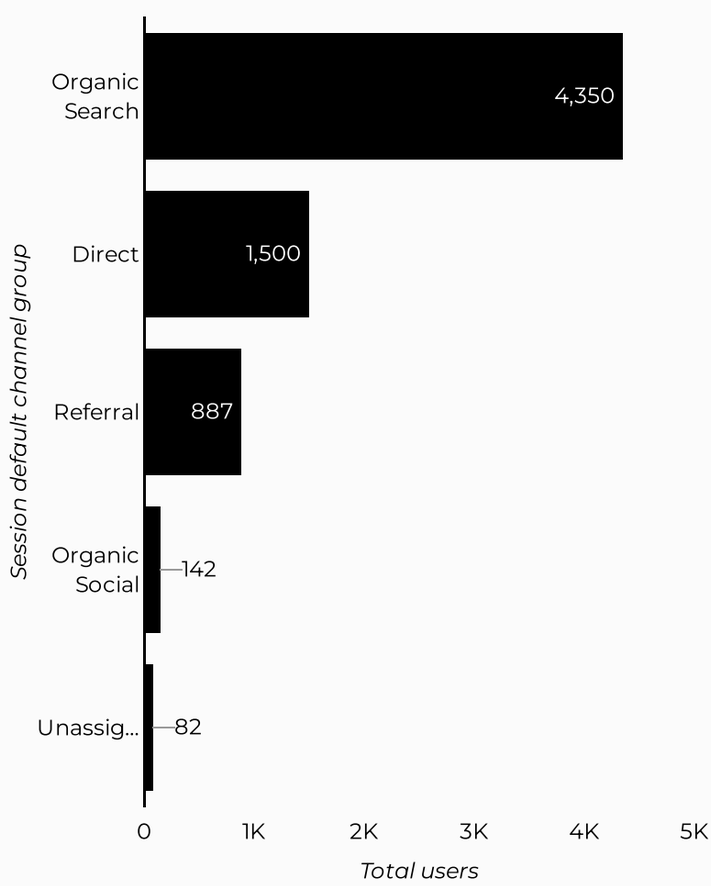


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,896
parks.armymwr.com	45
bliss.armymwr.com	1

Which channels are driving traffic?



What are the top sources?

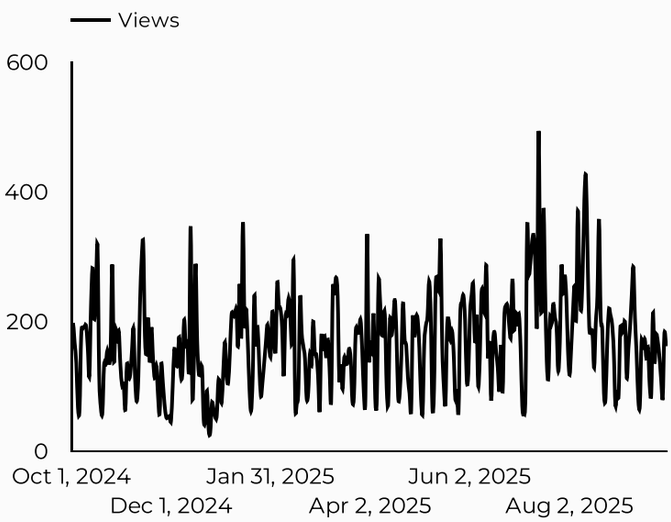
Session source	Total users
google	3,611
(direct)	1,500
bing	673
myarmybenefits.us.army...	265
home.army.mil	154
installations.militaryone...	97
m.facebook.com	82
(not set)	52
chatgpt.com	47
yahoo	45

ARMY MWR Family Child Care (FCC)

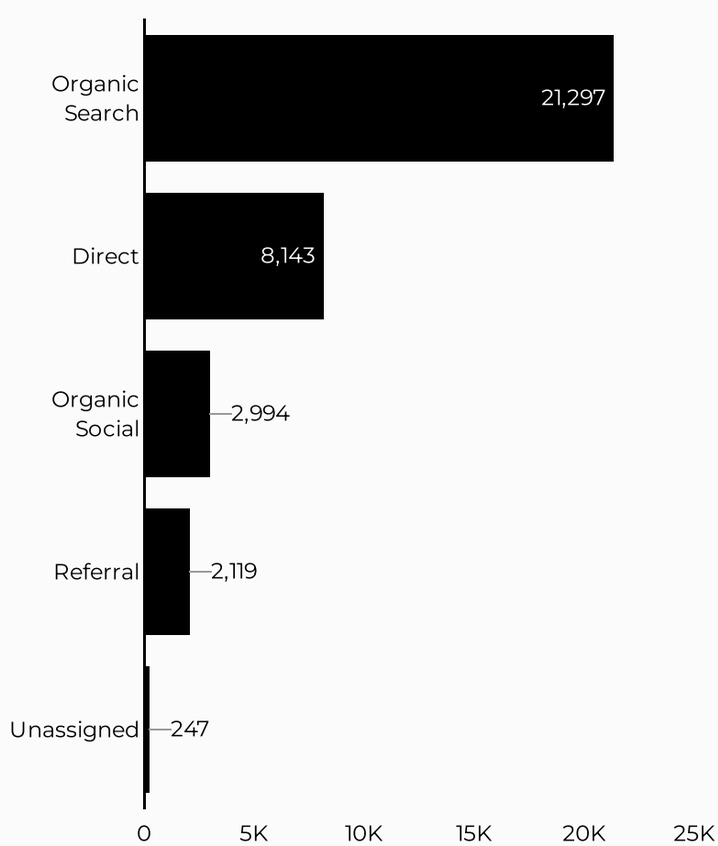
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
61,548	43,054	34,423	15,842	02:35	69%
8.7%	5.3%	6.5%	-7.2%	11.0%	-0.2%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



FCC Provider Application (DA 5219)

Installation FCC Provider Application (DA 5219) form downloads.

