



Army MWR Unit C Program Launch

July 13, 2026 - September 24, 2026

BLUF

The Unit C content restructure is producing measurable, enterprise-wide gains in its first reporting period. The seven restructured programs drew 144,477 users (an increase of approximately 23% YoY) and 283,954 views (an increase of approximately 44% YoY) between Jul 13 and Sep 24, 2026. Every program posted year-over-year growth in total users, new users, and sessions.

In most programs, new user growth outpaced total user growth, a clear signal that restructured pages are reaching audiences who had not found this content before. Engagement rates held between 53% and 67% across the programs. Taken together, the numbers show a content restructure that is doing what it was designed to do: making program content easier to find, easier to navigate, and more useful to the patrons who need it.

Army Volunteer Corps (AVC)

Traffic grew across every metric, and average session time reached 3:00, the longest in this report. Patrons are moving past the main page into action-oriented content such as Volunteer Opportunities, VMIS & Tracking Hours, and How to Volunteer, showing the restructured pathways are guiding users toward volunteer participation rather than leaving them at the front door.

Auto Skills

The restructured content continued to build on an already high-traffic base, with strong view growth and new user growth outpacing total user growth. Patrons are navigating deeply across service pathways including Do-It-Yourself Auto Shop and Full-Service & Assisted Repairs, confirming users are moving beyond the main page into specific service decisions.

Bowling

The restructured content delivered strong growth across all traffic metrics along with a notable improvement in engagement rate, one of the strongest in this report. Users are navigating into revenue-relevant subpages including Prices, Deals, & Specials and Parties,

Events, & Group Reservations, confirming the restructured content is connecting patrons directly with bookable offerings.

Family Child Care (FCC)

The restructured content is delivering a strong provider recruitment signal, with the Become an FCC Provider subpage posting exceptional growth after previously being difficult for patrons to find.

Mobilization, Deployment, and Stability Support Operations (MD&SSO)

The restructured content is distributing users deeply across the full deployment lifecycle, from Preparing for Deployment through Homecoming & Reintegration, rather than funneling traffic through a single entry point. Referral traffic from trusted partner domains reflects strong integration within the Army's deployment support ecosystem.

School Support Services

The restructured content is successfully reaching first-time audiences, with breakout performance from the newly surfaced Finding a School and Youth Sponsorship Program subpages. Users are navigating across the full range of school support content, confirming the restructured pathways are serving diverse Family needs during school transitions.

Soldier and Family Assistance Center (SFAC)

The restructured content delivered balanced growth across all traffic metrics with a significant rise in session depth, indicating users are engaging far more deeply than in the prior year. Users are moving through a clear informational pathway across SFAC Services, How SFAC Works, and Who SFAC Supports.

Army Volunteer Corps (AVC)

BLUF: Solid Growth Across All Metrics with the Largest Gain in Session Depth

The Army Volunteer Corps program grew on every measure, with total users up 20.7% YoY to 4,528 and views up 34.5% YoY to 6,577. The most telling number is average session time, which climbed 38.2% YoY to 3:00, the longest of the seven programs, showing patrons are working through the volunteer content in depth rather than skimming it. Total users grew nearly four times faster than new users (up 5.6% YoY to 2,332), meaning returning visitors account for much of the gain as patrons come back to the restructured pages. The main page declined 6.8% YoY even as overall traffic rose, a healthy redistribution: users are landing on and moving through action-oriented subpages such as Volunteer Opportunities, VMIS & Tracking Hours, and How to Volunteer instead of funneling through one entry point. Referrals from home.army.mil and armyfamilywebportal.com underscore the program's tight connection to the Volunteer Management Information System (VMIS) on the Army Family Web Portal. The engagement rate eased 6.2% YoY to 62%, still a healthy level, and combined with the sharp rise in session time it points to visitors who engage staying considerably longer with the content.

