



# CYS Insights and Recommendations

Second Quarter FY26

# CYS Traffic

Child and Youth Services delivered strong growth across most traffic metrics during Q2 FY26. Total users grew 20.0% year over year to 284,695, and new users rose 14.5% to 186,076, indicating the program is successfully expanding its reach to both new and returning audiences. Sessions increased 6.4% to 391,501, and views grew 9.3% to 565,582 year over year. Average session duration grew 13.6% to 3 minutes and 16 seconds, a positive signal indicating users who arrive are spending more time engaging with CYS content than in the prior year. The engagement rate declined 4.4% to 58%, and pages per user fell 9.8% to 2.02, suggesting users are arriving at a higher rate but navigating fewer pages per visit than in the prior year.

## Key Metrics (Compared Year-over-Year)

- Total Users: 284,695 (+20.0%)
- New Users: 186,076 (+14.5%)
- Sessions: 391,501 (+6.4%)
- Views: 565,582 (+9.3%)
- Engagement Rate: 58% (-4.4%)
- Avg. Session Duration: 03:16 (+13.6%)
- Pages per User: 2.02 (-9.8%)

# Heatmaps

Heatmaps have been successfully implemented for many programs on HQ, offering valuable insights into user behavior on key pages. These tools will help pinpoint areas of high engagement and reveal opportunities to optimize the user experience and overall site performance. As additional data is gathered from the heatmaps, this will allow for targeted optimizations and strategic improvements to further enhance user engagement and site functionality.

## Click Map

On the click heatmap, you can for example find out where confusing colors or elements make your visitors think that something is clickable. It also lets you see where your visitors go next or what they are looking for.

Figure 1: CYS Click Map

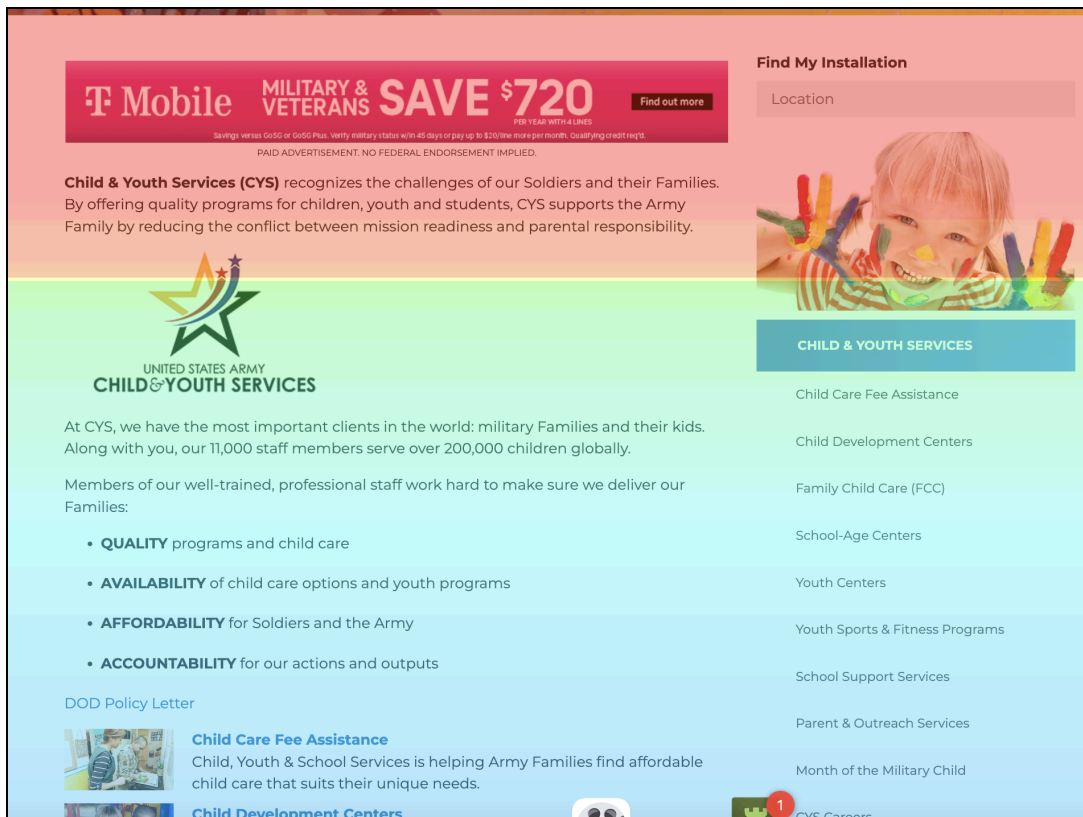


Orange Above-the-Fold Line: Represents the average viewport height, indicating the portion of content visible to users before scrolling.

