

ACS Insights and Recommendations

Fourth Quarter FY25

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

Web managers created a total of 343 new pages on EPW last quarter. It is important to note that the total excludes data from calendar events and directory pages.

• 18 pages were added to ACS.

Table 1: Total new pages added to ACS last quarter

Name	Total ▼
Domestic Violence Awareness Month	2
EFMP 101: Understanding Indentification	1
EFMP Storytime	1
ACS Portable Class Delivery	1
Middle School & Teens Community Service Opportunities	1
Army Family Action Plan (AFAP)	1
Relocation Readiness Program	1
Army Volunteer Corps	1
Fort Stewart/Hunter Army Airfield CYS Deployment Support Services	1
Marvelous ACS Birthday Celebration: Life Skills Cooking Class	1
Marvelous ACS Birthday	1
October is Domestic Violence Awareness Month	1
Camp Casey ACS	1
DO IT IN PINK 5K and Aerobathon 💞	1
Breast Cancer and Domestic Violence awareness 5K	1
Spouse Employment Workshops	1
DVAM: Domestic Violence Awareness Month 2025	1

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.

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

Figure 1: ACS Click Map



Figure 2: ACS Heatmap Underlined Section Heading

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ACS Programs and Services

From Family readiness to mancial health and much more—, my Community Service (ACS) delivers programs tails ed to your need. We help maintain a mmunity readiness and resiliency through a wide range of educational opportunities, special events, individualized counseling services and other offerings.

Recommendations:

The heatmap reveals heavy click activity on the underlined text near the "ACS Programs and Services" heading. This indicates users are interpreting the underline as a clickable link, even though it is not interactive. The visual styling is likely confusing visitors and may be contributing to frustration or misdirected clicks.

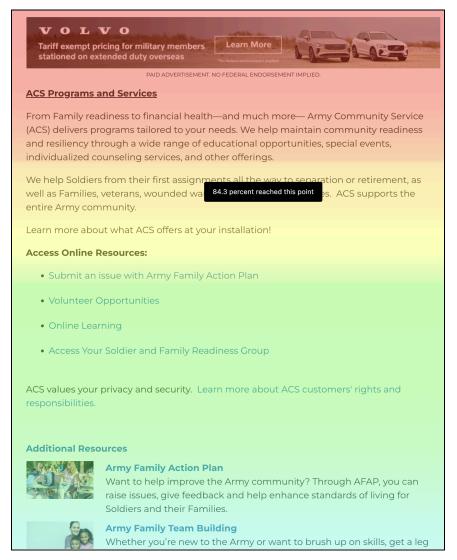
Consider removing the underline or converting it into a functioning anchor link to align with user expectations and improve usability.



Scroll Map

The percentage "84.3%" displayed in the heatmap indicates that 84.3% of visitors to the page scrolled down far enough to reach the yellow section where that point is highlighted. This means nearly 84.3% of visitors viewed the content in that section of the page, providing insight into how engaging the content above it is and whether critical information placed lower might be missed by the remaining visitors who didn't scroll further.

Figure 3: ACS Scroll Depth Heatmap



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.

Search Analysis Summary

A total of 12,601 searches were conducted by users during Q4 FY25, averaging 1.2 searches per user. This steady activity shows that visitors continue to use the search function to find ACS and AFAP-related services across the Army Family Web Portal. The overall engagement rate remained strong, supported by low bounce rates on most high-volume terms such as finance, MFLC, SFRG, volunteer, and AER, confirming that users are locating relevant information once they begin a query.

Topic Trends and Demand Areas

Search behavior clustered around the following categories:

- Finance and Readiness: finance, AER, budgeting, financial literacy, continuation pay
- Family Support and Advocacy: MFLC, FAP, victim advocacy, New Parent Support,
 EFMP
- Employment and Volunteering: ERP, spouse jobs, job fair, careers, VMIS
- Language and Immigration: German classes, Spanish classes, ESL, citizenship
- Relocation and Newcomer Services: PCS, lending closet, tour, DEERS

High-repeat or high-bounce searches such as , spouse jobs, counseling, and tour suggest users encountered navigation gaps or unclear task paths.