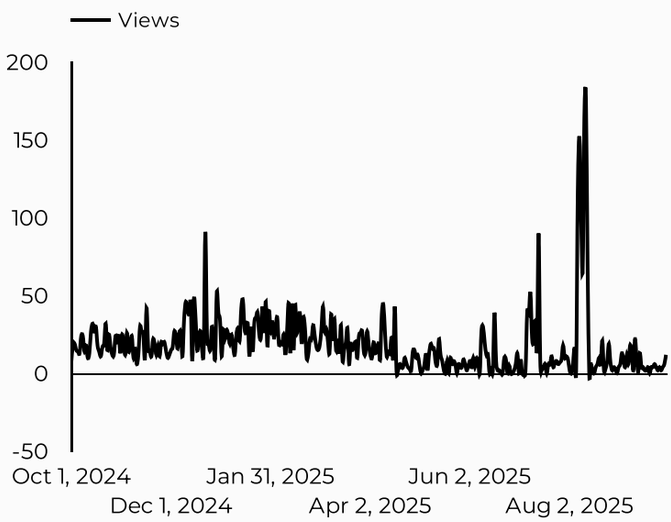
New Field	Downloads	% Δ
www.armymwr.com	1,174	-11.2%
campbell.armymwr.com	378	3.6%
bragg.armymwr.com	250	4.2%
bliss.armymwr.com	176	-4.3%
hood.armymwr.com	164	29.1%
hawaii.armymwr.com	144	22.0%
drum.armymwr.com	136	-2.9%
carson.armymwr.com	126	-17.1%
riley.armymwr.com	118	22.9%
stewarthunter.armymwr....	86	-32.8%...
sill.armymwr.com	60	-25.0%...
leonardwood.armymwr.c...	56	-33.3%...
belvoir.armymwr.com	50	19.0%
meade.armymwr.com	50	47.1%
irwin.armymwr.com	46	35.3%
rucker.armymwr.com	42	-4.5%
lee.armymwr.com	42	-27.6%...
presidio.armymwr.com	34	70.0%
wainwright.armymwr.com	34	-39.3%...
knox.armymwr.com	28	-6.7%
gordon.armymwr.com	28	0.0%
jblm.armymwr.com	26	1,200.0...
baumholder.armymwr.co...	20	100.0%...
jackson.armymwr.com	18	200.0...
polk.armymwr.com	18	-60.9%...
westpoint.armymwr.com	16	-42.9%...
huachuca.armymwr.com	10	11.1%
Grand total	**3,362**	**-4.1%**

ARMY MWR Parent Outreach Services (PO)

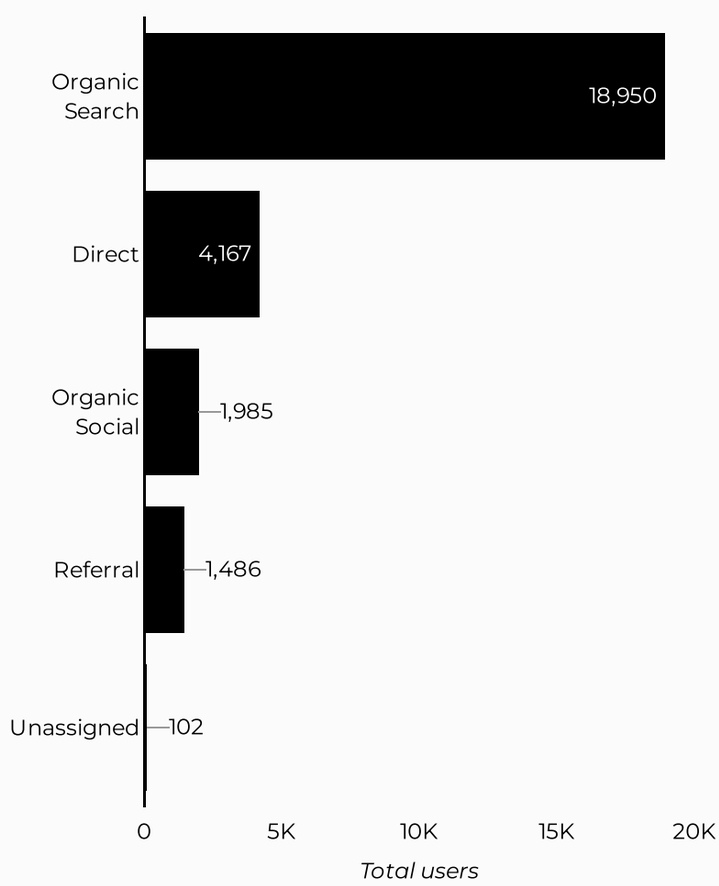
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
6,769	20,669	17,095	10,033	02:37	70%
↑ 119.2%	↓ -16.4%	↓ -14.9%	↓ -8.6%	↓ -6.9%	↓ -3.4%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
riley.armymwr.com	2,386	-31.0% ↓
bliss.armymwr.com	2,298	-14.4% ↓
bragg.armymwr.com	2,219	-25.8% ↓
hood.armymwr.com	1,456	-16.8% ↓
meade.armymwr.com	1,290	-20.9% ↓
lee.armymwr.com	900	-1.6% ↓
www.armymwr.com	879	745.2% ↑
belvoir.armymwr.com	810	-41.4% ↓
gordon.armymwr.com	715	-4.3% ↓
humphreys.armymwr.com	572	77.6% ↑

What are the top sources?

