

ACS Insights and Recommendations

FY26 Annual Report

ACS Traffic

Army Community Service (ACS) grew its online audience in FY26. ACS pages drew 951,890 views, a 14.3% increase over FY25, and 526,147 total users, a 19.6% increase. Engagement rate was 57%. Employment Readiness drew the most users by far, followed by Financial Readiness, Family Advocacy, and EFMP. Ten of the 13 ACS programs grew their audience (Table 1).

Traffic Overview

- **Total Users:** 526,147 (19.6% increase compared with FY25)
- **Views:** 951,890 (14.3% increase compared with FY25)
- **Engagement Rate:** 57%

Year-over-year changes for views and users are calculated against the FY25 annual report (832,616 views and 439,935 users), since the FY26 dashboard overview does not include a comparison.

Figure 1: ACS Views Compared YoY, FY26

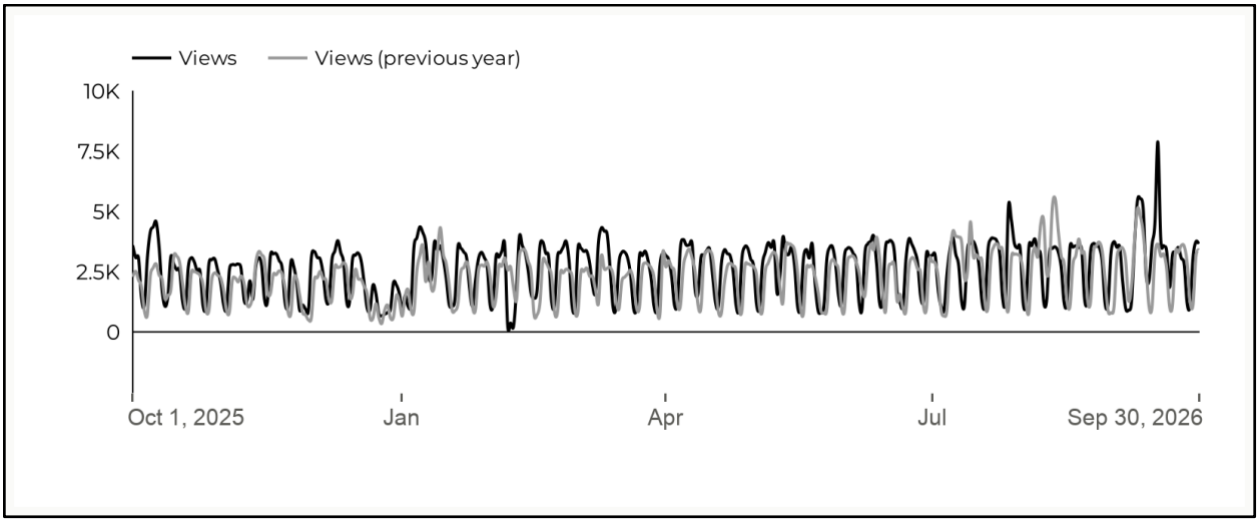


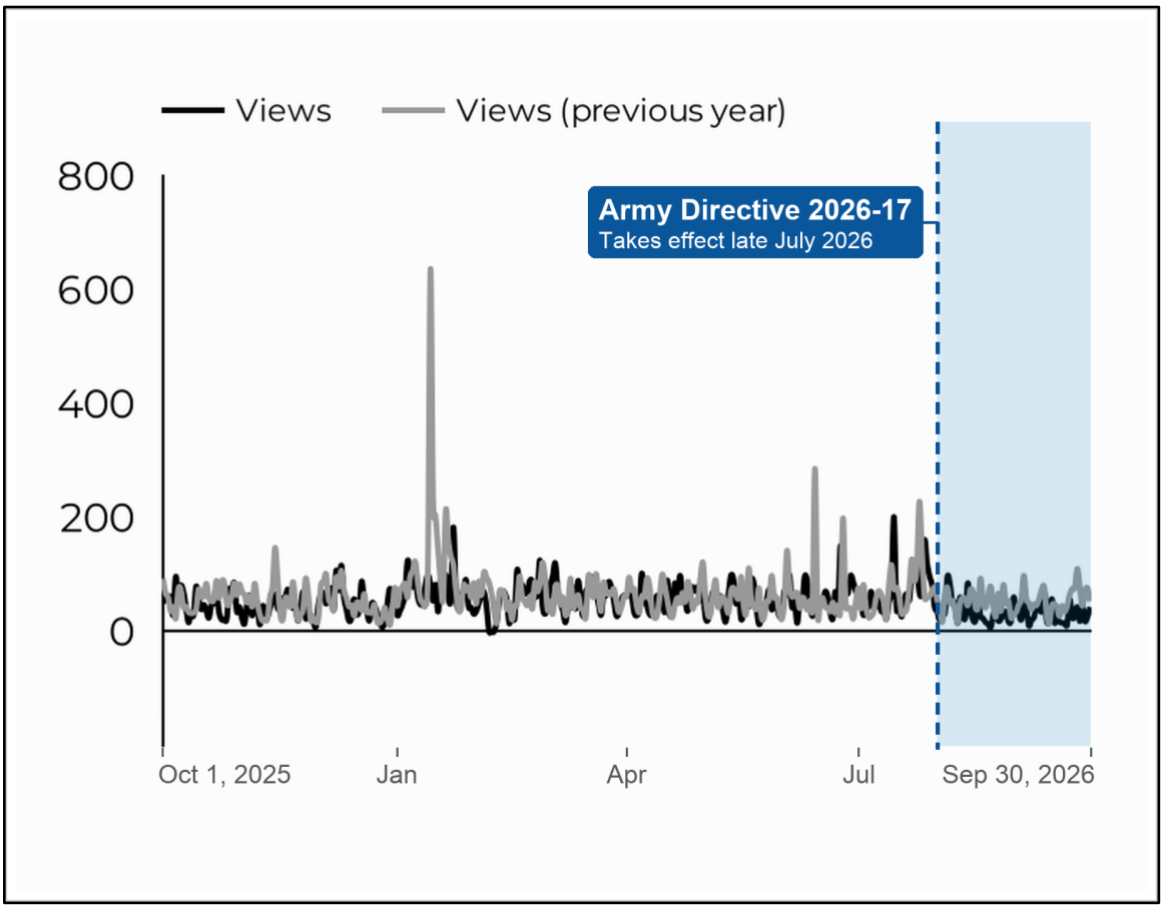
Table 1: ACS Program Roll-Up, FY26

Program	Total Users	Users (YoY)	New Users	Sessions	Eng. Rate
Employment Readiness Program	313,614	20.1% increase	204,018	383,829	63%
Financial Readiness Program	64,856	37.9% increase	36,044	80,843	55%
Family Advocacy Program	45,888	2.5% increase	27,011	58,411	56%
Exceptional Family Member Program	45,130	26.7% increase	31,804	58,125	55%
Relocation Readiness	35,115	15.2% increase	18,440	41,877	57%
Army Volunteer Corps	18,016	6.4% increase	10,820	21,451	64%
Survivor Outreach Services	11,939	1.8% increase	8,036	13,431	52%
MD&SSO	9,145	7.6% increase	4,081	10,168	60%
Soldier and Family Assistance Center	6,568	1.2% increase	2,506	7,248	65%
Army Family Team Building	5,533	26.8% increase	2,507	6,558	57%
Army Family Action Plan	4,604	13.1% decrease	255	5,211	63%
Information and Referral	4,506	8.5% decrease	1,581	4,949	73%
Army Family Web Portal	1,369	1.4% decrease	735	1,585	65%

Social Media

Social media sent fewer visitors to ACS pages in FY26. Social-driven users fell 15.5% (YoY) to 13,431, and sessions fell 21.4% (YoY) to 14,301. Facebook drove most social visits (9,807 sessions), and X was second (1,573 sessions). The steepest drop came after Army Directive 2026-17 (Optimizing the Army's Digital Media Presence) took effect in late July and consolidated Army social accounts (Figure 2). Installation ACS and MWR offices can no longer run their own social media accounts, so the local posts that used to drive followers to ACS pages stopped.

Figure 2: ACS Social-Driven Views Compared YoY, FY26



Installations

Installations are ranked by combined year-over-year growth across users, new users, sessions, and views. Each installation is ranked on all four measures, and the final order uses the average of those ranks. Renamed installations are combined with their former names (for example, Fort Rucker and Fort Novosel), and alias domains are combined with their main sites (for example, himwr.com with USAG Hawaii). Only installations with at least 1,000 ACS users are included, and training and headquarters sites are excluded.

The top 10 improved installations were Carlisle Barracks, Redstone Arsenal, Fort Drum, Fort Rucker, Fort Leavenworth, Fort Riley, Fort Buchanan, Yuma Proving Ground, Fort Stewart-Hunter AAF, and Fort Gordon (Table 2). Carlisle Barracks, Redstone Arsenal, and Fort Drum grew the most across every measure. Fort Rucker and Fort Gordon placed in the top 10 after their old and new site addresses were combined.