Recommendations

- **Strengthen High-Demand Pages:** Add clear links for finance, employment, and family support to reduce repeat searching.
- **Consolidate Related Content:** Combine language, immigration, and newcomer resources into unified pages.



Army Family Team Building (AFTB)

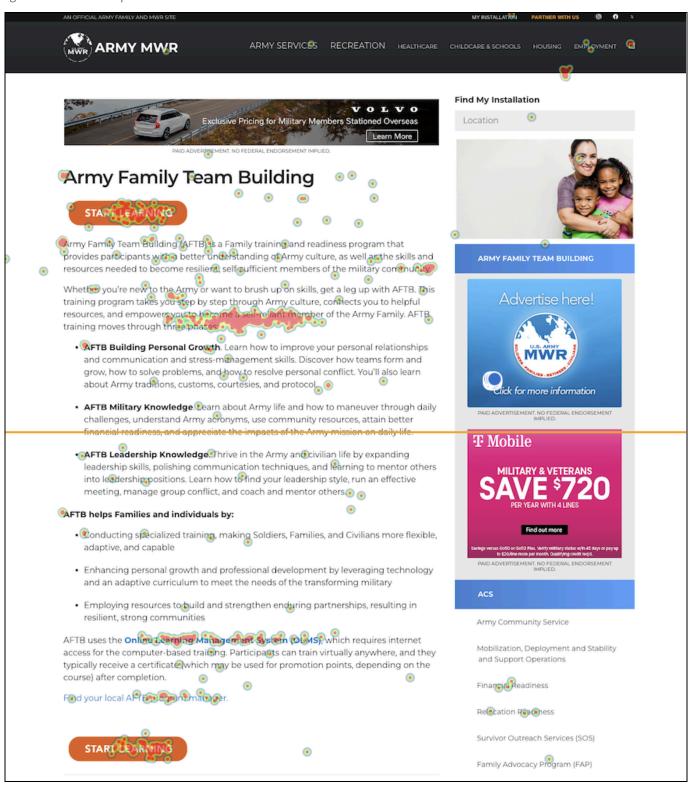
Army Family Team Building traffic softened in FY25 Q4 with 1,244 total users, down 5.9%, and 443 new users, down 32.6%. Views were 1,762, down 7.6%, and sessions were 1,518, down 4.6%.

Organic Search led with 630 users, followed by Direct 405 and Referral 225. Google delivered 492 users and Bing 120, with strong referrals from armyfamilywebportal.com 73 and armyresilience.army.mil 55. Most traffic entered via armymwr.com 591, with notable garrison interest from Bliss, Campbell, Hood, Hawaii, and Carson.

Users took 1,056 link clicks to the Family Web Portal. Engagement rate reached 70%, up 8.6%, and average time on page was 2:10, up 11.3%, indicating visitors who arrive are taking action and staying engaged.

Table 2: Top Search Terms by Search Volume

Search	Total Searches ▼	Total users	Search count per user	Bounce rate
army family team building	2	1	2	0%
dress	2	1	2	0%
anger management	1	1	1	0%
ball	1	1	1	0%
operation deploy your dr	1	1	1	0%
sfrg	1	1	1	0%
ampo	1	1	1	0%
efmp	1	1	1	0%
fap	1	1	1	0%
school liasion	1	1	1	0%



Army Family Action Plan (AFAP)

The Army Family Action Plan site experienced a slight dip in traffic in Q4 FY25, with 1,477 total users (-3.8% YoY) and 619 new users (-10.8%). Views reached 2,017 (-13.8%) and sessions totaled 1,696 (-5.1%), showing a moderate slowdown compared to last quarter but maintaining a stable and returning audience.

