



Army MWR Unit B Program Launch

June 11, 2026 - July 6, 2026

BLUF

The Unit B program content restructure is delivering strong, enterprise-wide results in its first 25 days. Across all 12 programs, restructured pages generated nearly 80,000 users and nearly 150,000 total views, representing an **average increase of 54% in total users year over year**. Engagement rates held strong between 36% and 73% across all programs, and new user growth across every program indicates the restructured content is successfully reaching first-time audiences. The data reflects a content restructure that is working.

Aquatics The restructured content launched directly into peak summer season, reflecting strong early discovery of newly organized program content. The engagement rate improved year over year, a positive early signal that the restructured pages are connecting with visitors from day one.

Army Family Team Building (AFTB) The content restructure is driving exceptional early awareness, with new users nearly tripling in just 25 days. Trusted military partner domains are driving referral traffic, reflecting strong integration within the Army Family support ecosystem. The Course Overview and Sign Up page confirms the restructured content is successfully connecting Army Families.

Arts and Crafts The restructured content is delivering strong growth with one of the highest engagement rates in this report. Newly surfaced subpages including Paint and Go Ceramics and the Catalog and Gift Shop are generating exceptional discovery, reflecting the direct impact of restructuring content that was previously difficult for patrons to find.

Child Development Centers (CDC) The restructured content is delivering outstanding results with the highest engagement rate of all 12 programs. The Care Options subpage reflects the immediate impact of newly structured content connecting military Families with child care options that were previously difficult to access. Families are engaging deeply and purposefully with the restructured pages.

Exceptional Family Member Program (EFMP) The restructured content is successfully reaching Families who need specialized support, with users navigating across nine distinct subpages including Resources and Forms, Medical EFMP, Respite Care, and School Support.

The restructure successfully organized complex program information into clear and accessible pathways.

Family Advocacy Program (FAP) The restructured content is delivering the highest average session time of all 12 programs, reflecting the depth of engagement users are bringing to this sensitive and important program. Users are navigating broadly across restructured service pathways including Classes and Workshops, Victim Advocacy, Safety Planning, and Transitional Compensation. The content restructure successfully made sensitive services navigable and accessible to Families and Service Members.

Instructional Programs (formerly SKIES) The rename and content restructure are showing strong early results, with new users nearly doubling, reflecting that the updated program identity is successfully reaching patrons who were not previously finding the program under its former SKIES name. Classes and Activities and Enrollment are the top performing subpages.

Intramural Sports The restructured content delivered standout early results, with views and new users both more than doubling year over year in just 25 days. Direct traffic growth reflects strong word-of-mouth awareness spreading across installations as Service Members navigate back to updated registration and sports offering pages.

Relocation Readiness The restructured content launched at precisely the right moment, with peak PCS season amplifying strong growth across all metrics. Newly restructured subpages including Planning Your Move, Lending Closet, and Newcomer Orientation are meeting active and immediate relocation needs, and the content restructure successfully organized complex relocation services into clear, accessible pathways.

School Age Centers The restructured content delivered exceptional results with every metric more than doubling year over year in the first 25 days, driven by families actively planning summer care options at the end of the school year. The Registration and Fees subpage confirms the restructured content is driving direct enrollment intent, reflecting a content restructure that is meeting immediate needs within the military Family community.

Survivor Outreach Services (SOS) The restructured content is successfully connecting Gold Star Families and survivors with support resources. The Gold Star Pins subpage

reflects the real-world impact of surfacing a resource the Gold Star community was actively seeking but previously could not find. Strong referral traffic from trusted military support domains confirms the restructured SOS content is well integrated within the Army's broader survivor support ecosystem.

Youth Centers The restructured content launched into the start of summer with strong results as families actively seek structured summer programming for youth. Users are navigating across seven distinct subpages including Recreation and Leisure, Leadership and Clubs, and Academic and Career Support, confirming the restructured content is successfully connecting youth and families with the full range of Youth Center offerings.

Overview of Measurement Approach

Performance data for all eight Unit b programs is measured against the same prior-year period to provide consistent year-over-year comparisons.

Each program is tracked across four core metric categories:

- Total Users
- New Users
- Sessions
- Total Views
- Engagement Rate
- Average Session Time
- Top Subpages

Each quarter, a formal performance and user experience report is produced for all programs that captures these metrics, identifies experience trends, and delivers program-specific recommendations grounded in both quantitative data and observed user behavior. Those recommendations are reviewed by program managers and the marketing team and used to inform content updates, layout refinements, and campaign priorities that continuously improve the patron experience. This quarterly reporting cycle serves as the primary input to the program sustainment strategy, ensuring that content ownership,

update decisions, and improvement priorities are always driven by current data rather than assumption.

Aquatics

BLUF: Strong View Growth and Active Subpage Discovery in the First 25 Days

The Aquatics program launched into the peak summer season, with views climbing 11.4% YoY to 84,139 and the engagement rate improving 2.4% YoY to 62%. The Aquatics Centers subpage posted exceptional growth of 275.1% YoY, reflecting strong early discovery of the restructured content across the enterprise.