Table 2: Top 10 Improved Installations for ACS, FY26

Installation	Users	Users (YoY)	New Users (YoY)	Sessions (YoY)	Views (YoY)
Carlisle Barracks	2,350	+129.7%	+198.9%	+117.3%	+101.7%
Redstone Arsenal	6,257	+102.0%	+155.5%	+86.1%	+83.3%
Fort Drum	4,266	+67.8%	+106.8%	+66.3%	+81.3%
Fort Rucker (incl. Novosel)	6,171	+70.8%	+118.1%	+56.3%	+61.4%
Fort Leavenworth	6,029	+61.5%	+90.0%	+57.3%	+54.4%
Fort Riley	3,576	+65.2%	+91.8%	+56.4%	+47.4%
Fort Buchanan	2,401	+63.4%	+104.6%	+54.5%	+50.8%
Yuma Proving Ground	1,199	+119.6%	+170.3%	+87.6%	+10.5%
Fort Stewart-Hunter AAF	3,178	+47.8%	+83.8%	+42.8%	+71.4%
Fort Gordon (incl. Eisenhower)	14,224	+51.0%	+61.1%	+45.9%	+59.9%

Insight

Only four installations lost ACS users in FY26: USAG Humphreys, Fort Bliss, Fort Bragg, and Fort Benning (Table 3). USAG Humphreys declined on all four measures. Fort Bragg and Fort Benning still grew in new users and views. These declines likely reflect large unit deployments and rotations during FY26, which reduce the number of Soldiers and Families on post.

Table 3: Installations With Declining ACS Users, FY26

Installation	Users	Users (YoY)	New Users (YoY)	Sessions (YoY)	Views (YoY)
USAG Humphreys	15,041	-11.8%	-13.4%	-13.8%	-9.0%
Fort Bliss	27,460	-4.7%	-6.9%	-11.1%	-2.3%
Fort Bragg (incl. Liberty)	30,709	-2.4%	+0.1%	-4.3%	+3.7%
Fort Benning (incl. Moore)	11,469	-4.3%	+0.3%	-6.6%	+6.2%

Content

Web managers created 167 new ACS pages, program pages, and happenings in FY26 (Table 4). Happenings made up two-thirds of that work. Another 2,192 ACS pages were created automatically when the Unit A, B, and C content updates launched. Page counts come from

the EPW Page Report. ACS pages are identified by the ACS category tag or an ACS program address.

Table 4: New ACS Pages Created by Web Managers, FY26

Page Type	Total
Happening	111
Program Content	50
Program	4
Program Contact	1
General	1

Eight web managers created the most new ACS pages (Table 5). Installations are identified from the page titles and addresses each author created.

Table 5: Top ACS Content Creators, FY26

Author	Installation	Pages
ashley_n_jones238_naf	Fort Rucker	43
nathaniel_l_hoeller_naf	Fort Gordon	12
cheraeahill2naf	Fort Lee	12
christopherrwojciechowskinaf	Fort Benning	10
melissa_l_negronfavero_civ	Not identified	10
kent_s_ava_naf	Fort Jackson	7
reana_l_jones_naf	USAG Rheinland-Pfalz	6
whitneylgambinonaf	Redstone Arsenal	6

Army Answers

Army Answers received 1,216 questions in FY26, and 113 were about ACS programs. Employment questions led by far (56), followed by financial readiness, including AER (14), volunteering (13), and EFMP (8). Many questions were about how to start a process, such as enrolling in EFMP, getting a sponsor before a PCS move, or applying for an AER loan (Table 6). The questions for each program are listed in that program's section. Questions are lightly edited for length.

Table 6: Sample ACS Questions From Army Answers, FY26

Question
How do I get in direct contact with an EFMP provider?
Can I get a loan for a new car with AER?
Are there any military spouse scholarships?
Can I borrow furniture from the lending closet?
How can I get access as an Organization POC for VMIS approval for my unit?
I am PCSing to Hawaii. How would I go about getting a sponsor?
Can I start EFMP screening on projections?
How do I apply online for an AER loan?

Questions about general ACS information are listed here, since they do not have a program section in this report.

General ACS Information

- Do the army community service help about naturalization stuff?
- Army community service hours
- I'm the widow of an Army veteran and need help with transportation to reach my son in the hospital.

Search Analysis

Visitors ran 7,932 on-site searches on ACS pages in FY26, and only 2.36% of searchers left the site after searching. Finance and AER terms led with 360 searches across the top terms, followed by family program, readiness and deployment, and counseling terms (Table 7). Visitors search by acronym, such as SFRG, EFMP, MFLC, and AER, and by spelling variants of the same program, such as finance, financial, and financial readiness (Table 8).

Table 7: ACS Search Themes, FY26

Theme	Searches	Top Terms
Finance & AER	360	finance, aer, financial readiness, financial
Family Programs	211	efmp, fap, new parent support, baby boot camp
Readiness & Deployment	203	sfrg, deployment, cfrr
Counseling & Support	180	mflc, anger management, sharp
Employment	150	jobs, job fair, home based business
Volunteer	113	volunteer, vmis

Table 8: Top ACS Search Terms, FY26

Search Term	Searches	Users	Bounce Rate
finance	174	140	2.78%
sfrg	137	120	2.40%
efmp	117	98	0.98%
mflc	102	92	2.13%
aer	91	85	0%
volunteer	80	74	2.63%
jobs	67	61	0%
pcs	61	51	1.82%
job fair	56	50	0%
lending closet	50	40	0%

Recommendations

- Have installations set up Sticky Search (pinned search terms) so "finance," "financial," "financial readiness," "SFRG," "EFMP," "MFLC," and "AER" go straight to their program pages. Setup steps are in the Pinned Search Terms (Sticky Search) guide in the Enterprise Web User's Manual.

Content Updates

Ten ACS programs were rewritten in three content updates during FY26. Unit A launched in March 2026 with Employment Readiness and Financial Readiness. Unit B launched June 11, 2026, with Army Family Team Building, EFMP, Family Advocacy, Relocation Readiness, and Survivor Outreach Services. Unit C launched July 13, 2026, with Army Volunteer Corps, MD&SSO, and the Soldier and Family Assistance Center. Every updated ACS program grew its users in FY26. Each figure below marks the launch date and shades the period measured after it.

Employment Readiness Program (ERP)

Traffic

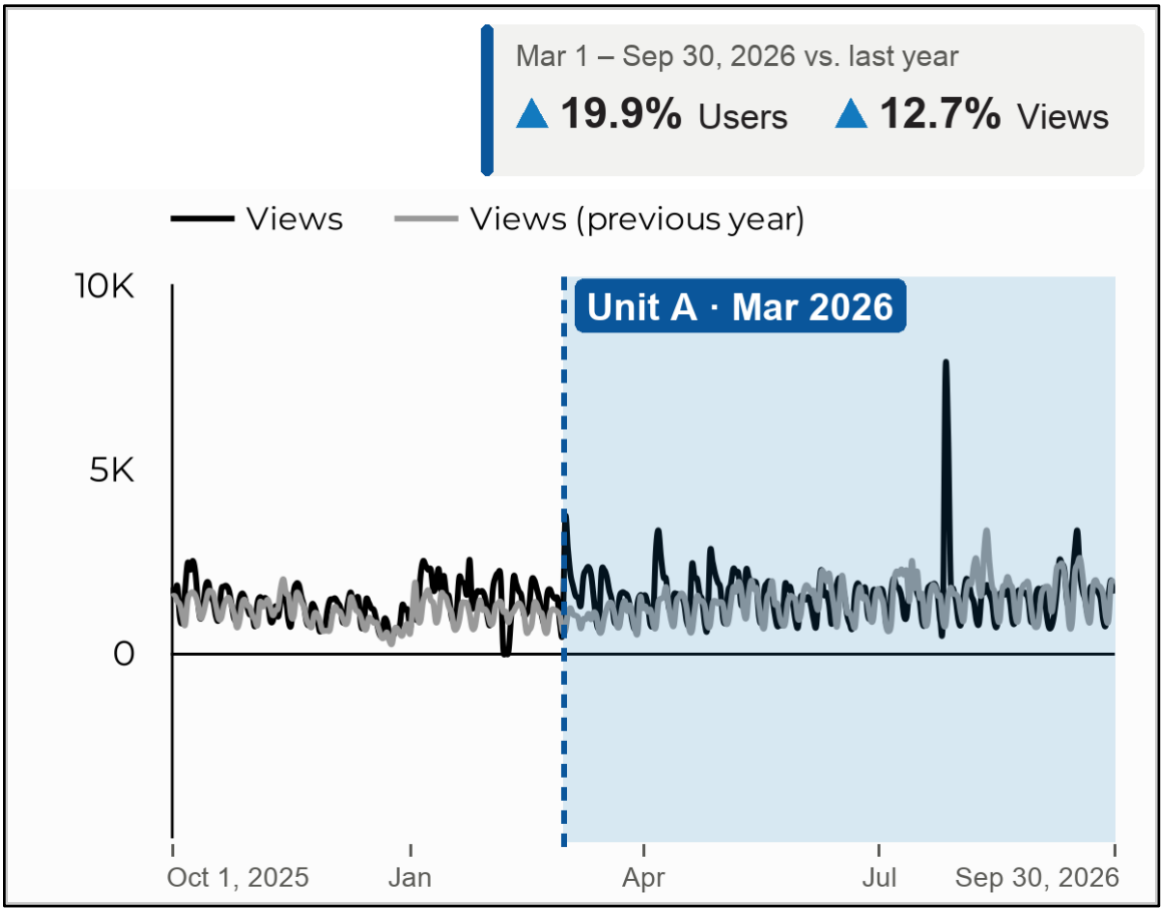
Employment Readiness Program (ERP) is the largest ACS program, and it grew strongly in FY26. Total users rose 20.1% (YoY) to 313,614, and new users rose 29.1% (YoY) to 204,018.