Performance Highlights (Top Metrics)

- **Total Users:** 4,528 (+20.7% YoY)
- **New Users:** 2,332 (+5.6% YoY)
- **Sessions:** 5,455 (+20.8% YoY)
- **Total Views:** 6,577 (+34.5% YoY)
- **Engagement Rate:** 62% (-6.2% YoY)
- **Average Session Time:** 3:00 (+38.2% YoY)
- **Top Subpage:** Volunteer Opportunities (689 users)

Auto Skills

BLUF: Strong View Growth and Deep Navigation Across Service Pathways

The Auto Skills program continued to build on an already high-traffic base, with views growing 45.7% YoY to 131,526 and total users increasing 20.7% YoY to 59,278. New user growth of 29.6% YoY outpaced total user growth, indicating the program is successfully reaching first-time audiences. Patrons are navigating deeply across restructured service pathways including Do-It-Yourself Auto Shop, Services, Pricing & Shop Rules, and Full-Service & Assisted Repairs, confirming users are moving beyond the main page into specific service decisions. The engagement rate held essentially steady at 56% (-1.6% YoY), and average session time of 2:37 remained consistent, reflecting stable visit quality even as the audience expanded.

Performance Highlights (Top Metrics)

- **Total Users:** 59,278 (+20.7% YoY)
- **New Users:** 42,510 (+29.6% YoY)
- **Sessions:** 84,878 (+19.3% YoY)
- **Total Views:** 131,526 (+45.7% YoY)
- **Engagement Rate:** 56% (-1.6% YoY)
- **Average Session Time:** 2:37 (-0.9% YoY)
- **Top Subpage:** Automotive Skills Main Page (+9.4% YoY)

Bowling

BLUF: Strong Growth Across All Traffic Metrics with a Notable Improvement in Engagement

The Bowling program delivered strong results, with views climbing 55.2% YoY to 104,568 and total users growing 24.3% YoY to 52,073. The engagement rate rose 16.9% YoY to 67%, one of the strongest in this report, while average session time declined 13.5% YoY to 2:02. This pairing suggests task-oriented visits, with patrons finding what they need quickly and completing their intended actions. Users are navigating into revenue-relevant subpages

including Prices, Deals, & Specials, Food, Snacks, & Lounges, and Parties, Events, & Group Reservations, confirming the restructured content is connecting patrons directly with bookable offerings and center amenities.

Performance Highlights (Top Metrics)

- **Total Users:** 52,073 (+24.3% YoY)
- **New Users:** 31,801 (+21.7% YoY)
- **Sessions:** 66,769 (+14.8% YoY)
- **Total Views:** 104,568 (+55.2% YoY)
- **Engagement Rate:** 67% (+16.9% YoY)
- **Average Session Time:** 2:02 (-13.5% YoY)
- **Top Subpage:** Bowling Center Main Page (+17.1% YoY)

Family Child Care (FCC)

BLUF: Strong Provider Recruitment Signal with New Users Up 35.8%

The Family Child Care program grew total users 13.7% YoY to 9,835, with new user growth of 35.8% YoY outpacing overall growth and indicating the restructured content is reaching first-time audiences, a key signal for provider recruitment. Views declined 3.6% YoY to 14,238, and engagement metrics softened modestly, with the engagement rate at 60% (-11.4% YoY) and average session time at 2:10 (-10.6% YoY).

Performance Highlights (Top Metrics)

- **Total Users:** 9,835 (+13.7% YoY)
- **New Users:** 5,216 (+35.8% YoY)
- **Sessions:** 10,964 (+3.7% YoY)
- **Total Views:** 14,238 (-3.6% YoY)
- **Engagement Rate:** 60% (-11.4% YoY)
- **Average Session Time:** 2:10 (-10.6% YoY)
- **Top Subpage:** Become an FCC Provider

Mobilization, Deployment, and Stability Support Operations (MD&SSO)

BLUF: Solid Growth with Users Distributing Deeply Across Restructured Deployment Pathways

The Mobilization, Deployment, and Stability Support Operations program grew total users 32.1% YoY to 3,293, with views up 28.7% YoY to 4,058. Notably, the main page declined 39.3% YoY while overall program traffic grew, a healthy redistribution pattern showing that users are landing directly on and navigating into restructured subpages rather than funneling through a single entry point. Patrons are engaging across the full deployment lifecycle, including Soldier & Family Readiness Groups (SFRGs), Training & Classes, Preparing for Deployment, Homecoming & Reintegration, and Care Teams & Casualty Response, confirming the restructured content successfully organized complex support services into distinct, findable pathways. Referral traffic from trusted partner domains including home.army.mil, installations.militaryonesource.mil, and armyfamilywebportal.com reflects strong integration within the Army's deployment support ecosystem. The engagement rate declined 14.1% YoY to 53% and average session time fell 5.9% YoY to 1:40, a pattern consistent with a broader, newer audience arriving across more entry points.