Performance Highlights (Top Metrics)

- Total Users: 39,458 (-6.8% YoY)
- New Users: 21,513 (-5.2% YoY)
- Sessions: 53,397 (-12.8% YoY)
- Total Views: 84,139 (+11.4% YoY)
- Engagement Rate: 62% (+2.4% YoY)
- Average Session Time: 2:22
- Top Subpage: Aquatics Centers (+275.1% YoY)

Army Family Team Building (AFTB)

BLUF: New User Growth More Than Tripled in the First 25 Days

The Army Family Team Building program saw exceptional early momentum following the content restructure, with new users growing 253.2% YoY and total users nearly doubling at 94.1% YoY. Trusted military partner domains including armyfamilywebportal.com and armyresilience.army.mil are driving referral traffic, reflecting strong integration of the restructured content within the Army Family support ecosystem.

Performance Highlights (Top Metrics)

- Total Users: 493 (+94.1% YoY)
- New Users: 279 (+253.2% YoY)

- Sessions: 533 (+66.6% YoY)
- Total Views: 584 (+74.3% YoY)
- Engagement Rate: 45%
- Average Session Time: 1:30
- Top Subpage: Army Family Team Building Main Page (+51.9% YoY)

Arts and Crafts

BLUF: Exceptional Subpage Growth and Strong Engagement Across Restructured Content

The Arts and Crafts program delivered strong across-the-board growth in the first 25 days, with views up 52.8% YoY and an engagement rate of 70%, among the strongest in this report. Newly restructured subpages including Paint and Go Ceramics (up 2,009.8% YoY) and the Catalog and Gift Shop (up 545.5% YoY) are driving exceptional discovery of program offerings that were previously difficult for patrons to find.

Performance Highlights (Top Metrics)

- Total Users: 9,065 (+32.9% YoY)
- New Users: 3,812 (+47.3% YoY)
- Sessions: 11,398 (+26.2% YoY)
- Total Views: 16,703 (+52.8% YoY)
- Engagement Rate: 70% (+0.8% YoY)
- Average Session Time: 2:33 (+7.0% YoY)
- Top Subpage: Arts and Crafts Main Page (+50.3% YoY)

Child Development Centers (CDC)

BLUF: Outstanding Growth Across All Metrics with Highest Engagement Rate in This Report

The Child Development Centers program delivered exceptional results in the first 25 days, with every metric showing strong double-digit growth and the engagement rate reaching 73%, the highest of all 12 programs. The Care Options subpage grew 4,633.3% YoY,

reflecting the immediate impact of a newly restructured page that is successfully connecting military Families with child care options that were previously difficult to find.

Performance Highlights (Top Metrics)

- Total Users: 7,285 (+69.8% YoY)
- New Users: 3,398 (+144.5% YoY)
- Sessions: 8,666 (+62.3% YoY)
- Total Views: 10,876 (+146.5% YoY)
- Engagement Rate: 73% (+3.2% YoY)
- Average Session Time: 2:44 (+26.5% YoY)
- Top Subpage: Care Options (+4,633.3% YoY)

Exceptional Family Member Program (EFMP)

BLUF: Strong Growth in Reach with Deep Subpage Navigation Across Specialized Services

The Exceptional Family Member Program saw total users grow 51.2% YoY and views climb 76.3% YoY in the first 25 days, with Families navigating deeply across nine distinct restructured subpages. Trusted partner domains including efmp.army.mil, installations.militaryonesource.mil, and myarmybenefits.us.army.mil are driving referral traffic, reflecting strong visibility within the Army's specialized family support ecosystem.

Performance Highlights (Top Metrics)

- Total Users: 3,792 (+51.2% YoY)
- New Users: 2,517 (+53.8% YoY)
- Sessions: 4,406 (+40.1% YoY)
- Total Views: 6,214 (+76.3% YoY)
- Engagement Rate: 56%
- Average Session Time: 1:32
- Top Subpage: EFMP Main Page (+24.2% YoY)

Family Advocacy Program (FAP)

BLUF: Highest Average Session Time in This Report Reflects Deep Engagement with Restructured Content

The Family Advocacy Program delivered meaningful growth across all metrics in the first 25 days, with views up 48.7% YoY and average session time rising 7.2% to 3 minutes and 2 seconds, the highest of all 12 programs. Users are navigating broadly across the restructured service offerings including Classes and Workshops, Victim Advocacy, Safety Planning, and Transitional Compensation, confirming the content restructure successfully made complex and sensitive services accessible and navigable.

Performance Highlights (Top Metrics)

- Total Users: 3,760 (+32.7% YoY)
- New Users: 2,200 (+40.3% YoY)
- Sessions: 4,497 (+19.3% YoY)
- Total Views: 6,168 (+48.7% YoY)
- Engagement Rate: 53%
- Average Session Time: 3:02 (+7.2% YoY)
- Top Subpage: Family Advocacy Program Main Page (+23.1% YoY)

Instructional Programs (formerly SKIES)

BLUF: New User Growth of 90.1% Signals Strong Early Awareness of Renamed Program

The Instructional Programs page, formerly known as SKIES, saw new users nearly double in the first 25 days following the rename and content restructure, reflecting that the updated identity and content are successfully reaching patrons who were not previously finding the program. Classes and Activities and Enrollment are the top performing subpages, confirming users are moving directly into the restructured program pathways.