Sessions rose 12.9% (YoY) to 383,829, and views rose 16.6% (YoY) to 549,298. After the Unit A update, users rose 19.9% and views rose 12.7% (YoY) from March 1 to September 30, 2026, and new users rose 48.3% (Figure 3). The new topic pages drew their own audiences, led by Spouse Employment and Home Based Business (Table 9).

Table 9: Employment Readiness Program (ERP) Top Pages by Total Users, FY26

Page	Total Users	Change (YoY)
Employment Readiness Program	302,400	9.7% increase
Spouse Employment	36,832	48.0% increase
Home Based Business	33,692	25.9% increase
Job Search and Support	14,344	830.8% increase
Federal and On-Post Jobs	8,977	372.7% increase
Transition and Veterans	7,266	461.9% increase
Contact	1,217	No prior-year data

Figure 3: Employment Readiness Program (ERP) Views Compared YoY, FY26 (Unit A launch marked)



Traffic Sources

Organic Search led with 141,087 users, followed by Direct with 102,712. Organic Social was strong at 34,457 users, mostly from Facebook, and Referral brought 30,713. The NAF benefits site sent 11,629 sessions.

- **Organic Search:** 141,087 users
- **Direct:** 102,712 users
- **Organic Social:** 34,457 users
- **Referral:** 30,713 users
- **Top sources by sessions:** Google (171,420), Direct (116,939), Bing (18,409), m.facebook.com (17,151), nafbenefits.com (11,629)

Engagement

Engagement rate was 63%, a 7.2% decrease (YoY), and average session time was 2:10, a 3.0% decrease (YoY). A much larger first-time audience usually lowers engagement slightly. During the Unit A launch period, visitors downloaded ERP resources 17,530 times.

Army Answers

Army Answers received 56 questions in FY26 from people looking for work. Military spouses asked the most (12), followed by teens looking for a first job (8). Others asked how to apply for MWR jobs at a gym, golf course, or child care center, when the next hiring fair is, and how to find jobs overseas.

- What contracting jobs offering sofa visa are available in camp casey south korea
- How do I apply to work at Gammon fitness
- I am dual citizen[Italy-Us] , i can not apply to local Us jobs in italy under sofa agreement, can i apply under local national job in Italy?
- How do reach out to someone to help me find a job
- What are some of the jobs you have available
- Where to find jobs
- My husband will be stationed in Vicenza, Italy. How can I find work as a registered nurse there?
- Get a job
- Where can I apply for a remote job
- Are there any job openings for 15 year old students
- My out-of-state nursing assistant license expired after our PCS. How can I get help renewing it?
- Jobs in fort hood
- How can a 16-year-old get a job on Fort Bliss before enlisting?

- How can I work for CYS
- Who would I contact to allow our company to set up at the job fair?
- Wife needs help getting a job
- How hard is it to find employment as a spouse overseas?
- How do I start my spouse employment?
- Jobs
- Where can I apply to work at the fort hood golf course, and what is their hiring age?
- How do I apply for employment on post?
- I'm looking for a job in Soto cano
- Where can I find a list of open job positions?
- Where do i go to apply for MWR jobs
- I was wanting to apply to work at the clear creek golf course but cant find a hiring page
- Career for military spouse
- I'm a 19-year-old refugee from Ukraine. Can I get a job on an American military base?
- How do I get job at fort Jackson
- Jobs available at Camp Humphreys for military spouse
- Are there any administrative positions open
- When is the next job fair
- Jobs for teenagers
- How can i get hired
- You currently hiring
- I submitted my work-from-home job application months ago and I haven't received any responses. What can I do? It's regarding personalized items.
- How old do you have to be to work at the fort jackson water park
- When is the next job fair
- How do I find remote jobs for military spouse
- I am a military spouse and we live inside the base. I am also a first time job seeker what will be the best job for me?
- Teen employment
- How old do I need to be to apply for a job at biggs park?
- I'm an active duty spouse but not a US citizen which job can I apply for
- How to get a job with the MWR
- I'm 16 looking for my first job. Is there anyone hiring?
- I would like a job on Post; How and where do I apply? I'm a civilian.
- I want job as a barber or cashier
- Where can I find employment opportunities for a teen on base?

- Any job openings
- Are there any early childhood jobs available
- Need a job
- Hi, I wanted to see the job positions open at the Ederle barracks in Vicenza.
- How do i apply to work at wheelock gym
- I need information for on post job for my wife
- Daycare job for military spouse
- When and where are the hiring events?
- How can I get a job at fort Meade?

Recommendations

- Make sure ERP workshops, such as resume writing, interview skills, and hiring fair prep, are listed as events on the installation calendar, so the Find Events button on the ERP pages shows upcoming classes.

Financial Readiness Program (FRP)

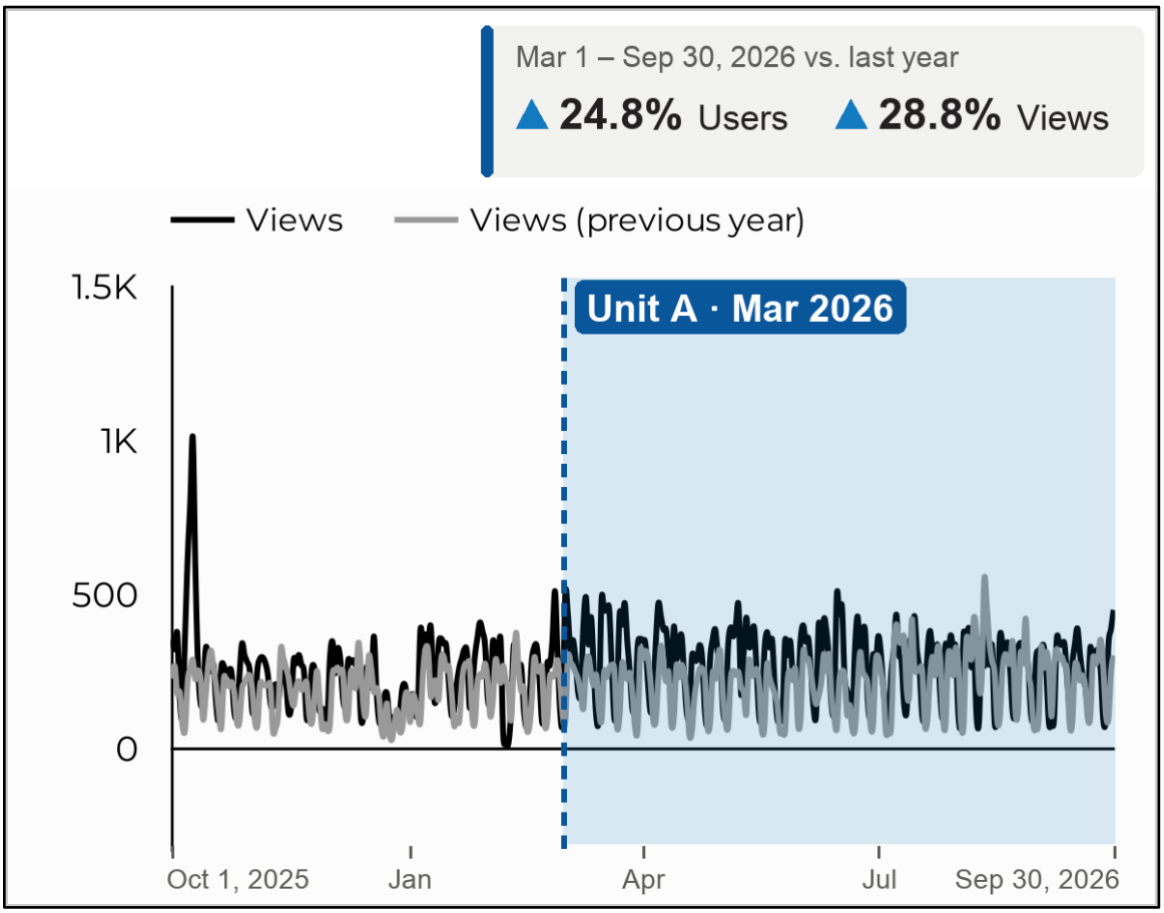
Traffic

Financial Readiness Program (FRP) was the fastest-growing large ACS program in FY26. Total users rose 37.9% (YoY) to 64,856, and new users rose 41.9% (YoY) to 36,044. Sessions rose 23.6% (YoY) to 80,843, and views rose 28.7% (YoY) to 96,378. After the Unit A update, users rose 24.8% and views rose 28.8% (YoY) from March 1 to September 30, 2026 (Figure 4). Credit and Debt Assistance and Master Your Money more than doubled, and three new topic pages had almost no traffic last year (Table 10).

Table 10: Financial Readiness Program (FRP) Top Pages by Total Users, FY26

Page	Total Users	Change (YoY)
Financial Readiness Program	46,547	44.8% increase
Emergency Financial Assistance	16,680	5.9% increase
Contact	3,699	Near zero last year
Credit and Debt Assistance	2,194	131.2% increase
Master Your Money	1,733	140.4% increase
Financial Education and Training	1,622	Near zero last year
Retirement and Financial Planning	860	Near zero last year

Figure 4: Financial Readiness Program (FRP) Views Compared YoY, FY26 (Unit A launch marked)



Traffic Sources

Direct led with 31,142 users, slightly ahead of Organic Search with 27,592. Referral brought 6,541 users, led by home.army.mil and the Army Family Web Portal.