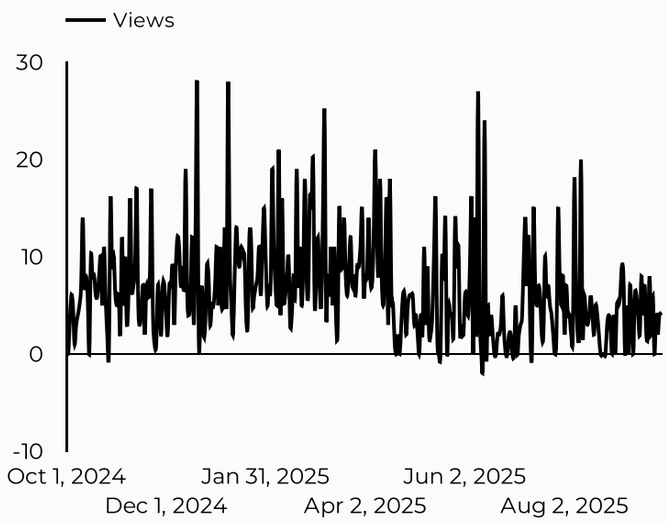
Source	Total users
google	2,569
bing	295
installations.militaryonesource....	188
(direct)	115
m.facebook.com	89
home.army.mil	77
l.facebook.com	48
yahoo	27
duckduckgo	16
safe.menlosecurity.com	16

ARMY MWR School Age Centers

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
2,432	8,578	6,866	3,756	03:06	74%
115.8%	11.6%	10.3%	-8.1%	28.1%	0.4%

Compared Y-o-Y

How is site traffic trending?

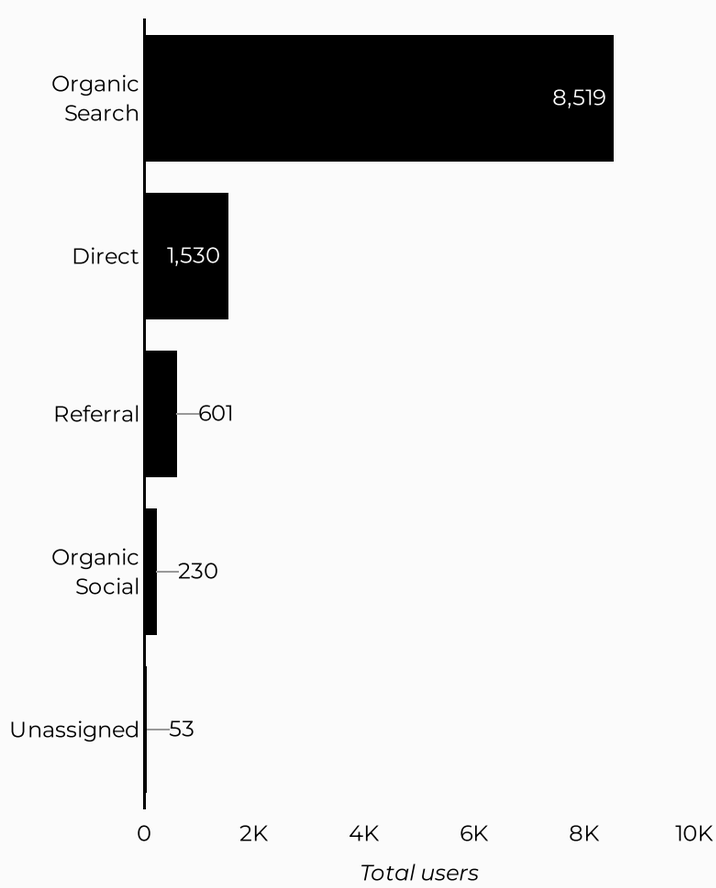


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
bragg.armymwr.com	1,830	7.1%
hawaii.armymwr.com	1,645	7.7%
campbell.armymwr.com	1,401	-10.1%
stewarthunter.armymwr.c...	767	-4.1%
www.armymwr.com	483	25.8%
bliss.armymwr.com	393	20.2%
riley.armymwr.com	362	-
hohenfels.armymwr.com	15	275.0%
detroit.armymwr.com	3	-

Which channels are driving traffic?



What are the top sources?

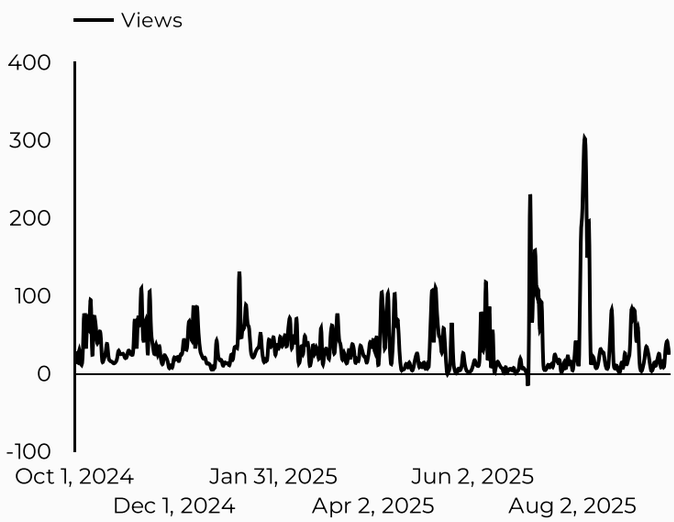
Source	Total users
google	1,048
bing	79
(direct)	27
home.army.mil	27
m.facebook.com	21
installations.militaryonesource....	18
l.facebook.com	14
yahoo	11
chatgpt.com	5
duckduckgo	4