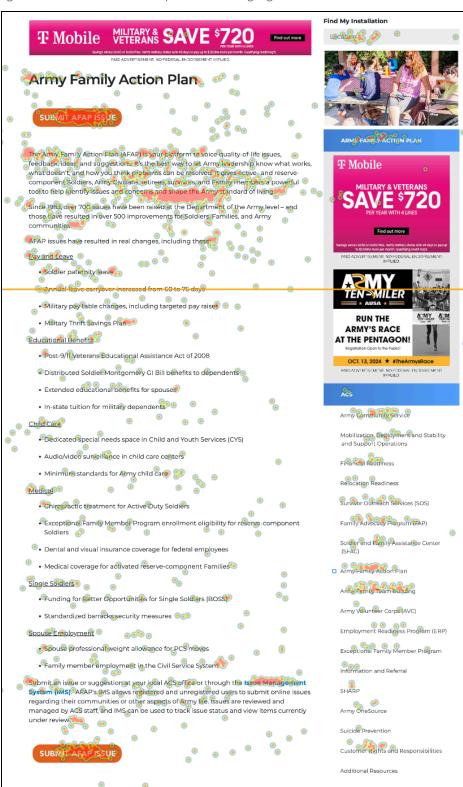
Organic Search remained the dominant acquisition channel with 660 users, followed by Direct (642) and Referral (162). Top sources included Google (471), Bing (173), and ArmyFamilyWebPortal.com (44).

The engagement rate improved to 64% (+1.7%), while average session time was 1 minute and 40 seconds (-12.7%). Despite shorter visit durations, users continue to interact meaningfully with key resources, indicating efficient navigation and page design.

Table 3: Top Search Terms by Search Volume

Search	Total Searches *
army family team building	2
dress	2
anger management	1
ball	1
operation deploy your dr	1
sfrg	1
ampo	1
efmp	1
fap	1
school liasion	1

Figure 5: Overview with Heatmap Interaction Highlights





Army Volunteer Corps (AVC)

Army Volunteer Corps traffic grew strongly in FY25 Q4 with 4,588 total users, up 39.3 percent, and 2,681 new users, up 35.3 percent. Views reached 6,110, up 33.3 percent, and sessions were 5,520, up 38.9 percent.

Organic Search led with 3,099 users, followed by Direct at 1,120 and Referral at 343. Google delivered 2,659 users, Bing 398, and referrals from armyfamilywebportal.com 150 and home.army.mil 92. Most traffic entered via armymwr.com with 2,070 users, with notable garrison interest from Humphreys 475, Carson 434, Bliss 253, and Hood 215.

Engagement rate was 66 percent, down 6.5 percent, and average session time was 2:15, down 5.7 percent. Despite softer engagement, scale gains suggest successful discovery of volunteer information; keep sign up and search volunteer opportunities CTAs prominent on hub and garrison pages to convert increased interest.

Table 4: Top searches

Search	Total Searches	Total users	Search count per user	Bounce rate
volunteer	2	2	1	0%
red cross	2	2	1	0%
sfrg	2	2	1	0%
voq schedule	1	1	1	0%
vmis	1	1	null	100%
employment readiness program	1	1	1	0%
key contact classes	1	1	1	0%
mflc	1	1	1	0%
movsm	1	1	1	0%
military outstanding volunteer servic	1	1	1	0%
nutrition	1	1	1	0%



Army Volunteer Corps (AVC)

BEGIN YOUR VOLUNTEER JOURNEY

The Army Volunteer Corps (AVC) program provides opportunities for service members, Civilians, Family members, and retirees to Volunteer with nemprofit organizations and support their local communities. We embrace existing volunteer programs, unite all volunteers who support Soldiers and Families, (including Active Duty, National Guard and Army Reserve), and formalize the Army's commitment to volunteerism. The AVC Bill of Rights and Responsibilities and Army Volunteer Corps Philosophy on Volunteerism are foundational documents that show the Army's dedication to its volunteers.

Volunteering helps both you and your community. When you participate with AVC, you will:

- · Gain a sense of satisfaction
- . Learn about the Army, the military, and your community
- · Acquire new skills and expand old ones
- Objain work experience
- Build new friendships and become a cohesive part of a team

Volunteer Management Information System (VMIS). VMIS is the online platform that helps manage volunteerism in military communities. Within VMIS, volunteers can apply for volunteer opportunities, record and track volunteer hours, and manage their volunteer service record. Administrators can recruit volunteers online, manage military community volunteerism, and produce reports on program statistics.