## Scroll Map

Scroll heatmaps use colors to visualize how far down in a page your visitors scroll. When you hover on the Scroll heatmap, you see exactly how many percent have scrolled down to a certain position. This lets you for example find out if there is important content positioned too far down the page, whether your visitors are encouraged to scroll, and more.

Figure 2: CYS Scroll Map



## Scroll Depth Heatmap

Colors indicate user engagement as they scroll down the page: red/orange shows high engagement, yellow shows moderate engagement, and blue indicates lower engagement areas.

# How many new pages of content did installations create last quarter?

Web managers created a total of 847 new pages on EPW last quarter. It is important to note that the total excludes data from calendar events and directory pages.

- 97 pages were added to CYS.

Table 1: Total Number of New Pages Added to CYS

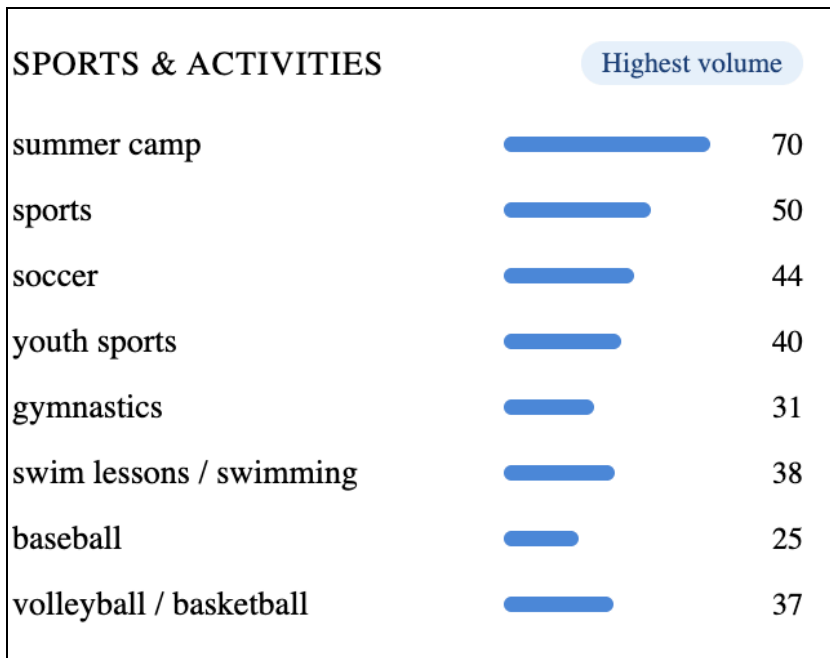
| Name                                 | Total ▼ |
|--------------------------------------|---------|
| Child Safety and Reporting           | 9       |
| New Parent Support Program (NPSP)    | 9       |
| Parent Resources                     | 9       |
| Instructional Programs               | 9       |
| Child and Youth Access               | 9       |
| Exceptional Family Member Program    | 7       |
| School Age Centers                   | 7       |
| Family Advocacy Program 2            | 6       |
| Family Advocacy Program              | 3       |
| Exceptional Family Member Program 2  | 2       |
| School Age Centers 2                 | 2       |
| What's Happening!                    | 1       |
| CYS Summer Camp                      | 1       |
| Family Game Night - Registration     | 1       |
| Black Knight Football + Cheerleading | 1       |
| Smart Start Sports, Ages 3-4         | 1       |
| Parent Advisory Board Meetings       | 1       |
| Teen Glow Bowl 2026                  | 1       |

# Search

Five thematic categories emerged from the CYS search data: sports and activities, program access and navigation, registration and payments, childcare and family support, and teen and youth programs.