- **Direct:** 31,142 users
- **Organic Search:** 27,592 users
- **Referral:** 6,541 users
- **Organic Social:** 1,873 users
- **Top sources by sessions:** Direct (34,009), Google (33,610), Bing (5,815), home.army.mil (2,754), armyfamilywebportal.com (1,796)

Engagement

Engagement rate was 55%, an 11.2% decrease (YoY), while average session time rose 9.5% (YoY) to 2:42. Visitors who engage are spending longer with financial content. During the launch period, the Schedule an Appointment tile drew strong clicks, connecting Soldiers with financial counselors.

Army Answers

Army Answers received 14 questions about the Financial Readiness Program, including Army Emergency Relief (AER), in FY26:

- How do I get into an ACS class for financial readiness
- I owe about $23,000 to a school I attended. Where can I find resources to help pay it back?
- Do you provide tax preparation help?
- I'm a veteran and have a talent school. I offer free financial education and would like to do a seminar on base. Is this possible?
- When is the next finance class
- Where do I need to go to consolidate debt?
- How can I know the BAH and BAS amounts
- Can you provide an email contact for someone in US Army Garrison Humphreys Personal Financial Management Services that can help with my money situation?
- Where can I file taxes
- Financial help
- I need to get another AER but i am currently paying one off, can i still get help
- Can I get a loan for a new car with aer
- Can aer help with food and bills?
- How do I apply online for an AER loan?

Army Family Team Building (AFTB)

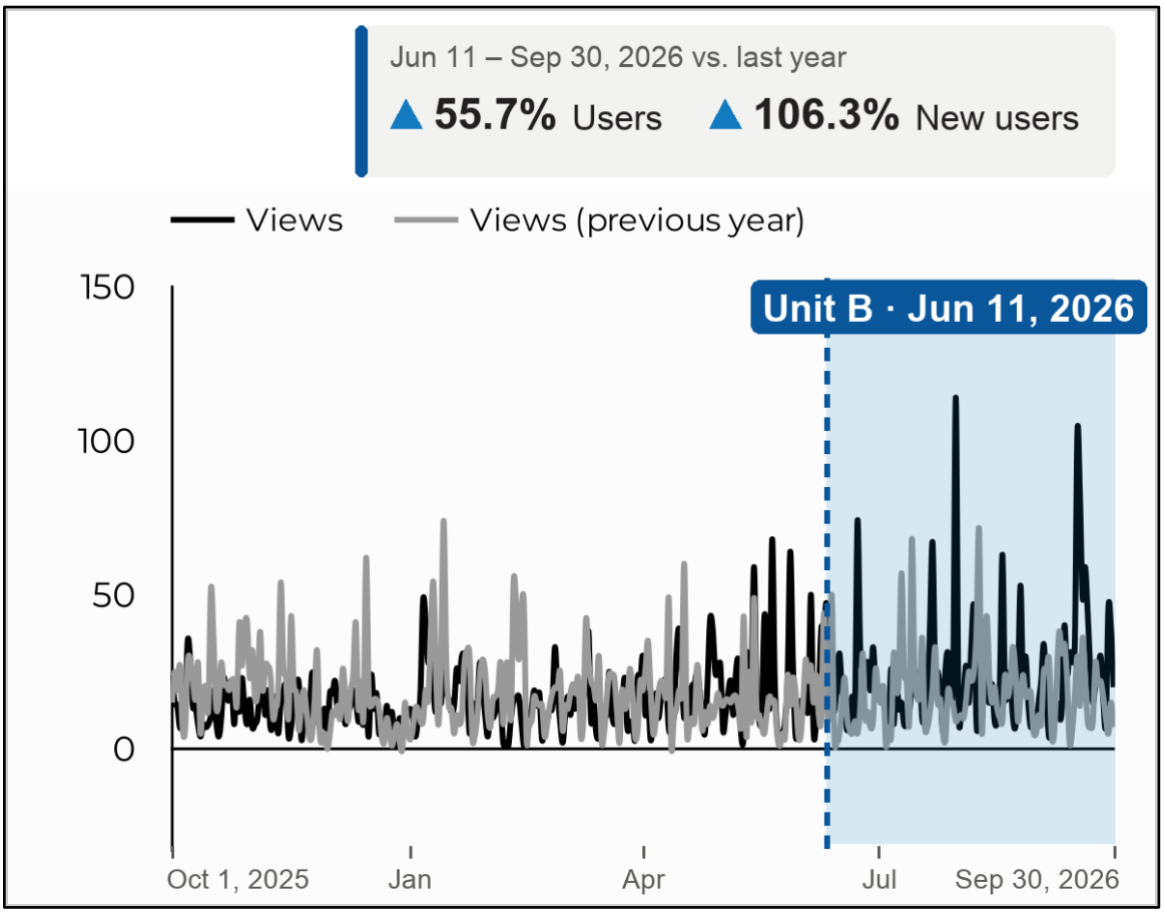
Traffic

Army Family Team Building (AFTB) grew its audience in FY26. Total users rose 26.8% (YoY) to 5,533, and new users rose 31.3% (YoY) to 2,507. Sessions rose 22.8% (YoY) to 6,558, and views held at 6,697, a 1.3% increase (YoY). After the Unit B update, users rose 55.7% and new users rose 106.3% (YoY) from June 11 to September 30, 2026 (Figure 5). The new Course Overview and Sign Up page drew 351 users (Table 11).

Table 11: Army Family Team Building (AFTB) Top Pages by Total Users, FY26

Page	Total Users	Change (YoY)
Army Family Team Building	5,374	18.7% increase
Course Overview and Sign Up	351	No prior-year data
Volunteer	215	No prior-year data
Contact Us	138	No prior-year data

Figure 5: Army Family Team Building (AFTB) Views Compared YoY, FY26 (Unit B launch marked)



Traffic Sources

Direct led with 3,408 users, followed by Organic Search with 2,070. Referral brought 666 users, including trusted partner sites armyresilience.army.mil and the Army Family Web Portal.

- **Direct:** 3,408 users
- **Organic Search:** 2,070 users
- **Referral:** 666 users
- **Organic Social:** 90 users
- **Top sources by sessions:** Direct (3,622), Google (1,984), Bing (512), armyresilience.army.mil (189), armyfamilywebportal.com (188)

Engagement

Engagement rate was 57%, a 14.6% decrease (YoY), and average session time was 1:30, a 29.1% decrease (YoY). Shorter visits fit a program where visitors come to find a class and sign up. New users nearly tripled in the first 25 days after launch.

Exceptional Family Member Program (EFMP)

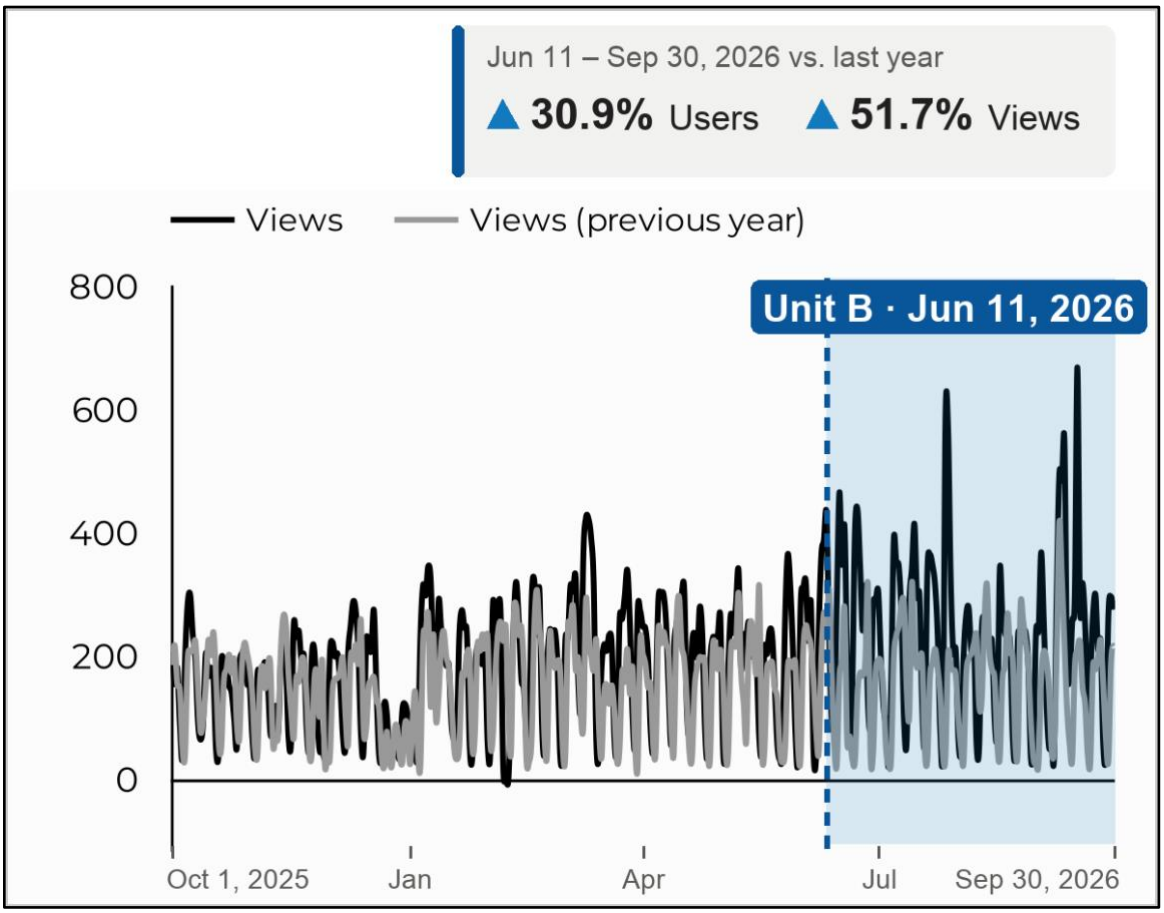
Traffic

Exceptional Family Member Program (EFMP) grew strongly in FY26. Total users rose 26.7% (YoY) to 45,130, and new users rose 29.8% (YoY) to 31,804. Sessions rose 24.0% (YoY) to 58,125, and views rose 28.9% (YoY) to 71,357. After the Unit B update, users rose 30.9% and views rose 51.7% (YoY) from June 11 to September 30, 2026 (Figure 6). Families moved across eight new topic pages, led by Contact, Medical EFMP, and Resources and Forms (Table 12).