Volunteer Forms. Contact the Army Volunteer Coordinator at your local Army Community Service Center to register and learn about volunteer opportunities across the Army. When you do, you will be asked to complete forms including:

- Voluntee Agreement. This form acknowledges volunteer agreement before an individual is allowed to volunteer.
- Voluntee Service Record. This form records essential background information on volunteers to help determine qualifications and task assignments.



Find My Installation



ARMY VOLUNTEER RPS (AVC)



Advertise here!



Click for more information

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ACS

Army Community Service

Mobilization, Deployment and Stability and Support Operations

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Employment Readiness Program (ERP)

The Employment Readiness Program grew in FY25 Q4 with 72,311 total users, up 14.1 percent. New users were 39,376, down 4.8 percent. Views reached 136,441, up 34.6 percent, and sessions were 91,842, up 18.2 percent.

Organic Search led with 38,875 users, followed by Direct 20,861 and Referral 9,949. Google delivered 34,022 users and Bing 4,158. Direct rose sharply and nafbenefits.com emerged as a major referrer at 4,878.

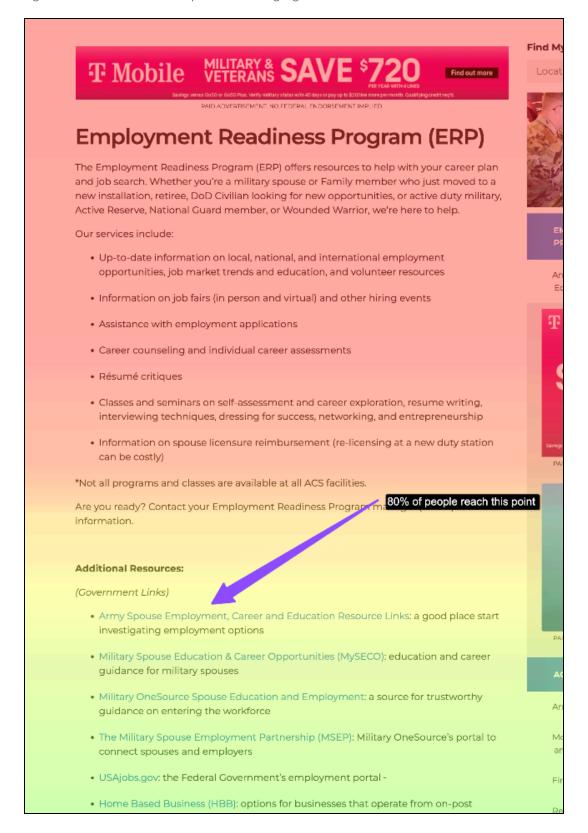
Engagement rate was 69 percent, up 5.1 percent, and average session time was 2:12, up 3.8 percent.

Traffic rose after the new employment pages went live, thanks to clearer calls to action and streamlined paths to key resources. The updated ERP landing pages are channeling more qualified users directly into ERP content.

Table 5: Top Search Terms by Search Volume

Search	Total Searches ▼	Total users	Search count per user	Bounce rate
discovery	83	10	8.3	0%
jobs	53	45	1.18	4.26%
job fair	31	31	1	0%
careers	18	16	1.13	0%
employment	16	12	1.33	14.29%
job	12	9	1.33	0%
volunteer	11	10	1.1	0%
employment readiness	8	5	1.6	0%
hiring	8	7	1.14	0%
skillbridge	7	3	2.33	33.33%
job openings	6	5	1.2	0%

Figure 7: Overview with Heatmap Interaction Highlights





Exceptional Family Member Program (EFMP)

Exceptional Family Member Program traffic grew in FY25 Q4 with 9,896 total users, up 8.0 percent, and 6,438 new users, up 1.0 percent. Views reached 14,562, up 4.4 percent, and sessions were 12,984, up 8.5 percent.