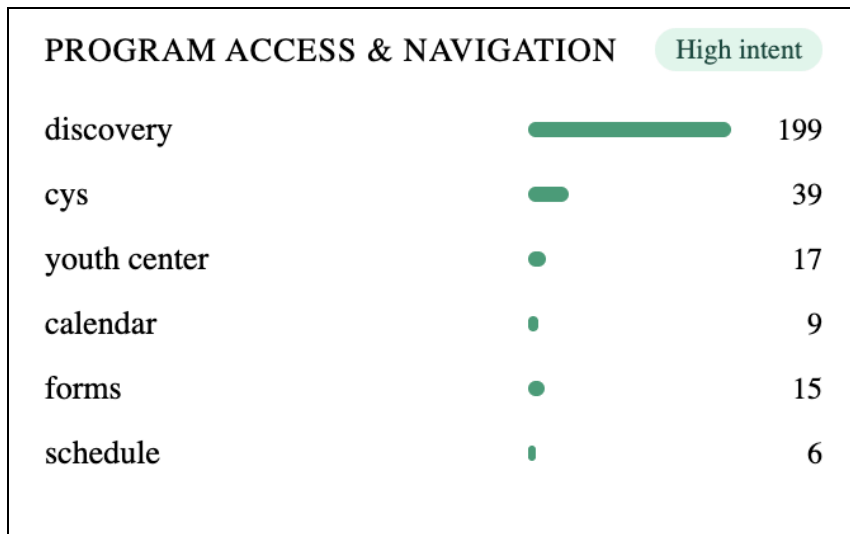
Sports and activities terms account for 390 or more combined searches. Summer camp, soccer, gymnastics, swim lessons, baseball, volleyball, and basketball collectively represent the highest-demand content category in the CYS dataset. A dedicated sports and activities landing page with seasonal schedules and registration links would significantly reduce repeat searches.

Figure 3: Sports and activities search terms by total searches, CYS program, Q2 FY26



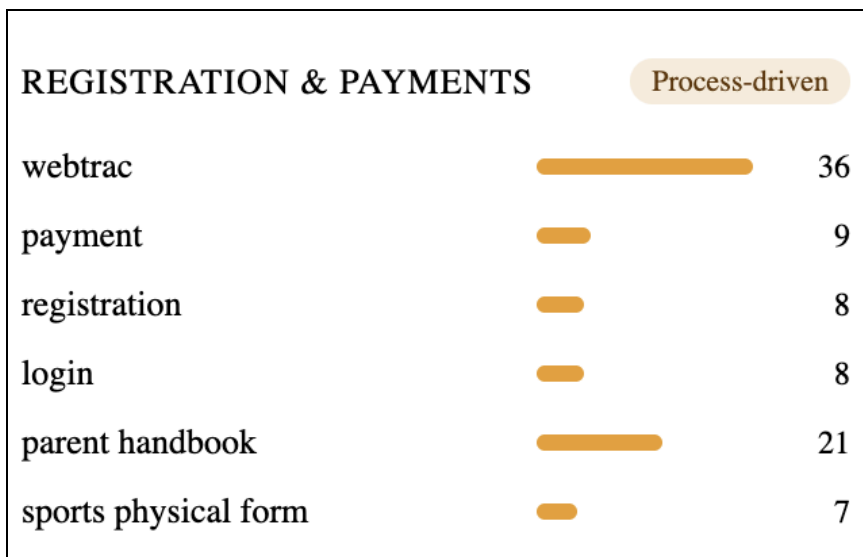
"Discovery" is the top search term (199 searches, 35 users, 5.69 searches per user). The highest search count per user recorded across both ACS and CYS programs. Users are searching repeatedly without finding what they need. A dedicated program index or improved search results page is the most direct solution.

Figure 4: Program access and navigation search terms by total searches, CYS program, Q2 FY26



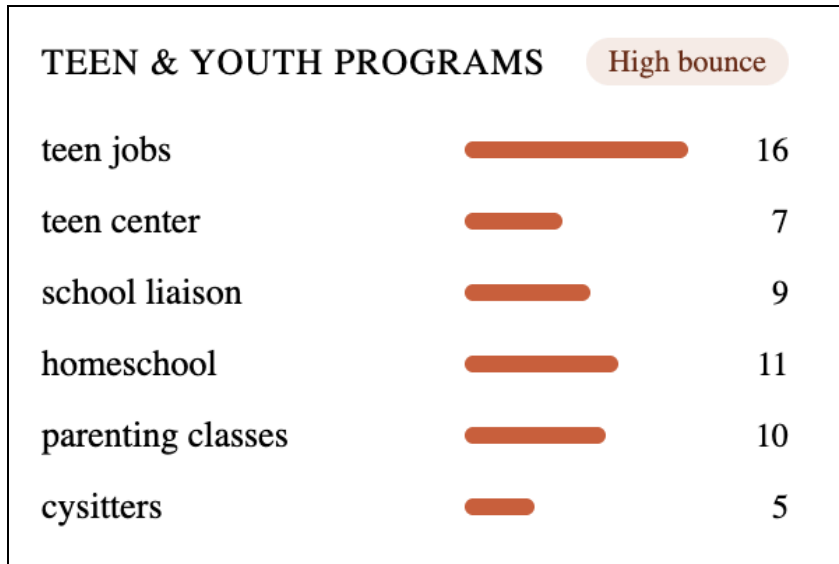
WebTrac has a 35.71% bounce rate (36 searches). Users searching for WebTrac are landing on a page that does not meet their expectations. A clearly labeled WebTrac access page with step-by-step login and registration instructions would reduce both bounce and repeat searches across the registration cluster.