ARMY MWR School Support Services

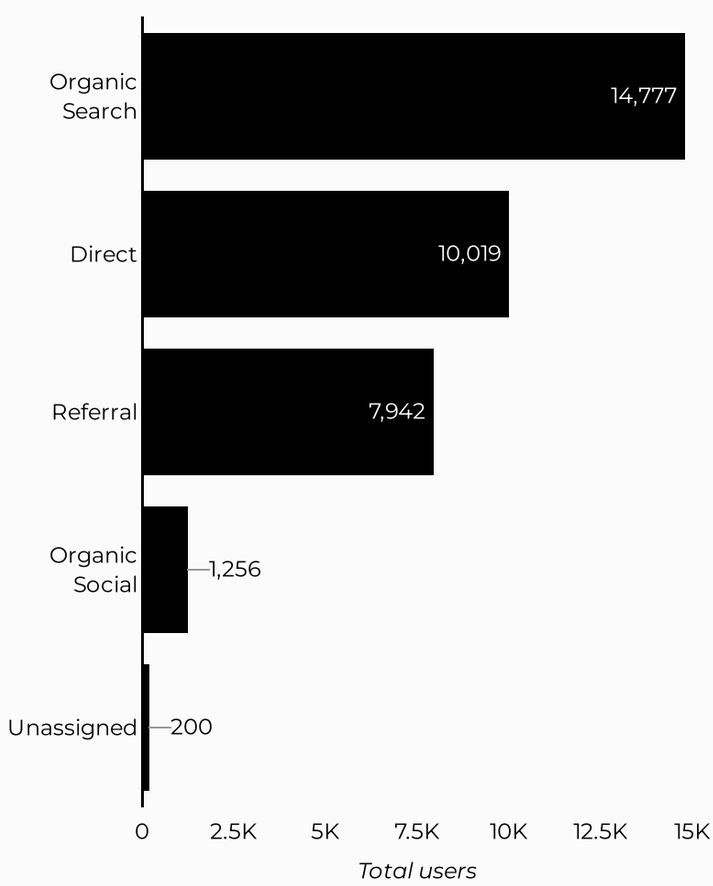
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
12,462	23,600	20,607	17,912	02:30	65%
97.7%	0.9%	3.6%	0.0%	0.8%	-1.8%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
bliss.armymwr.com	1,404	3.8%
bragg.armymwr.com	1,359	17.6%
benning.armymwr.com	1,359	49.2%
hawaii.armymwr.com	1,281	19.4%
jblm.armymwr.com	1,223	-18.0%
belvoir.armymwr.com	917	-8.0%
carson.armymwr.com	888	-12.0%
drum.armymwr.com	872	11.9%
kaiserslautern.armymwr.co...	826	-48.9%
leonardwood.armymwr.com	783	21.0%

What are the top sources?

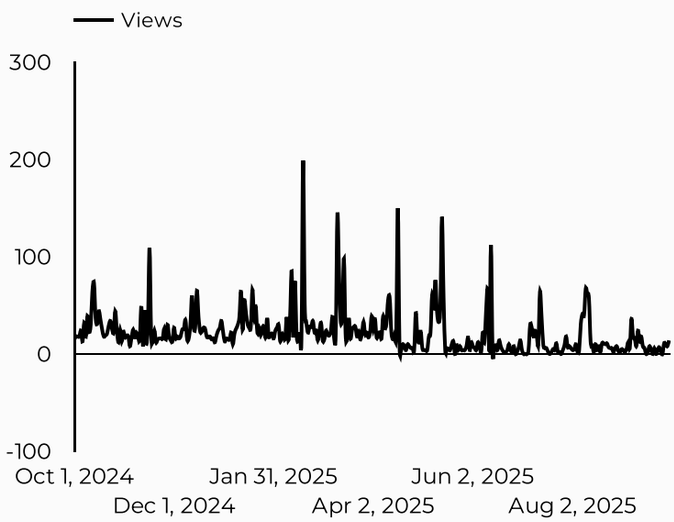
Source	Total users
google	1,935
installations.militaryonesource....	616
(direct)	360
home.army.mil	299
bing	214
fcps.edu	76
l.facebook.com	46
m.facebook.com	46
hawaiipublicschools.org	38
military.com	32