Table 12: Exceptional Family Member Program (EFMP) Top Pages by Total Users, FY26

Page	Total Users	Change (YoY)
Exceptional Family Member Program	44,519	18.6% increase
Contact	3,343	No prior-year data
Medical EFMP	1,089	No prior-year data
Resources and Forms	1,008	No prior-year data
Get EFMP Support	776	No prior-year data
Classes, Events, and Support Groups	430	No prior-year data
Respite Care	398	No prior-year data
Child and Youth Access	357	No prior-year data
School Support	325	No prior-year data

Figure 6: Exceptional Family Member Program (EFMP) Views Compared YoY, FY26 (Unit B launch marked)



Traffic Sources

Organic Search led with 22,487 users, followed by Direct with 17,810. Referral brought 4,036 users, including efmp.army.mil and home.army.mil.

- **Organic Search:** 22,487 users
- **Direct:** 17,810 users
- **Referral:** 4,036 users
- **Organic Social:** 1,139 users
- **Top sources by sessions:** Google (26,753), Direct (18,692), Bing (4,061), efmp.army.mil (1,101), home.army.mil (859)

Engagement

Engagement rate was 55%, a 5.0% decrease (YoY), and average session time held at 2:29, a 2.4% decrease (YoY). Families are moving past the main page into specific support topics such as medical enrollment, forms, and respite care.

Army Answers

Army Answers received 8 questions about EFMP in FY26:

- How do I get in direct contact with an EFMP provider
- I'm going to basic training at Fort Benning. Do I need to register my wife and son for EFMP beforehand, or is it done at reception?
- What do I need to bring to the soldier support center in order to enroll my wife in EFMP?
- Can my special needs child who just turned 18 still attend the youth (teen) center?
- How to volunteer for the EFMP program?
- Can I start EFMP screening on projections?
- Are there summer camps at Fort Riley for children with special needs, such as autism?
- Hello. I'm looking for an email address for Fort Carson's EFMP?

Family Advocacy Program (FAP)

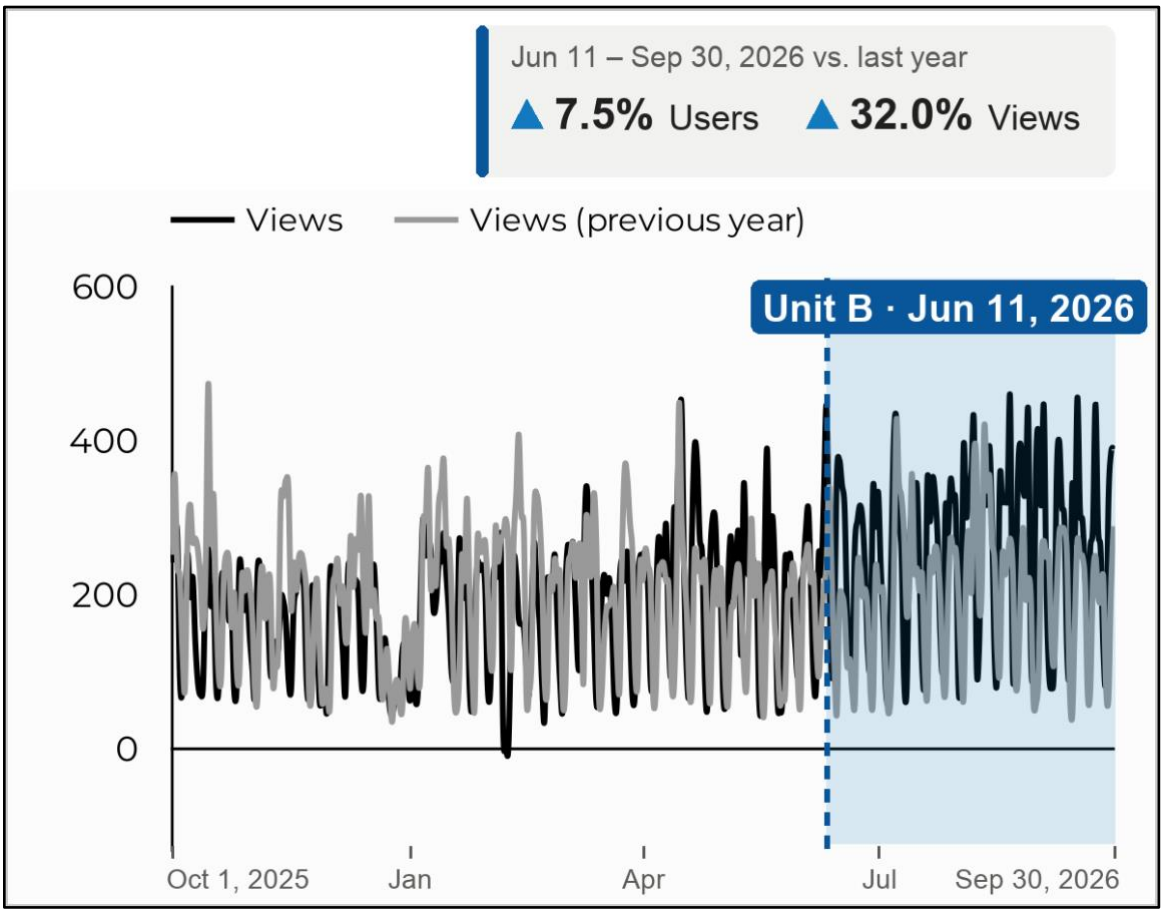
Traffic

Family Advocacy Program (FAP) held steady in FY26 and grew after its update. Total users rose 2.5% (YoY) to 45,888, while new users fell 5.3% (YoY) to 27,011. Sessions held at 58,411, a 0.2% increase (YoY), and views rose 4.5% (YoY) to 74,971. After the Unit B update, users rose 7.5% and views rose 32.0% (YoY) from June 11 to September 30, 2026 (Figure 7). New Parent Support Program and Transitional Compensation both grew (Table 13).

Table 13: Family Advocacy Program (FAP) Top Pages by Total Users, FY26

Page	Total Users	Change (YoY)
Family Advocacy Program	40,329	1.8% decrease
New Parent Support Program (NPSP)	4,436	10.2% increase
Contact	2,851	No prior-year data
Classes and Workshops	2,711	No prior-year data
Victim Advocacy	2,630	7.9% decrease
Transitional Compensation (TC)	746	34.9% increase
Reporting Options	583	No prior-year data
Command and Unit Training	369	No prior-year data

Figure 7: Family Advocacy Program (FAP) Views Compared YoY, FY26 (Unit B launch marked)



Traffic Sources

Organic Search led with 28,326 users, followed by Direct with 13,909. Referral brought 4,145 users, including home.army.mil and Military OneSource.

- **Organic Search:** 28,326 users
- **Direct:** 13,909 users
- **Referral:** 4,145 users
- **Organic Social:** 1,246 users
- **Top sources by sessions:** Google (33,238), Direct (15,028), Bing (4,554), home.army.mil (1,428), installations.militaryonesource.mil (1,172)

Engagement

Engagement rate was 56%, a 2.7% decrease (YoY), and average session time rose 12.0% (YoY) to 2:53. During the launch period, FAP had the longest average session time of all 12 Unit B programs (3:02), showing families reading sensitive content carefully.