Figure 5: Registration and payments search terms by total searches, CYS program, Q2 FY26



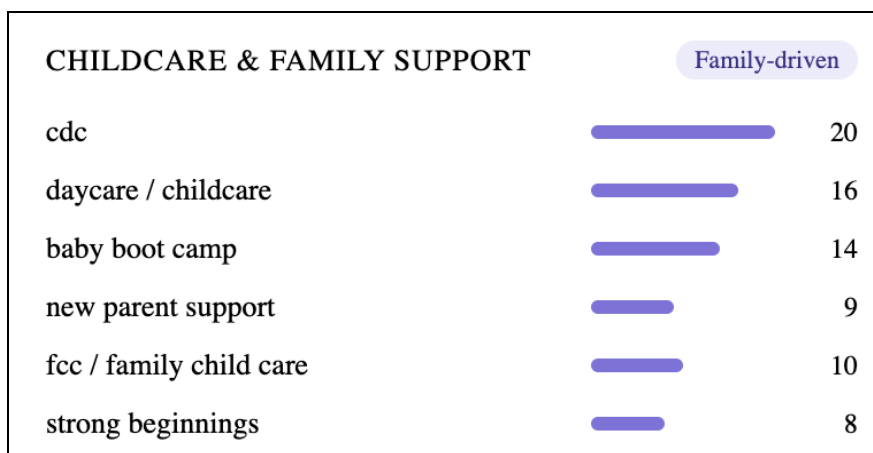
Teen jobs has a 78% bounce rate (16 searches, 6 users), the highest bounce rate among high-volume terms. A dedicated page covering teen employment opportunities, workforce preparation programs, and age-appropriate job resources would directly address this gap.

Figure 6: Teen and youth programs search terms by total searches, CYS program, Q2 FY26



Childcare and family support queries, including CDC, daycare, childcare, baby boot camp, new parent support, and FCC, reflect a consistent demand for early childhood and infant care information. The 40% bounce rate on new parent support program is the most actionable signal in this cluster and suggests the content users are landing on does not match what they are looking for.

Figure 7: Childcare and family support search terms by total searches, CYS program, Q2 FY26



# WebTrac

- 30,181 Parents clicked on a WebTrac link to pay for a service.

Table 2: CYS Program Pages with WebTrac Click-Throughs

| Page Location   | Total |
|---|-------|
| <a href="https://jblm.armymwr.com/programs/aquatics/youth-swim-lessons">https://jblm.armymwr.com/programs/aquatics/youth-swim-lessons</a>             | 1,419 |
| <a href="https://jblm.armymwr.com/programs/parentcentral">https://jblm.armymwr.com/programs/parentcentral</a>   | 1,197 |
| <a href="https://bragg.armymwr.com/programs/cys-services-sports-fitness">https://bragg.armymwr.com/programs/cys-services-sports-fitness</a>           | 1,174 |
| <a href="https://jackson.armymwr.com/programs/cys-services">https://jackson.armymwr.com/programs/cys-services</a>                                     | 1,021 |
| <a href="https://stuttgart.armymwr.com/programs/cys-sports-fitness">https://stuttgart.armymwr.com/programs/cys-sports-fitness</a>                     | 799   |
| <a href="https://jblm.armymwr.com/programs/youth-sports">https://jblm.armymwr.com/programs/youth-sports</a>   | 692   |
| <a href="https://jblm.armymwr.com/programs/youth-sports-and-fitness">https://jblm.armymwr.com/programs/youth-sports-and-fitness</a>                   | 682   |
| <a href="https://campbell.armymwr.com/programs/cys-s/parent-central-services">https://campbell.armymwr.com/programs/cys-s/parent-central-services</a> | 669   |
| <a href="https://campbell.armymwr.com/programs/cys-s/youth-sports">https://campbell.armymwr.com/programs/cys-s/youth-sports</a>                       | 615   |
| <a href="https://meade.armymwr.com/programs/youth-sports">https://meade.armymwr.com/programs/youth-sports</a>   | 615   |