Performance Highlights (Top Metrics)

- **Total Users:** 3,293 (+32.1% YoY)
- **New Users:** 1,628 (+28.7% YoY)
- **Sessions:** 3,574 (+26.2% YoY)
- **Total Views:** 4,058 (+28.7% YoY)
- **Engagement Rate:** 53% (-14.1% YoY)
- **Average Session Time:** 1:40 (-5.9% YoY)
- **Top Subpage:** Soldier & Family Readiness Groups (SFRGs) (528 users)

School Support Services

BLUF: New Finding a School Page Fills a Content Gap and Immediately Becomes the Top Subpage

The School Support Services program grew total users 30.0% YoY to 13,383, with new user growth of 39.8% YoY outpacing overall growth and indicating the restructured content is successfully reaching first-time audiences. The newly created Finding a School page filled a longstanding content gap, drawing 886 users in its first reporting period and immediately becoming the top subpage, confirming that Families were actively seeking guidance the site previously did not offer. The Youth Sponsorship Program page grew more than 15x YoY, reflecting the direct impact of surfacing resources that were previously difficult for Families to locate. Users are navigating across the full range of school support content, including Public Schools, Homeschool Connections, School Transition and Deployment Support, and Special Education Supports, confirming the restructured pathways are serving diverse Family needs. Average session time rose 10.9% YoY to 2:24 even as the engagement rate declined 15.5% YoY to 53%, suggesting that while a larger share of visits are single-page, the users who engage are spending meaningfully more time with the content. Desktop accounted for 71.2% of users, with mobile at 28.5%, worth noting as mobile-friendly formatting remains important for Families researching schools during PCS transitions.

Performance Highlights (Top Metrics)

- **Total Users:** 13,383 (+30.0% YoY)
- **New Users:** 7,412 (+39.8% YoY)
- **Sessions:** 15,950 (+30.0% YoY)
- **Total Views:** 20,416 (+35.5% YoY)
- **Engagement Rate:** 53% (-15.5% YoY)
- **Average Session Time:** 2:24 (+10.9% YoY)
- **Top newly introduced subpage:** Finding a School

Soldier and Family Assistance Center (SFAC)

BLUF: Balanced Growth Across All Traffic Metrics with a Significant Rise in Session Depth

The Soldier and Family Assistance Center program delivered consistent growth, with total users up 32.7% YoY to 2,087, views up 31.3% YoY to 2,571, and new users growing 35.1% YoY. The standout signal was average session time, which rose 65.6% YoY to 2:14, indicating users are engaging far more deeply with the restructured content than in the prior year. Users are moving through a clear informational pathway across SFAC Services, How SFAC Works, and Who SFAC Supports, confirming the restructured content successfully organized this program into logical steps for Soldiers and Families navigating transition support. Referral traffic from trusted partner domains including home.army.mil, installations.militaryonesource.mil, and armyfamilywebportal.com reflects solid integration within the Army's broader support ecosystem. The engagement rate declined 14.2% YoY to 64%, though it remains among the highest in this report, and the substantial rise in session time indicates the users who engage are finding meaningful depth in the content.

Performance Highlights (Top Metrics)

- **Total Users:** 2,087 (+32.7% YoY)
- **New Users:** 747 (+35.1% YoY)
- **Sessions:** 2,338 (+33.1% YoY)
- **Total Views:** 2,571 (+31.3% YoY)
- **Engagement Rate:** 64% (-14.2% YoY)
- **Average Session Time:** 2:14 (+65.6% YoY)
- **Top Subpage:** SFAC Main Page (+9.1% YoY)