Performance Highlights (Top Metrics)

- Total Users: 1,717 (+19.1% YoY)

- New Users: 635 (+90.1% YoY)
- Sessions: 1,937 (+1.9% YoY)
- Total Views: 2,570 (+6.9% YoY)
- Engagement Rate: 65%
- Average Session Time: 1:33
- Top Subpage: Classes and Activities (340 users)

Intramural Sports

BLUF: Views and New Users More Than Doubled in the First 25 Days

The Intramural Sports program delivered standout growth following the content restructure, with views up 103.7% YoY and new users up 104.8% YoY in the first 25 days. Direct traffic grew 169.6% YoY, reflecting strong word-of-mouth awareness spreading across installations as Service Members navigate back to the updated registration and sports offering pages.

Performance Highlights (Top Metrics)

- Total Users: 2,191 (+54.1% YoY)
- New Users: 813 (+104.8% YoY)
- Sessions: 2,582 (+50.8% YoY)
- Total Views: 3,844 (+103.7% YoY)
- Engagement Rate: 69%
- Average Session Time: 1:42
- Top Subpage: Intramural Sports Main Page (+38.8% YoY)

Relocation Readiness

BLUF: Peak PCS Season Amplifies Strong Growth Across All Restructured Content

The Relocation Readiness program delivered outstanding growth in the first 25 days, with new users more than doubling at 123.1% YoY and total users up 79.4% YoY. The launch timing aligns with peak PCS season, and newly restructured subpages including Planning

Your Move (up 330.3% YoY), Lending Closet (up 312.3% YoY), and Newcomer Orientation (up 189.9% YoY) are meeting active and immediate relocation needs across the enterprise.

Performance Highlights (Top Metrics)

- Total Users: 3,926 (+79.4% YoY)
- New Users: 2,262 (+123.1% YoY)
- Sessions: 4,312 (+63.2% YoY)
- Total Views: 4,812 (+66.1% YoY)
- Engagement Rate: 45%
- Average Session Time: 1:29
- Top Subpage: Newcomer Orientation (+189.9% YoY)

School Age Centers

BLUF: Every Metric More Than Doubled as Families Plan Summer Care Options

The School Age Centers program delivered exceptional growth across all metrics in the first 25 days, with total users up 125.1% YoY and views up 168.3% YoY. The launch timing aligns with end-of-school-year planning when families are actively researching summer care, and the Registration and Fees subpage drawing 513 users confirms the restructured content is driving direct enrollment intent.

Performance Highlights (Top Metrics)

- Total Users: 3,304 (+125.1% YoY)
- New Users: 1,120 (+152.8% YoY)
- Sessions: 3,974 (+113.1% YoY)
- Total Views: 5,589 (+168.3% YoY)
- Engagement Rate: 68%
- Average Session Time: 1:53
- Top Subpage: School Age Centers Main Page (+107.5% YoY)

Survivor Outreach Services (SOS)

BLUF: Strong Growth in Reach with Gold Star Pins Subpage Delivering Breakthrough Discovery

The Survivor Outreach Services program saw total users grow 60.9% YoY and new users grew 88.5% YoY in the first 25 days, reflecting the meaningful impact of the restructured content in connecting Gold Star Families and survivors with support resources. The Gold Star Pins subpage posted exceptional growth of 1,850.0% YoY, reflecting the real-world impact of surfacing a resource the Gold Star community was actively seeking but previously could not find.

Performance Highlights (Top Metrics)

- Total Users: 1,096 (+60.9% YoY)
- New Users: 722 (+88.5% YoY)
- Sessions: 1,174 (+50.1% YoY)
- Total Views: 1,205 (+50.2% YoY)
- Engagement Rate: 36%
- Average Session Time: 0:56
- Top Subpage: Gold Star Pins (+1,850.0% YoY)

Youth Centers

BLUF: Strong Summer Launch with New Users and Views Reflecting Active Family Engagement

The Youth Centers program delivered broad growth across all metrics in the first 25 days, with new users up 74.6% YoY and views up 71.0% YoY as families actively seek structured summer programming. The Recreation and Leisure subpage grew 113.7% YoY and users navigated across seven distinct subpages, confirming the restructured content is successfully connecting youth and families with the full range of Youth Center offerings.

Performance Highlights (Top Metrics)

- Total Users: 3,744 (+35.7% YoY)

- New Users: 1,613 (+74.6% YoY)
- Sessions: 4,497 (+32.8% YoY)
- Total Views: 6,865 (+71.0% YoY)
- Engagement Rate: 64%
- Average Session Time: 2:11
- Top Subpage: Youth Center Main Page (+59.5% YoY)