# The Month of the Military Child

The Month of the Military Child (MOMC) program delivered strong growth across all traffic metrics during Q2 FY26. Total users grew 32.9% year over year to 7,060, and new users rose 40.4% to 3,947, indicating the campaign is successfully reaching a significantly expanded first-time audience. Sessions increased 36.9% to 9,235, and views grew 43.1% to 13,039 year over year. The stronger growth in new users and views relative to total users and sessions signals that the campaign is attracting first-time visitors who are exploring content broadly, which is consistent with an awareness-driven campaign reaching audiences who may be encountering MOMC content for the first time.

Organic search was the leading acquisition channel at 3,452 users, followed by direct at 2,061 users and organic social at 1,477 users. Organic social is notably strong for MOMC relative to other CYS programs, accounting for 1,477 users and reflecting the campaign's social media-driven awareness strategy. HQ led all installations at 2,451 users, a 68.1% increase year over year, followed by Fort Campbell at 1,817 users, a 87.5% increase. Fort Sill recorded the most dramatic growth at 3,866.7% year over year, though from a small baseline. The top link click data shows strong engagement with [armyeitaas.sharepoint-mil.us](#) (131 and 108 clicks across two URLs) and [mwrbrandcentral.com](#) (68 clicks), indicating users are actively navigating to campaign resources and Brand Central assets. Brand Central recorded 65 total downloads during the quarter, with the campaign collection page at [mwrbrandcentral.com](#) accounting for 27 of those downloads.

Engagement metrics were among the strongest recorded across the CYS program this quarter. The engagement rate rose 1.5% to 66% year over year, one of only a few programs across the CYS program to record a year over year improvement in engagement rate. The combination of strong traffic growth, improving engagement rate, and high views growth indicates the MOMC campaign is performing well across both reach and quality dimensions, making it one of the most successful programs in the CYS program this quarter.

## Child Development Centers (CDC)

The Child Development Centers (CDC) program experienced modest declines across most traffic metrics during Q2 FY26. Total users fell 3.2% year over year to 10,817, and new users declined 9.9% to 5,388, indicating the program is losing ground with first-time audiences at a faster rate than its returning base. Sessions decreased 8.3% to 13,803, and views fell 6.3% to 16,327 year over year.

Organic search was the leading acquisition channel at 8,115 users, followed by direct at 1,939 users and referral at 703 users. Google was the top session source at 803 users, followed by Bing at 118 users and direct at 78 users. Installations.militaryonesource.mil (67 users) and home.army.mil (28 users) contributed meaningful referral traffic from trusted Army resources. The session source data reflects a program that is primarily discovered through organic search, making SEO performance the most critical channel to protect and grow heading into Q3 FY26.

Engagement metrics were a relative bright spot during Q2 FY26. The engagement rate rose 1.2% to 72%, the strongest engagement rate recorded across the CYS program this quarter. Average session time declined 14.6% to 2 minutes and 14 seconds year over year, which is worth monitoring but is partially offset by the stable engagement rate. The combination of a high engagement rate and declining session time suggests users are arriving with clear intent, finding relevant content efficiently, and exiting without needing to spend extended time on the page.

## CYS Careers

The CYS Careers program recorded mixed performance during Q2 FY26. New users grew 28.8% to 985, a strong signal that the program is successfully reaching first-time audiences. However, total users declined 11.7% year over year to 1,612, and sessions and views fell 14.1% and 17.1% respectively, indicating the returning audience base is shrinking faster than new users can offset it. The engagement rate declined 9.6% to 68% year over year, continuing a softening trend across the CYS program.

Organic search was the leading acquisition channel at 777 users, followed by direct at 514 users and referral at 179 users. The channel mix reflects a program that draws both search-driven new visitors and a direct-access returning audience in roughly equal measure. The KPI data provides the most actionable performance signal this quarter: the "Continue" link recorded 875 clicks, indicating strong intent among users who engage with the careers pathway content. The CYS Career Guide was downloaded 216 times and the Rack Card 45 times, establishing a useful baseline for measuring content asset performance in future quarters.