Army Answers

Army Answers received 7 questions about the Family Advocacy Program, including New Parent Support, in FY26:

- Marriage counseling
- New parent program
- I'm trying to register for anger management
- I'm in ait and I need a marriage counselor how do I start the process
- Where can I get NPSP support at fort Bragg
- How can I work as a domestic violence advocate, given my background as a cultural and linguistic mediator degree? I am from Italy
- Abuse and tro and federal and civil case

Relocation Readiness

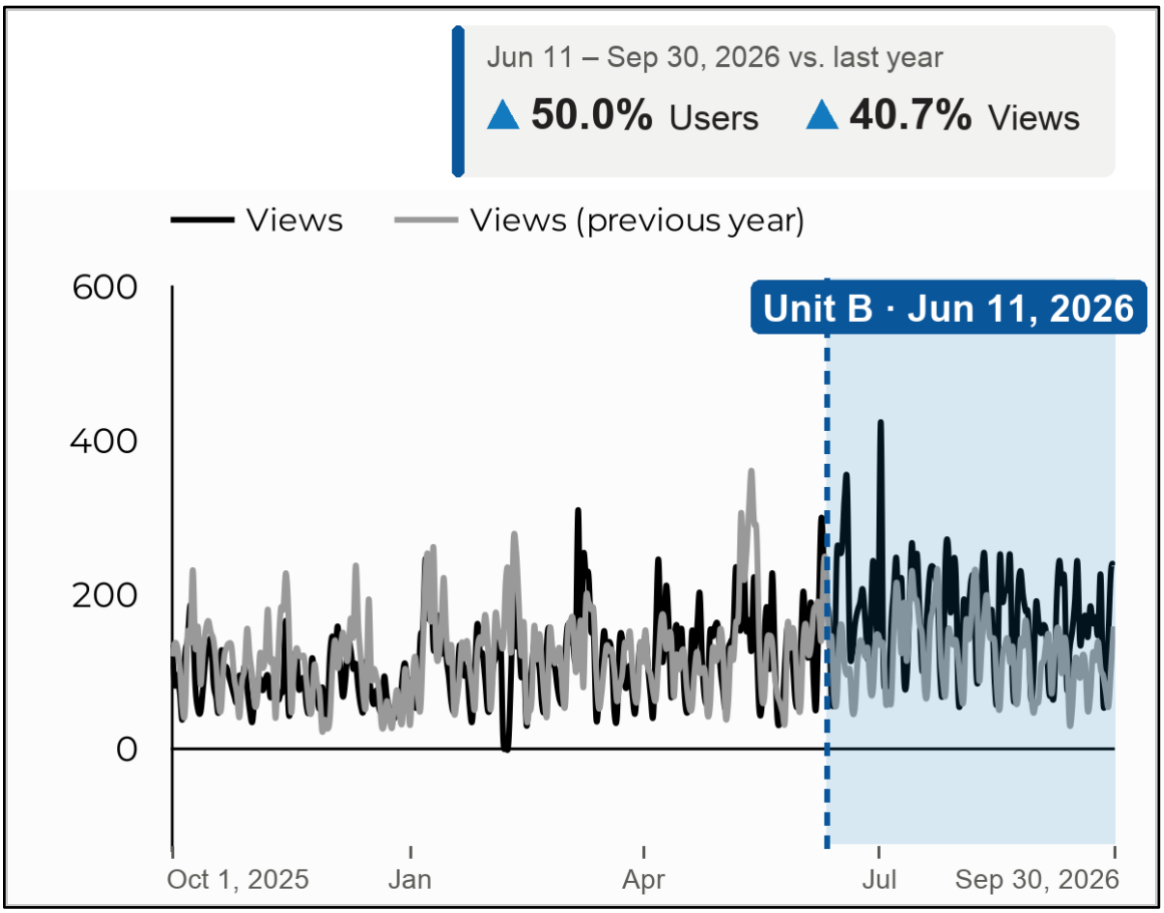
Traffic

Relocation Readiness grew its audience in FY26. Total users rose 15.2% (YoY) to 35,115, and new users rose 11.2% (YoY) to 18,440. Sessions rose 10.4% (YoY) to 41,877, and views rose 5.9% (YoY) to 46,954. After the Unit B update, users rose 50.0% and views rose 40.7% (YoY) from June 11 to September 30, 2026, during peak PCS season (Figure 8). Newcomer Orientation, Lending Closet, and Planning Your Move all grew sharply (Table 14).

Table 14: Relocation Readiness Top Pages by Total Users, FY26

Page	Total Users	Change (YoY)
Relocation Readiness	23,002	6.3% decrease
Newcomer Orientation	8,534	52.0% increase
Lending Closet	1,997	100.1% increase
Planning Your Move	1,490	167.0% increase
Extra Support Services	1,145	No prior-year data
Relocation Resources and Tools	916	No prior-year data
Language and Cultural Support	723	154.6% increase
Contact	720	No prior-year data
Sponsorship Support	570	No prior-year data

Figure 8: Relocation Readiness Views Compared YoY, FY26 (Unit B launch marked)



Traffic Sources

Direct led with 20,863 users, nearly double Organic Search with 10,936. Referral brought 5,679 users, led by home.army.mil and Military OneSource.

- **Direct:** 20,863 users
- **Organic Search:** 10,936 users
- **Referral:** 5,679 users
- **Organic Social:** 1,317 users
- **Top sources by sessions:** Direct (22,629), Google (12,169), home.army.mil (3,529), installations.militaryonesource.mil (1,710), Bing (1,667)

Engagement

Engagement rate was 57%, a 12.7% decrease (YoY), and average session time was 2:07, a 5.9% decrease (YoY). Visitors are going straight to the topic they need, such as newcomer orientation or the lending closet.

Army Answers

Army Answers received 6 questions in FY26 from families in the middle of a PCS move. They asked how to get a sponsor, where to find temporary household items while waiting for household goods, how to set up a DITY move, where to stay on arrival, and how to get on a child care waitlist before moving.

- How do I get financial assistance to move my wife from out of state to our apartment where I am stationed?
- I am PCS'ing to Hawaii how would I go about get a sponsor?
- Our household goods haven't arrived at Fort Carson. Where can we get temporary furniture and kitchen items?
- Do I need to set up with DPS for a PCS DITY move?
- I am pcsing to south korea this summer. what if there are no lodging available at camp humphreys when i arrive?
- How do I get my child on the childcare list for an upcoming PCS

Recommendations

- Add a Before You Move checklist to the main Relocation Readiness page that covers sponsorship, the lending closet for temporary household items, and child care waitlists.

Survivor Outreach Services (SOS)

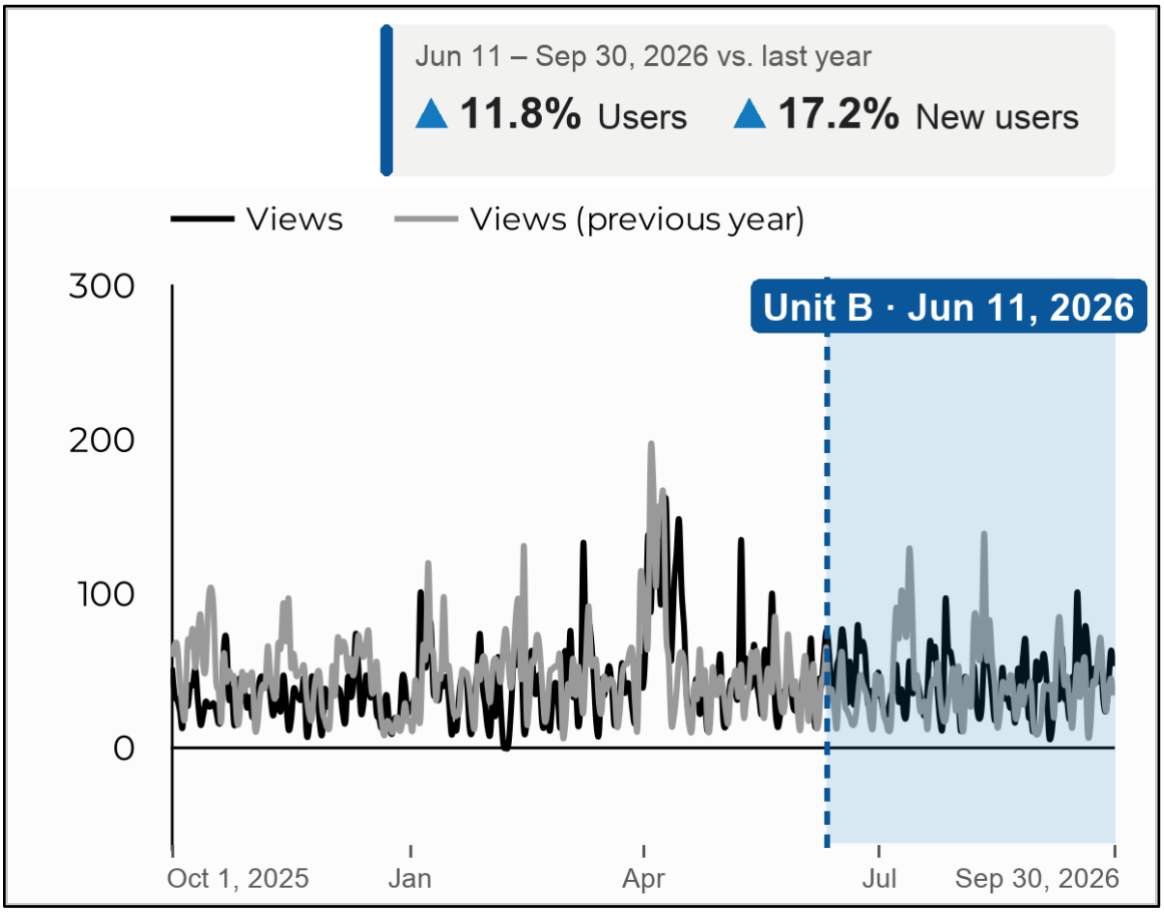
Traffic

Survivor Outreach Services (SOS) held its audience in FY26 and grew after its update. Total users rose 1.8% (YoY) to 11,939, while new users fell 2.6% (YoY) to 8,036. Sessions fell 4.5% (YoY) to 13,431, and views fell 9.8% (YoY) to 15,183. After the Unit B update, users rose 11.8% and new users rose 17.2% (YoY) from June 11 to September 30, 2026 (Figure 9). The Gold Star Pins page grew 61.4% for the year (Table 15).