Organic Search led with 5,967 users, followed by Direct 2,851, Referral 804, and Organic Social 181. Google delivered 5,075 users and Bing 840, with key referrals from installations.militaryonesource.mil 145, home.army.mil 140, and m.facebook.com 108. Traffic was strongest at Hood 1,476 and JBLM 1,028, followed by the hub 858, Hawaii 805, Carson 763, and Bliss 753.

Engagement rate was 56 percent, down 4.6 percent, while average session time was 2:20, up 1.6 percent.

• Users recorded 1,452 link clicks

Table 6: EFMP Top Search Terms by Search Volume

Search	Total Searches ▼	Total users	Search count per user	Bounce rate
efmp	4	4	1	0%
sign in	2	1	2	0%
travel	1	1	1	0%
cassandra luc	1	1	1	0%
efmp email	1	1	1	0%
exceptional	1	1	1	0%
fcc	1	1	1	0%
fmts	1	1	1	0%
guam	1	1	1	0%

Exceptional Family Member Program



The Exceptional Family Member Program (EFMP) provides comprehensive support to Family members with special needs. An Exceptional Family Member is a Family member with any physical, emotional, developmental, or intellectual disorder that requires special treatment, therapy, education, training, or counseling, and meets the eligibility criteria. EFMP pertains to active-duty Soldiers, US Army Reserve Soldiers in the Active Guard Reserve (AGR) Program, and Army National Guard AGR personnel serving under authority of 10 USC or 32 USC. Department of the Army Civillians do not enroll in the program.

EFMP takes an all-inclusive approach to ordinating military and civilian community, educational, medical, housing, and assonnel services to help Soldiers and their Families with special needs. Enrollment af MP includes a wide array of benefits, detailed in the EFMP Benefits Fact Sheet.

91.7% reached this point

EFMP enrollment does not adversely affect promotions, schools, or assignments. EFMP information is not made available to selection boards.

Soldiers with Exceptional Family Members are required to register for EFMP and keep enrollment information current. That way, Family needs will be considered during the OCONUS assignments process. If you're eligible for EFMP services, Family members must be screened and enrolled when they accompany authorized Soldiers on OCONUS assignments. Screenings include a medical records review for all Family members and developmental screening for all children 72 months and younger. (Special education needs are considered only in assignments outside the United States. Assignments within the US and its territories are not based on the educational needs of children.)

For more information about EFMP and helpful articles about the program, look at the Enterprise EFMP site. After that, contact the installation EFMP manager at your local Army Community Service (ACS) office. Find the EFMP service near you. To learn more about medical enrollment, see the Program Overview.

EFMP Resources

Here are some helpful resources for EFMP Families.

(Government Links)

- Systems Navigators. Systems navigators are ACS EFMP staff members available
 on most Army installations. They assist EFMP Families with navigating through
 the available systems of care.
- EFMP Newsletter. The Exceptional Advocate is the DoD's EFMP newsletter, which includes helpful information and resources.

Recommendations:

Move the EFMP Benefits Fact Sheet link up one screen so it is visible without scrolling. It currently sits mid-intro, where many skim past. Aim to place it directly under the H1 and lead sentence as a primary button.



What to change on EFMP:

- Add a two-button CTA row under the H1:
- Benefits Fact Sheet (PDF)
- Enterprise EFMP site
- Keep the inline link in the paragraph for accessibility, but style the new buttons as the primary path.

Family Advocacy Program (FAP)

Family Advocacy Program traffic rose in FY25 Q4 with 11,018 total users, up 9.6 percent, and 6,416 new users, up 4.9 percent. Views reached 16,246, up 8.0 percent, and sessions were 14,313, up 11.1 percent.

Organic Search led with 7,635 users, followed by Direct 2,456 and Referral 1,012. Google contributed 6,519 users and Bing 987.

Engagement rate was 58 percent, down 2.2 percent, while average session time improved to 2:37, up 23.7 percent. Keep emergency contacts and report options prominent at the top, ensure garrison pages mirror the hub for consistency, and feature clear "Get help now" and "Learn more" actions to convert searchers quickly.