Engagement metrics softened during Q2 FY26. The engagement rate declined 9.6% to 68%, and views fell 17.1% to 2,319 year over year. The strong new user growth (28.8%) alongside declining total users and views suggests the program is attracting new visitors but not retaining them across multiple sessions. The 875 "Continue" link clicks relative to 1,612 total users indicates a meaningful share of visitors are taking the intended next step, which is a positive conversion signal despite the overall traffic decline.

Engagement metrics suggest strong intent among those who do arrive. The engagement rate held at 68%, and interaction data shows clear focus on progression actions.

- 216 downloads of the CYS Career Guide
- 45 downloads of the Rack Card

# Child Care Fee Assistance

The Child Care Fee Assistance program delivered exceptional growth during Q2 FY26. Total users grew 82.1% year over year to 1,901, and new users declined 17.7% to 260, presenting an interesting dynamic where overall traffic surged while first-time visitor numbers fell. Sessions increased 76.4% to 2,194, and views rose 69.5% to 2,542 year over year. The strong growth in total users alongside declining new users suggests the program is being revisited frequently by a returning audience.

Organic search was the leading acquisition channel at 1,167 users, followed by direct at 399 users and referral at 272 users. Google was the top session source at 930 users, followed by direct at 399 users and Bing at 211 users. Traffic is heavily concentrated at [www.armymwr.com](http://www.armymwr.com), which accounted for 1,880 of the program's 1,901 total users, with installation subdomains contributing minimally.

Engagement metrics were the strongest recorded across the CYS program this quarter. The engagement rate rose 4.6% to 82%, the highest engagement rate recorded across both the ACS and CYS programs this quarter. Average session time declined modestly 6.2% to 1 minute and 41 seconds, which paired with the 82% engagement rate indicates users are arriving with clear intent, completing their primary task efficiently, and exiting without needing to spend extended time on the page. This task-completion pattern is consistent with a program serving families who know what they need and are visiting specifically to access or manage their fee assistance information.

## Family Child Care (FCC)

The Family Child Care (FCC) program delivered solid growth during Q2 FY26. Total users grew 12.1% year over year to 9,382, and new users rose 15.3% to 4,702, indicating the program is successfully expanding its reach to first-time audiences at a healthy rate. Sessions increased 7.0% to 11,486, and views grew modestly 1.5% to 14,999 year over year. The gap between new user growth (15.3%) and views growth (1.5%) suggests new visitors are arriving but not exploring multiple pages.

Organic search was the leading acquisition channel at 4,805 users, followed by direct at 3,435 users and referral at 656 users. The FCC Provider Application (DA 5219) form download data provides an additional performance layer this quarter. Total downloads fell 22.4% year over year to 618, with the majority of declines concentrated at Campbell (30.8% decrease), Bragg (41.0% decrease), Riley (46.7% decrease), and Bliss (77.3% decrease). Hawaii (111.1% increase), Belvoir (125.0% increase).

Engagement metrics softened during Q2 FY26. The engagement rate declined 9.0% to 61%, and average session time fell 31.4% to 1 minute and 45 seconds year over year. The combination of declining engagement rate and sharply falling session time suggests users are arriving, completing a quick scan, and exiting without engaging deeply with the content. The 31.4% drop in average session time is one of the steepest recorded across the CYS program this quarter and suggests the current page content is not giving users enough reason to stay and explore further.

### FCC Provider Application Downloads:

- **Total downloads:** 618

Table 3: DA 5219 Download Counts by Installation Compared to Previous Year

| Installation             | DA 5219 Downloads | YoY    |
|--------------------------|-------------------|--------|
| www.armymwr.com          | 228               | -1.7%  |
| campbell.armymwr.com     | 72                | -30.8% |
| bragg.armymwr.com        | 46                | -41.0% |
| hawaii.armymwr.com       | 38                | 111.1% |
| hood.armymwr.com         | 36                | -25.0% |
| drum.armymwr.com         | 26                | 0.0%   |
| sill.armymwr.com         | 22                | 37.5%  |
| belvoir.armymwr.com      | 18                | 125.0% |
| riley.armymwr.com        | 16                | -46.7% |
| stewarhunter.armymwr.com | 16                | -42.9% |
| carson.armymwr.com       | 14                | -50.0% |
| knox.armymwr.com         | 14                |        |
| bliss.armymwr.com        | 10                | -77.3% |
| lee.armymwr.com          | 10                | -37.5% |
| irwin.armymwr.com        | 8                 | -73.3% |
| polk.armymwr.com         | 6                 |        |
| rucker.armymwr.com       | 6                 | -66.7% |
| wainwright.armymwr.com   | 6                 | 0.0%   |
| gordon.armymwr.com       | 4                 | 100.0% |
| jblm.armymwr.com         | 4                 | -33.3% |
| meade.armymwr.com        | 4                 | -33.3% |
| ansbach.armymwr.com      | 2                 |        |
| baumholder.armymwr.com   | 2                 | -80.0% |
| huachuca.armymwr.com     | 2                 |        |
| leonardwood.armymwr.com  | 2                 | -85.7% |
| presidio.armymwr.com     | 2                 | -83.3% |
| whitesands.armymwr.com   | 2                 |        |