Table 15: Survivor Outreach Services (SOS) Top Pages by Total Users, FY26

Page	Total Users	Change (YoY)
Survivor Outreach Services	10,617	7.5% decrease
Gold Star Pins	1,114	61.4% increase
Contact	375	No prior-year data
Eligibility	343	No prior-year data
Support Services	335	No prior-year data
Resources	317	Near zero last year

Figure 9: Survivor Outreach Services (SOS) Views Compared YoY, FY26 (Unit B launch marked)



Traffic Sources

Direct led with 5,619 users, followed by Organic Search with 4,240. Referral was strong at 2,696 users, mostly from home.army.mil.

- **Direct:** 5,619 users
- **Organic Search:** 4,240 users
- **Referral:** 2,696 users
- **Organic Social:** 309 users

- **Top sources by sessions:** Direct (5,780), Google (4,535), home.army.mil (2,138), Bing (634), m.facebook.com (170)

Engagement

Engagement rate was 52%, a 13.4% decrease (YoY), and average session time was 1:44, a 29.0% decrease (YoY). During the launch period, the Gold Star Pins page grew 1,850% (YoY), surfacing a resource the Gold Star community was looking for.

Army Answers

Army Answers received 2 questions about Survivor Outreach Services in FY26:

- Survivor assistance for retired officer
- I'm the former spouse of a retired CW4 who passed away, and I was awarded survivor benefits. Where can I get help claiming them?

Army Volunteer Corps (AVC)

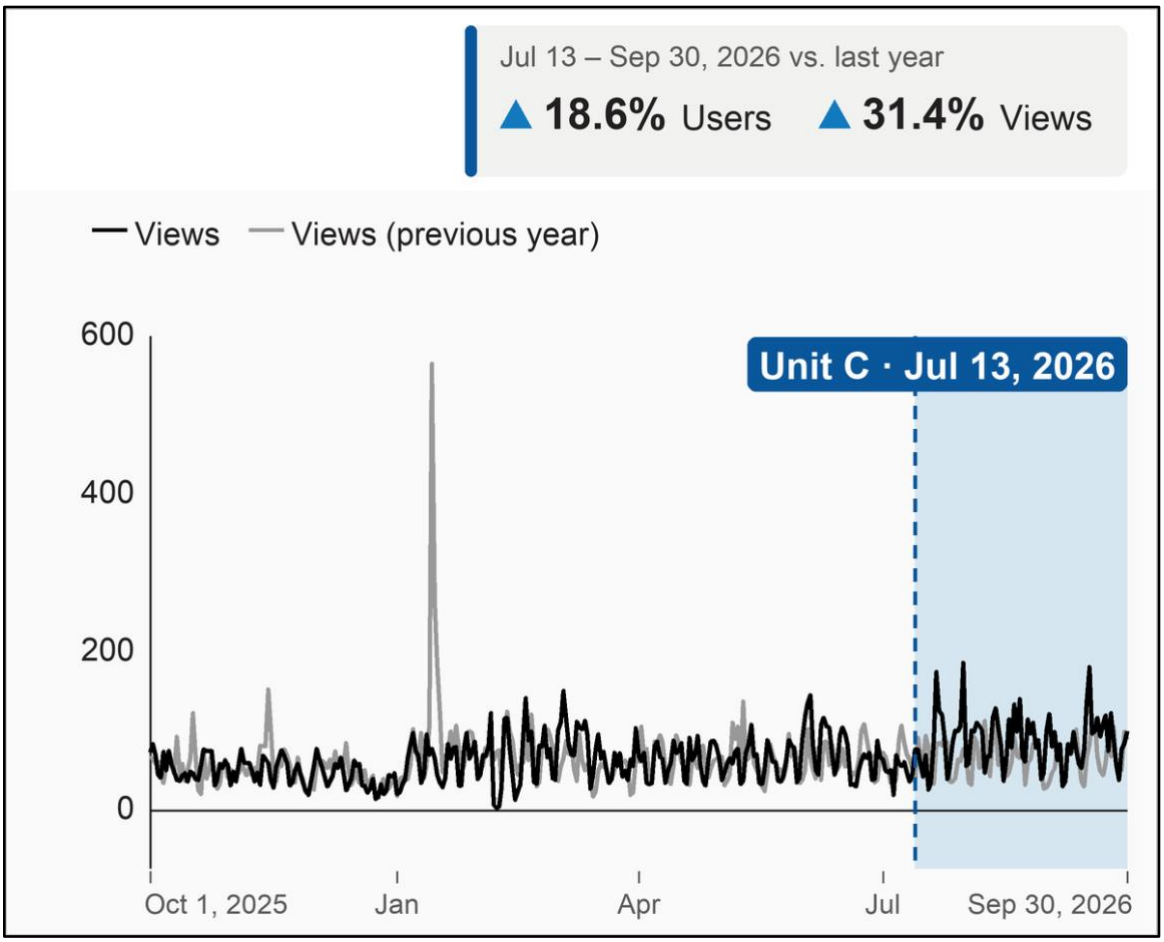
Traffic

Army Volunteer Corps (AVC) grew its audience in FY26. Total users rose 6.4% (YoY) to 18,016, including 10,820 new users. Sessions rose 7.5% (YoY) to 21,451, and views rose 3.8% (YoY) to 24,169. After the Unit C update, users rose 18.6% and views rose 31.4% (YoY) from July 13 to September 30, 2026 (Figure 10). Volunteer Opportunities and VMIS & Tracking Hours were the top new pages (Table 16).

Table 16: Army Volunteer Corps (AVC) Top Pages by Total Users, FY26

Page	Total Users	Change (YoY)
Army Volunteer Corps	17,537	1.2% increase
Volunteer Opportunities	749	No prior-year data
Contact	428	No prior-year data
VMIS & Tracking Hours	336	No prior-year data
How to Volunteer	303	No prior-year data
Forms	190	No prior-year data
Benefits & Recognition	176	No prior-year data

Figure 10: Army Volunteer Corps (AVC) Views Compared YoY, FY26 (Unit C launch marked)



Traffic Sources

Organic Search led with 10,526 users, followed by Direct with 6,397. Referral brought 1,546 users, led by the Army Family Web Portal, where VMIS is hosted.

- **Organic Search:** 10,526 users
- **Direct:** 6,397 users
- **Referral:** 1,546 users
- **Organic Social:** 386 users
- **Top sources by sessions:** Google (10,952), Direct (6,953), Bing (1,842), armyfamilywebportal.com (633), home.army.mil (620)

Engagement

Engagement rate was 64%, a 7.8% decrease (YoY), and average session time rose 21.4% (YoY) to 3:00. After launch, AVC had the longest average session time of the seven Unit C programs, showing volunteers working through the content in depth.

Army Answers

Army Answers received 13 questions about volunteering and VMIS in FY26:

- How can i get access as Organization POC for VMIS approval for my unit
- I'm looking for volunteer coaches for YMCA children's sports leagues. Can you help?
- Where can i volunteer to help soldiers?
- I host community events can these be registered hours for VMIS
- If I volunteer as an umpire can I get volunteer hours
- Does fostering animals help towards my volunteer hours on vmis
- I'm a military spouse and licensed dental hygienist. Can I volunteer at an on-post clinic to keep my skills current?
- Where can i volunteer for vilsecks auto skill center
- Does your RV park offer park host opportunities for campers to work or volunteer there for months at a time??
- How to volunteer
- Army volunteer paid
- Where can I find volunteer opportunities for the Library on Redstone Arsenal
- How do I volunteer with the MWR ORGANIZATION?