Table 7: Top Search Terms by Search Volume

Search	Total Searches ▼	Total users	Search count per user
erp	4	1	4
family advocacy program	3	3	1
domestic violence	3	3	1
new parent boot camp	2	2	1
supervision guidelines	2	1	2
afap	1	1	1
weekly play	1	1	1
bartender	1	1	1
car seat	1	1	1



Family Advocacy Program (FAP)

The **U.S. Army Family Advocacy Program (FAP)** helps Soldiers and Families recognize and meet the unique challenges of military lifestyles. Our services include seminars, workshops, counseling, and intervention to help strengthen **97% of people reached this point** and relationship skills, and improve quality of life

We are also dedicated to helping Soldiers and Families with the complex challenges related to domestic abuse, child abuse, and neglect. We focus on prevention, education, prompt reporting, investigation, intervention, and treatment.

If you need help, please call the National Domestic Violence Hotline at + 1(800)799-7233.

You should also contact your install ion's Family Advocacy Program for more information.

Our additional programs within Family Advocacy Program help with specific needs:

Military and Family Life Counselors (MFLCs): MFLCs are a key outreach service to Soldiers and Families. Enhanced community Family support services offer licensed clinical social workers and psychologists to address various issues that Soldiers and Families face before, during, and after deployment.

New Parent Support Program (NPSP): Expecting parents and parents with children ages 0-3 have special challenges, and NPSP has tools to meet them. Programs including home visits and parenting classes help caregivers learn to cope with stress, isolation, deployments, reunions, and the everyday demands of parenthood.

Transitional Compensation (TC) Program for Abused Dependents: Under a congressionally mandated program, abused dependents of military personnel may be eligible for up to three years of benefits and entitlements, including temporary financial compensation, medical care, and commissary and exchange privileges.

Victim Advocacy Program (VAP): Victims of domestic violence and sexual abuse have round-the-clock access to services, including emergency assistance, information referrals, and ongoing support in accessing medical, behavioral health, legal, and law enforcement services on and off garrisons. Victim Advocates will discuss the option of restricted and unrestricted reports.



Financial Readiness Program (FRP)

Financial Readiness Program traffic expanded in FY25 Q4 with 12,234 total users, up 33.3 percent, and 6,134 new users, up 19.4 percent. Views reached 18,214, up 30.0 percent, and sessions were 16,173, up 32.1 percent.

Organic Search led with 6,586 users, followed by Direct 4,142 and Referral 1,425. Top sources were Google 5,375, Direct 4,142, Bing 1,119, armyfamilywebportal.com 423, and home.army.mil 323. Users primarily entered via armymwr.com 1,916, with strong garrison interest from Bragg 1,731, Bliss 1,391, Carson 974, and JBLM 639.

Engagement rate was 62 percent, down 1.3 percent, and average session time was 2:23, down 2.5 percent. Users recorded 2,599 link clicks, led by Start your AER application 523, ArmyEmergencyRelief.org 333, Financial Frontline 300, and AER PowerApps portal 189, signaling strong task intent around AER actions and financial education.

Table 8: Top Search Terms by Search Volume

Search	Total Searches ▼	Total users	Search count per user	Bounce rate
aer	6	4	1.5	0%
finance	2	2	1	0%
budget	2	2	1	50%
babysitting	2	1	2	0%
csp grant	2	1	2	0%
swim lessons	2	1	2	0%
emploment readiness	2	1	2	0%
aer loan	2	2	1	50%

Financial Readiness

Want to take charge of your finances? The Army's Financial Readiness Program (FRP) and Consumer Advocacy Services can help with comprehensive educational and counseling programs. Learn about debt, consumer advocacy and protection, money management, credit, financial planning, insurance, and consumer issues. Through classroom training and individual counseling, participants can learn how to save and invest money, establish savings goals, eliminate debt, and save for emergencies.