## Parent Outreach Services (PO)

The Parent Outreach Services (PO) program delivered modest but positive growth during Q2 FY26. Total users grew 5.1% year over year to 7,201, and new users rose 8.4% to 2,814, indicating the program is expanding its reach to first-time audiences at a slightly faster rate than its overall audience. Views grew 10.3% to 11,705 year over year, a positive signal for content depth, while sessions declined slightly 0.6% to 9,288. The stronger growth in views relative to sessions suggests users who do visit are exploring more pages per visit than in the prior year, which is a meaningful engagement improvement for a program serving parents navigating complex childcare and family support decisions.

Organic search was the leading acquisition channel at 4,813 users, followed by direct at 1,835 users and referral at 475 users. Google was the top session source at 448 users, followed by direct at 73 users and Bing at 68 users. Installations.militaryonesource.mil (37 users) and home.army.mil (15 users) contributed referral traffic from trusted Army resources. Fort Bragg was the strongest installation this quarter, growing 27.9% to 903 users and leading all installations by total volume..

Engagement metrics softened modestly during Q2 FY26. The engagement rate declined 4.1% to 68%, and average session time fell 2.5% to 2 minutes and 35 seconds year over year. Both declines are modest and should be read in the context of the 8.4% growth in new users, as first-time visitors naturally engage at lower rates than returning audiences. The 10.3% growth in views is the most encouraging engagement signal this quarter, suggesting users are finding enough relevant content to navigate beyond the landing page at a higher rate than the prior year.

# School-Age Centers

The School Age Centers (SAC) program delivered strong growth during Q2 FY26. Total users grew 26.7% year over year to 3,086, and new users rose 17.5% to 1,036, indicating the program is successfully expanding its reach to both new and returning audiences. Sessions increased 10.8% to 3,792, and views grew 16.3% to 4,574 year over year. The consistent growth across all four traffic metrics signals broad-based audience expansion, with Fort Riley recording the most remarkable installation-level growth at 873.1% year over year to 253 users, and Detroit and Training subdomains recording 2,500.0% and 2,400.0% increases respectively, though the small baseline volumes at those installations make percentage comparisons less meaningful than the directional trend.

Organic search was the leading acquisition channel at 2,095 users, followed by direct at 750 users and referral at 173 users. Google was the top session source at 180 users, followed by Bing at 24 users and direct at 16 users. Facebook-related sources (m.facebook.com and l.facebook.com) combined for 17 users, making social media a small but present discovery channel for SAC content. Fort Bragg led all installations at 631 users, a 7.1% increase year over year, followed by Hawaii at 499 users and HQ at 486 users, which grew 33.2% year over year.

Engagement metrics softened modestly during Q2 FY26. The engagement rate declined 0.9% to 71%, holding nearly flat year over year and remaining one of the stronger engagement rates across the CYS program. Average session time fell 27.1% to 2 minutes even year over year, the steepest session time decline recorded for SAC and a finding that warrants attention despite the otherwise strong traffic performance. The combination of strong traffic growth and declining session time suggests a growing share of new visitors are arriving, completing a quick task, and exiting without exploring additional content.

# School Support Services

The School Support Services program delivered strong growth across all traffic metrics during Q2 FY26. Total users grew 29.7% year over year to 9,331, and new users rose 12.9% to 4,767, indicating the program is expanding its reach to both new and returning audiences. Sessions increased 22.3% to 11,178, and views grew 13.5% to 12,883 year over year. The stronger growth in total users and sessions relative to new users and views suggests the program is retaining and re-engaging its existing audience at a healthy rate, with returning users driving a meaningful share of the overall traffic increase.