ARMY MWR Youth Centers

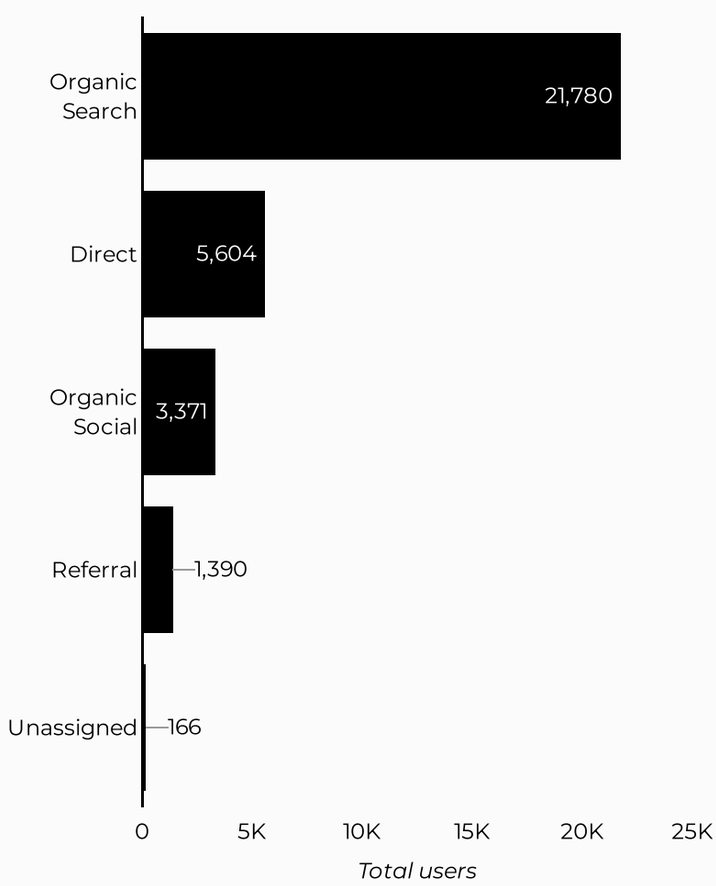
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
8,077	24,053	20,092	14,285	02:22	69%
125.0%	-6.2%	-7.4%	-6.8%	10.1%	-1.7%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
bragg.armymwr.com	1,470	-11.8%
belvoir.armymwr.com	1,388	-17.6%
www.armymwr.com	1,264	380.6%
stuttgart.armymwr.com	1,090	-14.0%
carson.armymwr.com	973	-20.6%
stewarthunter.armymwr.c...	909	31.5%
bliss.armymwr.com	902	-22.0%
hawaii.armymwr.com	899	-13.7%
kaiserslautern.armymwr.co...	822	-0.2%
drum.armymwr.com	798	-6.4%

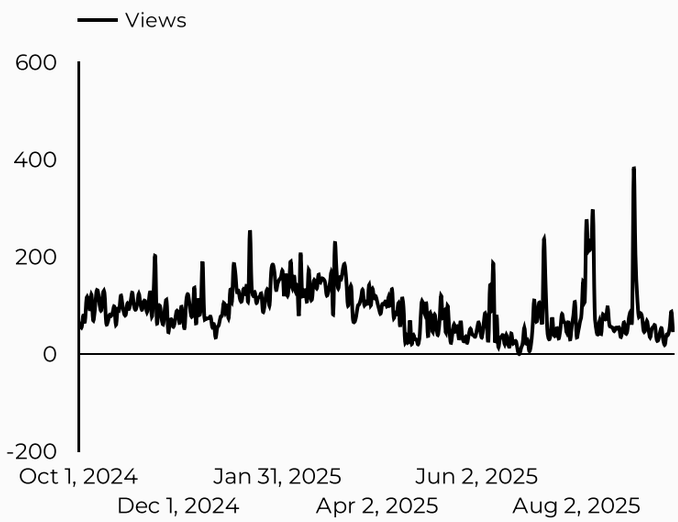
What are the top sources?

Source	Total users
google	2,302
bing	156
(direct)	122
m.facebook.com	96
l.facebook.com	94
home.army.mil	67
installations.militaryonesource....	50
yahoo	20
duckduckgo	15
lm.facebook.com	14

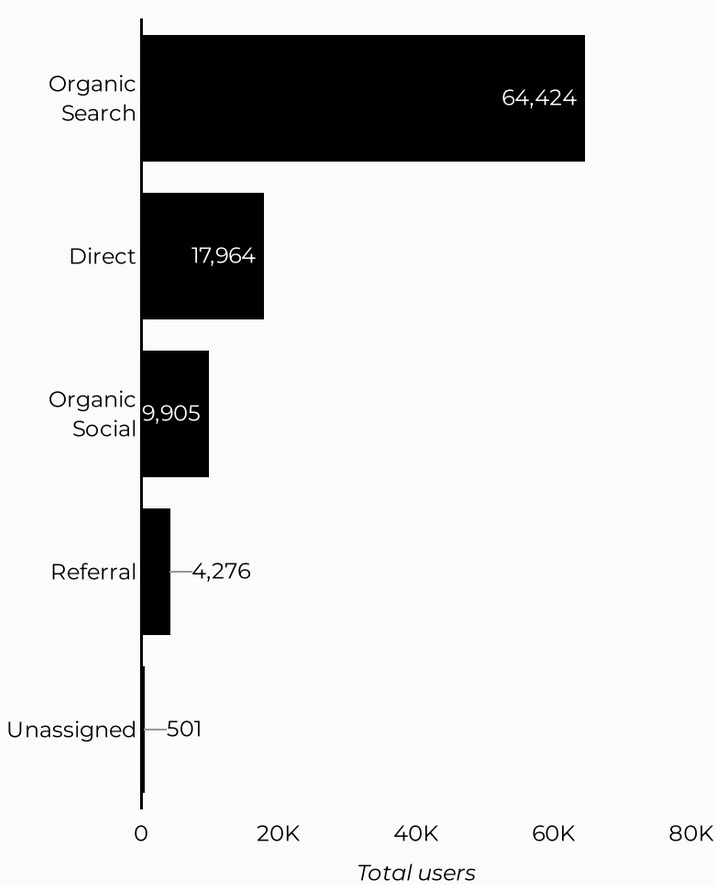
ARMY MWR Youth Sports

Views	Sessions	Total users	New users	Engagement rate
32,988	91,499	68,348	43,824	69%
94.4%	-5.6%	-8.0%	-9.5% from previous year	-3.5%

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
jblm.armymwr.com	6,900	-14.2%
hawaii.armymwr.com	5,809	-3.3%
belvoir.armymwr.com	4,617	-0.8%
bliss.armymwr.com	4,304	-9.1%
campbell.armymwr.com	4,219	-35.8%
benning.armymwr.com	3,716	-2.1%
humphreys.armymwr.com	2,496	2.9%
stewarthunter.armymwr.c...	2,488	-5.8%
www.armymwr.com	2,487	56.5%
hood.armymwr.com	2,282	-9.7%

What are the top sources?