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

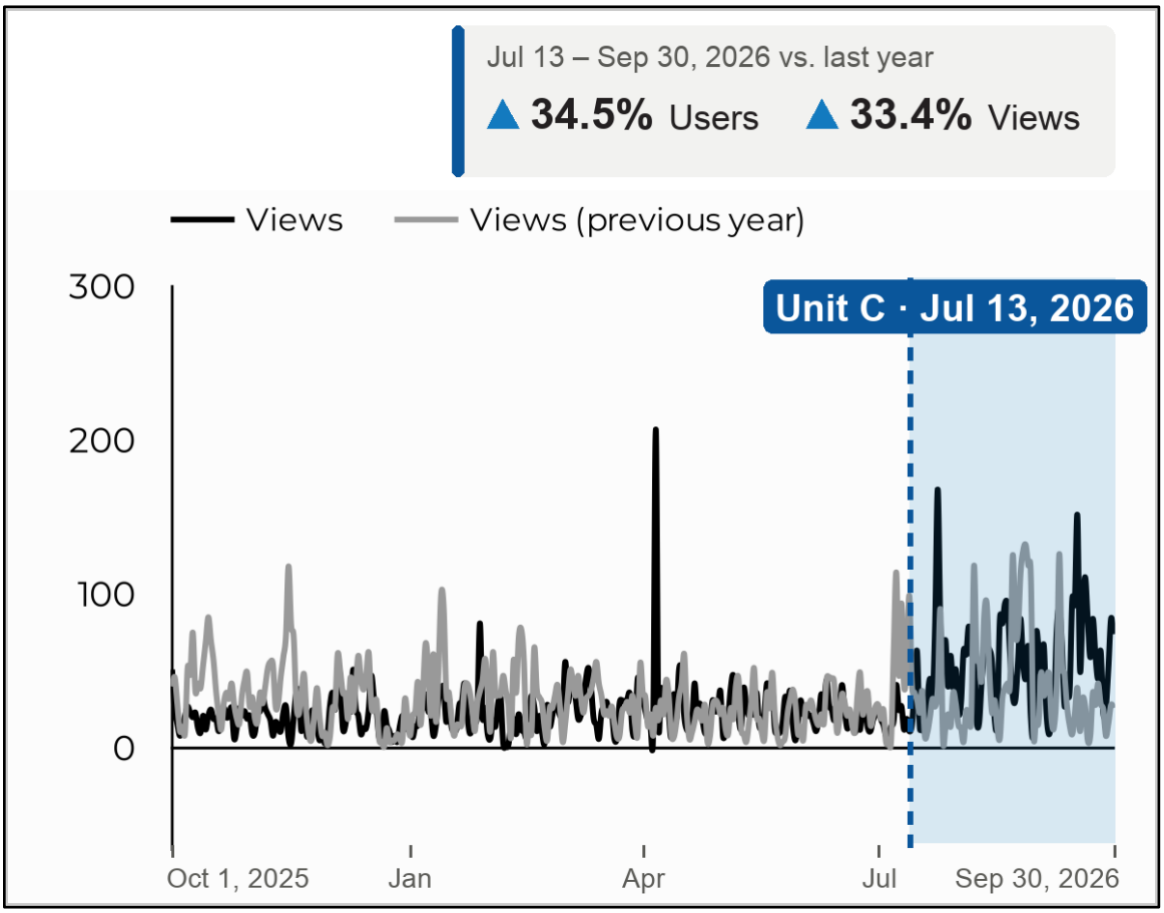
Traffic

Mobilization, Deployment & Stability Support Operations (MD&SSO) grew its audience in FY26. Total users rose 7.6% (YoY) to 9,145, while new users fell 8.2% (YoY) to 4,081. Sessions held at 10,168, a 0.4% increase (YoY), and views fell 10.4% (YoY) to 10,805. After the Unit C update, users rose 34.5% and views rose 33.4% (YoY) from July 13 to September 30, 2026 (Figure 11). Visitors spread across the full deployment cycle, led by the SFRG page (Table 17).

Table 17: Mobilization, Deployment & Stability Support Operations (MD&SSO) Top Pages by Total Users, FY26

Page	Total Users	Change (YoY)
Mobilization, Deployment & Stability Support Operations	7,364	15.5% decrease
Soldier & Family Readiness Groups (SFRGs)	597	No prior-year data
Training & Classes	465	No prior-year data
Contact	411	No prior-year data
Care Teams & Casualty Response	198	No prior-year data
Resources & Helpful Links	186	No prior-year data
Preparing for Deployment	184	No prior-year data
Emergency & Disaster Support	181	No prior-year data
Homecoming & Reintegration	152	No prior-year data
Support During Deployment	144	No prior-year data

Figure 11: Mobilization, Deployment & Stability Support Operations (MD&SSO) Views Compared YoY, FY26 (Unit C launch marked)



Traffic Sources

Organic Search and Direct brought nearly equal numbers of users, at 4,722 and 4,429. Referral brought 805 users, led by home.army.mil and Military OneSource.

- **Organic Search:** 4,722 users
- **Direct:** 4,429 users
- **Referral:** 805 users
- **Organic Social:** 108 users
- **Top sources by sessions:** Google (4,616), Direct (4,490), Bing (1,036), home.army.mil (200), installations.militaryonesource.mil (193)

Engagement

Engagement rate was 60%, a 5.1% decrease (YoY), and average session time rose 11.5% (YoY) to 2:05. The main page lost users as visitors moved straight to topic pages such as SFRGs and Training & Classes.

Army Answers

Army Answers received 3 questions about deployments in FY26:

- Who can I talk to for counseling about my son being deployed to Middle East
- How do I apply deployment child
- Deployment ceremony

Soldier and Family Assistance Center (SFAC)

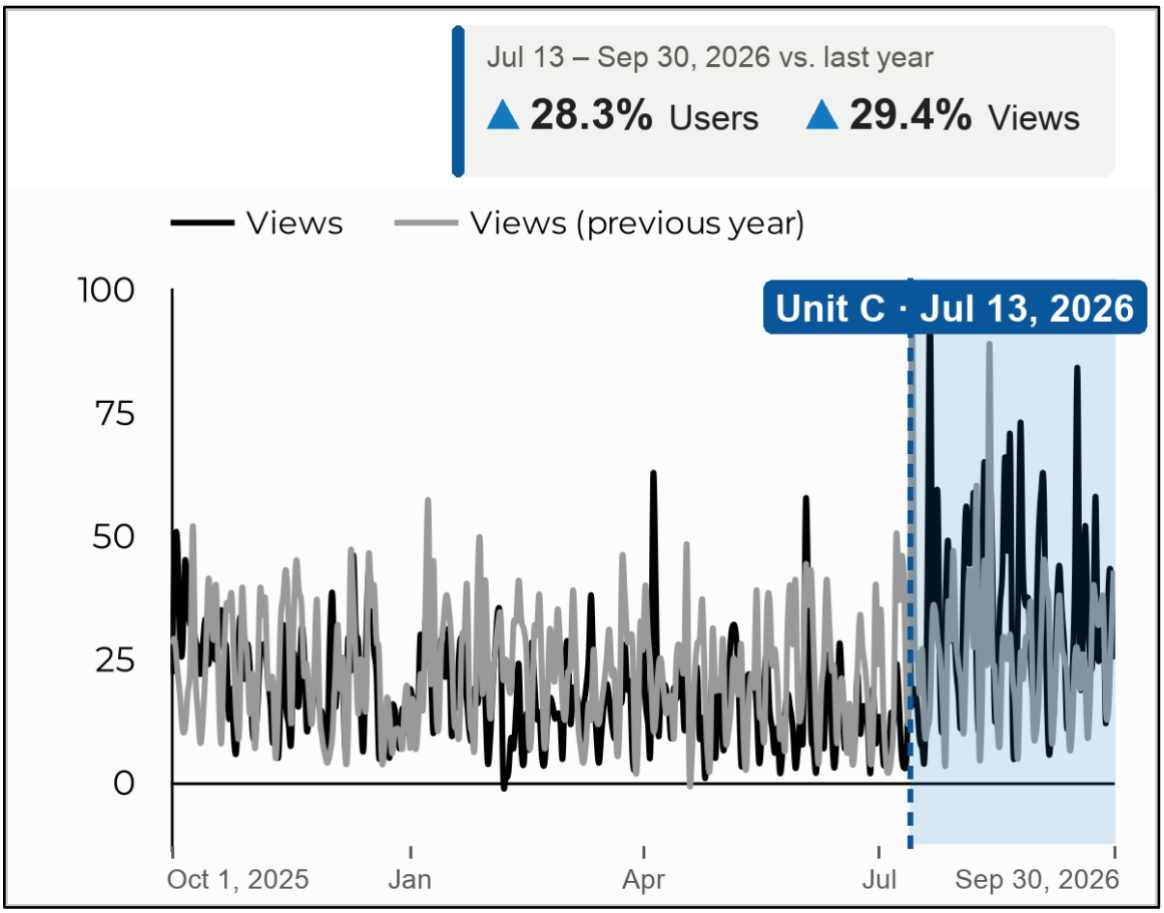
Traffic

Soldier and Family Assistance Center (SFAC) held its audience in FY26 and grew after its update. Total users rose 1.2% (YoY) to 6,568, and new users rose 1.2% (YoY) to 2,506. Sessions fell 4.8% (YoY) to 7,248, and views fell 8.6% (YoY) to 7,796. After the Unit C update, users rose 28.3% and views rose 29.4% (YoY) from July 13 to September 30, 2026 (Figure 12). Visitors moved through SFAC Services, How SFAC Works, and Who SFAC Supports (Table 18).

Table 18: Soldier and Family Assistance Center (SFAC) Top Pages by Total Users, FY26

Page	Total Users	Change (YoY)
Soldier and Family Assistance Center (SFAC)	6,324	7.0% decrease
Contact	287	No prior-year data
SFAC Services	160	No prior-year data
How SFAC Works	107	No prior-year data
Who SFAC Supports	98	No prior-year data

Figure 12: Soldier and Family Assistance Center (SFAC) Views Compared YoY, FY26 (Unit C launch marked)



Traffic Sources

Organic Search led with 3,489 users, followed by Direct with 2,564. Referral brought 813 users, led by home.army.mil.

- **Organic Search:** 3,489 users
- **Direct:** 2,564 users
- **Referral:** 813 users
- **Organic Social:** 76 users
- **Top sources by sessions:** Google (3,283), Direct (2,702), Bing (653), home.army.mil (330), armyfamilywebportal.com (126)

Engagement

Engagement rate was 65%, a 13.5% decrease (YoY), and average session time was 1:42, a 5.7% decrease (YoY). After launch, average session time rose 65.6% (YoY) to 2:14 as visitors read deeper into the new pages.

Army Answers

Army Answers received 1 question about transition support in FY26:

- How do I purchase a house during my transition from active duty as a medical retiree

Recommendations

- Bring the Unit A to C page structure to the ACS programs not yet updated: Army Family Action Plan, Army Family Web Portal, and Information and Referral.