Direct traffic led all acquisition channels at 3,987 users, followed closely by organic search at 3,291 users and referral at 1,909 users. The referral channel is notably strong for School Support Services relative to other CYS programs, with `installations.militaryonesource.mil` (174 users), `home.army.mil` (88 users), and `fcps.edu` (11 users) all contributing meaningful traffic. The `fcps.edu` referral is a noteworthy signal, indicating awareness of the program among Fairfax County Public Schools audiences and suggesting an opportunity to expand school district partnership referrals more broadly. Fort Bragg led all installations at 650 users, a 50.1% increase year over year, followed by Hawaii at 530 users and Benning at 521 users. Stewart Hunter recorded the strongest growth rate among top installations at 73.1% year over year.

Engagement metrics softened modestly during Q2 FY26. The engagement rate declined 7.3% to 62%, while average session time grew 2.8% to 3 minutes and 12 seconds year over year. The combination of a rising session time and a declining engagement rate suggests a segment of users is spending meaningful time reading through School Support Services content but not completing a desired next step such as contacting a school liaison officer or accessing a related resource. The 3 minute 12 second average session time is the highest recorded across the CYS program this quarter and reflects the complexity and depth of the content users are working through during PCS and school transition research.

- The video "What is a School Liaison Anyway?" has 30 video starts .

## Youth Centers

The Youth Centers program experienced significant declines across most traffic metrics during Q2 FY26. Total users fell 19.3% year over year to 6,542, and new users declined 32.8% to 2,663, indicating the program is losing ground with first-time audiences at a notably faster rate than its returning base. Sessions decreased 19.6% to 8,280, and views fell 25.0% to 9,062 year over year. The steeper decline in new users and views relative to total users and sessions suggests the program is retaining a portion of its existing audience but struggling significantly with content discovery and first-time visitor acquisition.

Organic search was the leading acquisition channel at 4,601 users, followed by direct at 1,401 users and organic social at 396 users. Average session time increased 10.2% to 2 minutes and 29 seconds, providing a positive counterpoint to the otherwise broad-based traffic declines.

Engagement metrics softened during Q2 FY26. The engagement rate declined 2.7% to 68%, a modest decrease that is partially offset by the 10.2% increase in average session time. The combination of rising session time and declining traffic suggests the program is retaining a smaller but more committed audience that engages meaningfully with Youth Centers content when it arrives. The sharp decline in new users (32.8%) is the most significant concern this quarter, as it indicates the program is not reaching the next generation of Youth Centers participants effectively through its current content and channel strategy.

# Youth Sports

The Youth Sports program delivered strong growth across all traffic metrics during Q2 FY26, making it the highest-volume program in the CYS program this quarter. Total users grew 15.7% year over year to 30,047, and new users rose 6.2% to 12,998, indicating the program is expanding its overall audience while maintaining a healthy new visitor pipeline. Sessions increased 7.7% to 42,900, and views grew 18.5% to 60,337 year over year. The stronger growth in total users and views relative to new users and sessions suggests returning audiences are driving a meaningful share of the traffic increase, revisiting the program multiple times likely in connection with seasonal registration, schedules, and sports programming updates.

Organic search was the leading acquisition channel at 18,783 users, followed by direct at 6,484 users and organic social at 3,509 users. Google was the top session source at 2,315 users, followed by direct at 197 users and Bing at 192 users. Facebook-related sources combined for 220 users across m.facebook.com, l.facebook.com, and lm.facebook.com, reinforcing social media as a meaningful discovery channel for Youth Sports content. The webtrac.mwr.army.mil referral source (52 users) is a notable signal, indicating users are navigating between the WebTrac registration and Youth Sports content as part of the enrollment process. Hawaii led all installations at 2,456 users, a 15.8% increase year over year, followed by JBLM at 2,163 users and HQ at 1,996 users. Fort Bragg recorded the strongest growth rate among top installations at 53.2% year over year.

Engagement metrics softened modestly during Q2 FY26. The engagement rate declined 3.3% to 67%, a modest decrease consistent with the broader CYS program trend. The program does not have average session time data available for comparison this quarter, which limits the depth of engagement analysis. The 18.5% growth in views is the strongest views growth recorded across the CYS program and is the most encouraging engagement signal this quarter, suggesting users are exploring more content per visit than in the prior year, likely driven by families researching multiple sports, schedules, and registration options during the spring season.