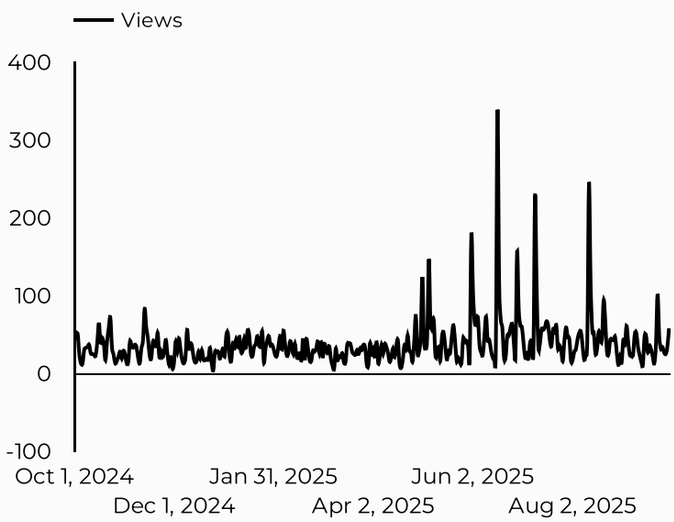
Source	Total users
google	11,973
bing	769
m.facebook.com	688
(direct)	490
l.facebook.com	310
home.army.mil	286
yahoo	146
webtrac.mwr.army.mil	138
lm.facebook.com	124
installations.militaryonesource....	111

ARMY MWR

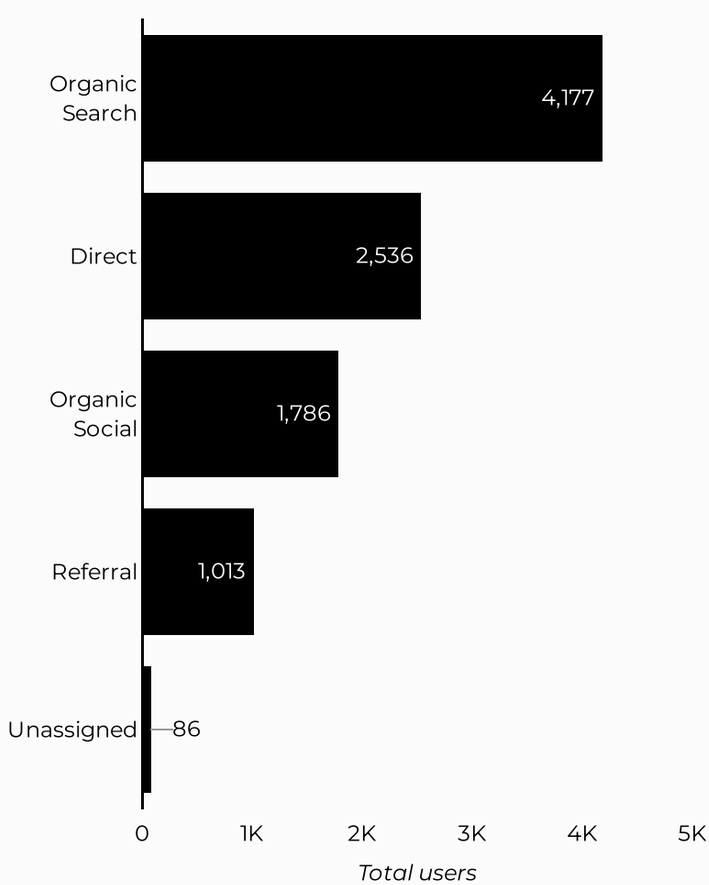
CYS Careers

Views	Sessions	Total users	New users	Engagement rate
13,971	11,859	9,484	5,102	71%
-7.6%	-6.2%	-8.3%	-9.0%	0.4%

How is site traffic trending?



Which channels are driving traffic?



How many people looking for employment took action and clicked for more information?

KPI link clicks to USAJOBS.gov.

Name	Link Clicks
Continue	4,759

How many people took action and downloaded a PDF?

KPI downloads of the CYS Career Guide and Rack Card.

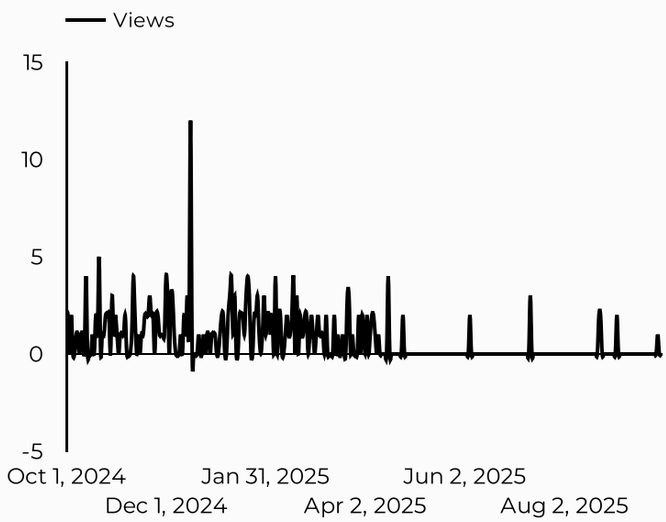
Name	Downloads
CYS Career Guide	1,634
Rack Card	217
CYS Careers	3