We offer:

92% of people reached this point

- Financial Readiness Program (FRP). FRP provides comprehensive educational and counseling programs in personal financial readiness. The program covers indebtedness, consumer advocacy and protection, money management, credit, financial planning, insurance, and consumer issues. Other services offered include mandatory financial literacy, financial planning for transitioning Soldiers, financial counseling for deployed Soldiers and their Femilies, and the Department of Defense Family Subsistence Supplemental Allowance Program.
- Army Emergency Relief (AER). AER is the US army's own nonprofit organization dedicated to alleviating financial distress in the force. AER provides grants and zero-interest loans to active-duty and retired Soldier and their Families. AER has supported over 4 million Soldiers since 1942. AE installations around the world. Visit ArmyEmerger cycles.
- Online Support and Education. Go to Financial Frontline for self-service financial literacy education and help.

Here are some other financial resources for Soldiers and their Families:

- Blended Retirement System. The Blended Retirement System (BRS) combines elements of the legacy retirement system with benefits similar to those offered in many civilian 401(k) plans. Get smart on retirement benefits with the Army Retirement Services Office and Joint Knowledge Online Training.
- Financial Readiness Affiliates

(Government Links)

- Thrift Savings Plan (TSP). The TSP is a federal government-sponsored retirement savings and investment plan available to both federal civilian employees and members of the uniformed services. The TSP offers the same type of savings and tax benefits that many private corporations offer their employees under 401(k) plans. The retirement income a TSP account provides will depend on working-year contributions and the earnings on those contributions. Learn more at the official Thrift Savings Plan website.
- Consumer Financial Protection Bureau (CFPB). The CFPB makes markets for
 consumer financial products and services work for Americans whether they
 are applying for a mortgage, choosing among credit cards, or using any number
 of other consumer financial products. The CFPB gives consumers the
 information they need to understand the terms of their agreements with
 financial companies. Learn more about the CFPB, visit the CFPB on-demand
 forum and tools website, or order free CFPB publications.



Information and Referral

Information and Referral grew sharply in FY25 Q4 with 2,299 total users, up 196.6 percent, and 916 new users, up 289.8 percent. Views reached 2,559, up 166.0 percent, and sessions were 2,495, up 171.2 percent.

Direct led with 1,711 users, followed by Organic Search 455 and Referral 100. Google delivered 358 users and Bing 86, with additional referrals from installations.militaryonesource.mil 34 and home.army.mil 21.

Engagement rate was 81 percent, up 11.6 percent, while average session time was 00:39, down 55.0 percent.

Table 9: Top Search Terms by Search Volume

Search	Total Searches ▼	Total users	Search count per user
1966 yearbook army	1	1	1
disney ticket	1	1	1
email	1	1	1
language classes	1	1	1
liaison	1	1	1
soldier family readiness	1	1	1
family	1	1	1
graduation information	1	1	1
lits	1	1	1
national guard	1	1	1
opoc training	1	1	1

Information and Referral

Community Information Services (Information and Referral) provides Soldiers and Families with timely, comprehensive information on both military and community resources that will assist in meeting basic needs and improve quality of life.

Army OneSource (AOS) Community Support Coordinators (Community Outreach)
Identify and build relationships with community service agencies, promoting partnerships with the Army and additional resources to military service providers and geographically dispersed Soldiers and their Families.

Virtual Family Readiness Groups (vFRG) Keeping Families up to date has never been easier! A vSFRG has the major functions of standard Soldier and Family Readiness Groups and serves the needs of geographically dispersed active and Reserve units and Families.

Outreach Services Some members of the Army community could use a little more support, and that's what Outreach Services gives. We focus on geographically or socially isolated Families, first-term Soldiers and Families, geographically separated Families, newly arrived Soldiers and Families, single-parent Families, and other Soldiers and Families identified by a needs assessment.

Recommendations:

The heatmap shows clustered clicks on inline links inside dense paragraphs, especially on AOS Community Support Coordinators, vFRG, and Outreach Services. Users are hunting for clear paths rather than reading long text.