ARMY MWR

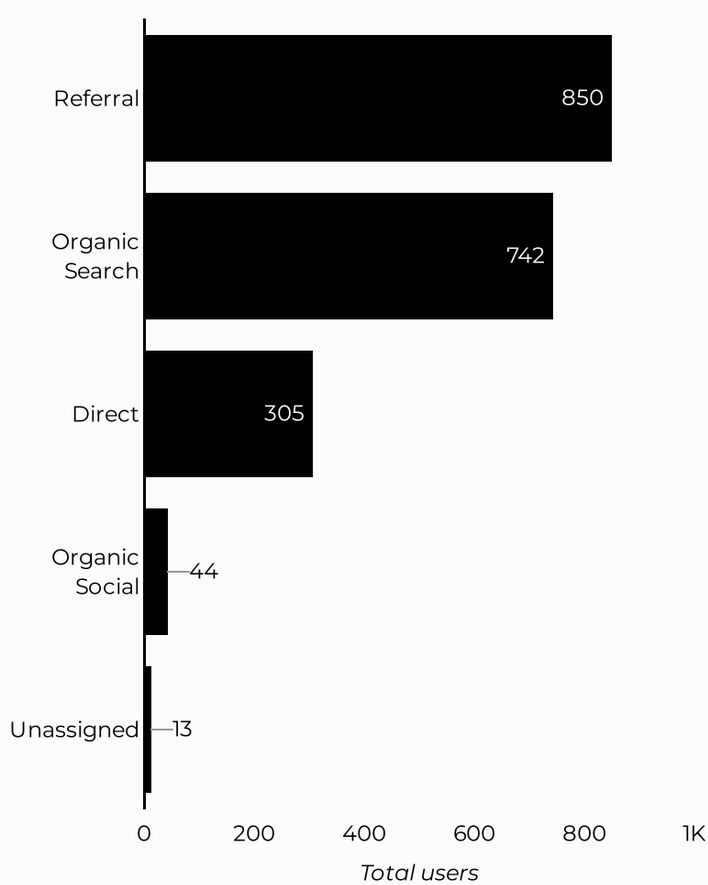
CYS Profession

Views	Sessions	Total users	New users	Engagement rate
255	893	845	843	82%
214.8%	53.2%	47.2%	-25.4% from previous year	3.9%

How is site traffic trending?



Which channels are driving traffic?



How many people looking for employment took action and clicked for more information?

KPI link clicks to USAJOBS.gov.

click_text	Link Clicks
USAJOBS.gov	403
https://www.usajobs.gov/	21

How many people pushed play to watch a video?

Video Name	Total
CYS Profession: Alicia Exum	448

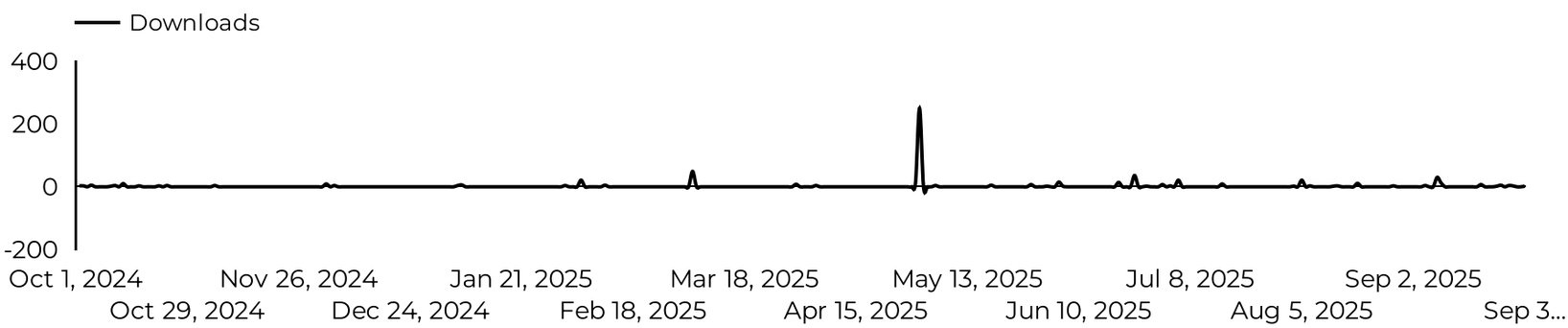
Oct 1, 2024 - Sep 30, 2025

ARMY MWR CYS Profession Campaign

Downloads

660

Downloads over time



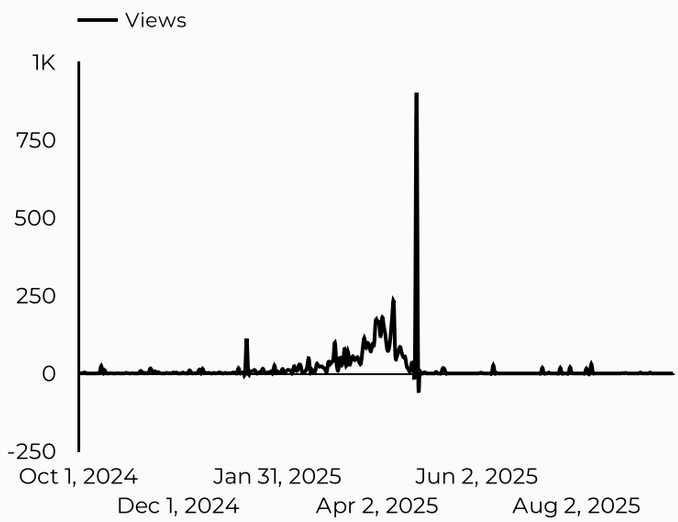
Top pages sorted by the highest number of Brand Central downloads.

Full page URL	Downloads
www.mwrbrandcentral.com/collections/25667	340
www.mwrbrandcentral.com/assets/25694	60
www.mwrbrandcentral.com/assets/download/25694	53
www.mwrbrandcentral.com/assets/25668	46
www.mwrbrandcentral.com/assets/25699	35
www.mwrbrandcentral.com/assets/download/25668	33
www.mwrbrandcentral.com/assets/25692	26
www.mwrbrandcentral.com/assets/25696	26
www.mwrbrandcentral.com/assets/download/25692	17
www.mwrbrandcentral.com/assets/download/25699	16
www.mwrbrandcentral.com/assets/download/25696	8
Grand total	**660**

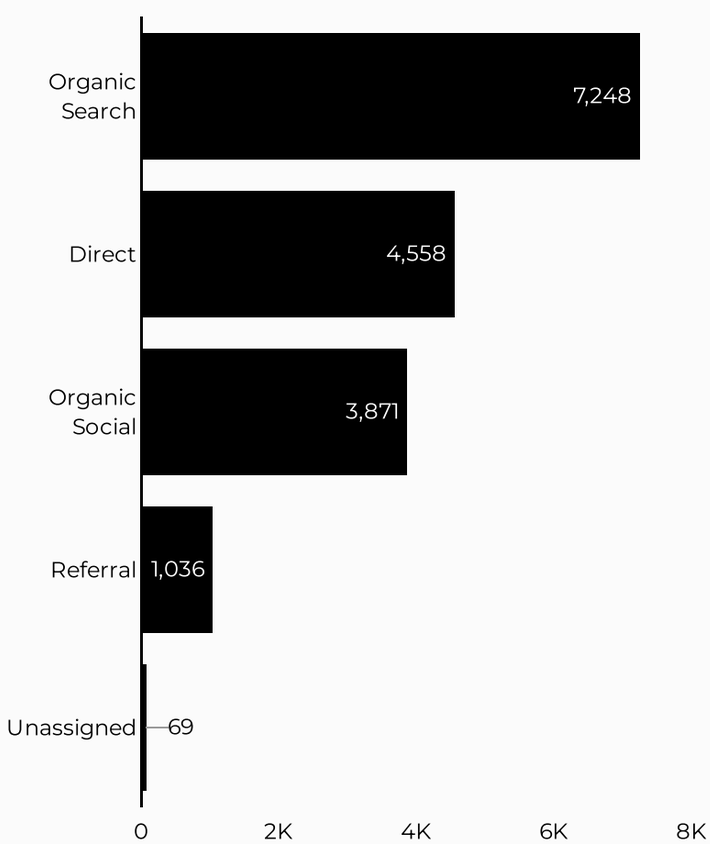
ARMY MWR Month of the Military Child

Views	Sessions	Total users	New users	Engagement rate
5,927	11,669	10,100	9,532	58%
73.6%	-17.1%	-17.0%	-17.2%	4.3%

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	3,186	-5.2%
campbell.armymwr.com	2,685	14.6%
leonardwood.armymwr.com	903	-6.9%
humphreys.armymwr.com	514	424.5%
hood.armymwr.com	344	-64.1%
belvoir.armymwr.com	343	226.7%
bliss.armymwr.com	269	-54.4%
riley.armymwr.com	195	126.7%
kaiserslautern.armymwr.co...	171	307.1%
bragg.armymwr.com	169	704.8%

What are the top sources?

Source	Total users
google	196
(direct)	44
m.facebook.com	28
bing	24
l.facebook.com	17
lm.facebook.com	12
home.army.mil	10
military.com	3
l.instagram.com	2
Grand total	**317**

ARMY MWR

Search

	Search	Total Searches	Total users	Search Count Per User	Bounce rate
1.	discovery	442	78	5.67	0%
2.	cys	311	225	1.38	2.12%
3.	summer camp	271	242	1.12	0.81%
4.	sports	264	246	1.07	2.36%
5.	youth sports	173	145	1.19	1.32%
6.	soccer	159	140	1.14	2.78%
7.	gymnastics	144	120	1.2	0.79%
8.	jobs	121	105	1.15	1.87%
9.	cdc	114	93	1.23	2.02%
10.	skies	102	99	1.03	0%
11.	child care	99	51	1.94	0%
12.	webtrac	99	94	1.05	1.05%
13.	basketball	99	84	1.18	1.18%
14.	babysitting	94	72	1.31	1.37%
15.	swim lessons	84	78	1.08	1.27%
16.	parent central	83	76	1.09	0%
17.	parent central services	82	73	1.12	0%
18.	careers	76	66	1.15	2.9%
19.	swim	75	67	1.12	0%
20.	auction	71	68	1.04	2.9%
21.	calendar	67	61	1.1	3.23%
22.	youth center	66	59	1.12	0%
23.	teaching strategies	65	39	1.67	3.57%
24.	preschool	64	54	1.19	1.69%
25.	volleyball	63	47	1.37	5.77%
26.	camp	58	51	1.14	0%
27.	pool	55	48	1.15	3.85%
28.	mflc	54	46	1.17	4.08%
29.	parents night out	54	38	1.42	2.44%
30.	fcc	54	44	1.23	10%
31.	forms	54	52	1.04	0%
	Grand total	**16,231**	**11,804**	**1.38**	**2.78%**