Turn those three items into a "Quick links" panel at the top with action labels like Find AOS coordinator, Access vFRG, Request Outreach support. Break the remaining copy into short bullets, add a mini table of contents with anchors, and place a persistent Get help now block with phone and email. This should reduce scanning, increase click-throughs and keep users engaged

MD&SSO

MD&SSO traffic was mixed in FY25 Q4 with 2,864 total users, up 4.9 percent, and 1,398 new users, down 14.4 percent. Views were 3,784, down 4.9 percent, while sessions reached 3,185, up 4.8 percent, indicating slightly broader use among returning visitors.

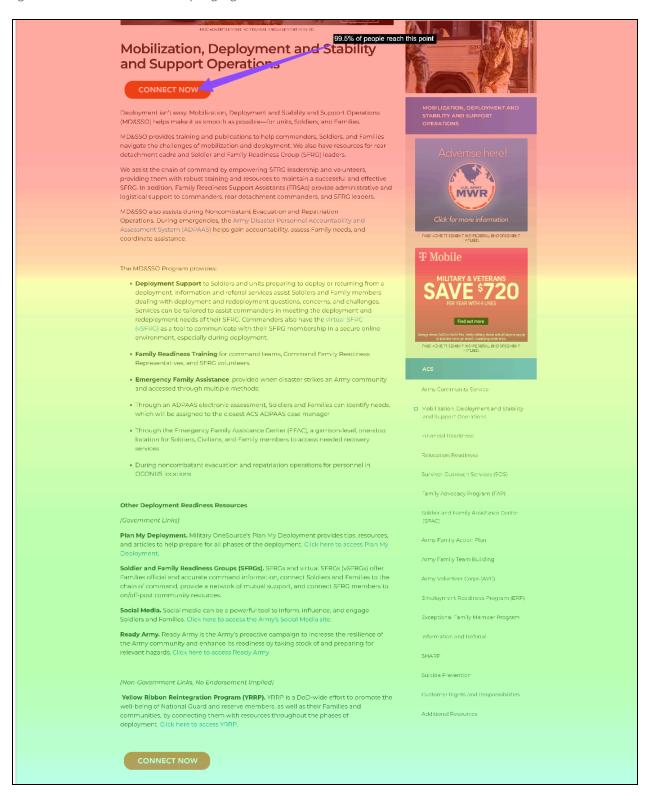
Organic Search led with 1,172 users, followed by Direct 998 and Referral 689. Google contributed 919 users and Bing 239, with notable referrals from home.army.mil at 528.

Engagement rate reached 64 percent, up 10.1 percent, and average session time was 1:46, up 12.8 percent. The increase suggests visitors are finding next steps faster; keep Get help now, contact blocks, and key forms prominent.

Table 10: Top Search Terms by Search Volume

Search	Total Searches *	Total users	Search count per user
sfrg	4	4	1
driver trainig	1	1	1
ncat	1	1	1
acs	1	1	1
commanders number	1	1	1
cup and flower	1	1	1
deployment support kids	1	1	1
new parent	1	1	1
relocation	1	1	1
remote work for us employer	1	1	1
sfrg volunteer	1	1	1
spouse working remotely	1	1	1

Figure 11: Overview with Scroll Map Highlights





Relocation Readiness

Relocation Readiness grew in FY25 Q4 with 4,626 total users, up 7.6 percent. New users were 2,213, down 7.6 percent. Views reached 6,648, up 7.2 percent, and sessions were 5,878, up 8.6 percent.

Organic Search led with 1,859 users, followed by Direct 1,522 and Referral 1,103. Google delivered 1,608 users, with key referrals from home.army.mil 553 and Military OneSource 268.

Engagement rate was 65 percent, down 2.1 percent, and average session time was 2:38, up 2.0 percent.

• Users recorded 1,024 link clicks

Keep Plan My Move and Homes.mil as primary buttons near the top, mirror these CTAs on high-traffic garrison pages.

Table 11: Top Search Terms by Search Volume

Search	Total Searches ▼	Total users	Search count per user
ets	4	3	1.33
english	2	2	1
internship	2	1	2
appointment	2	1	2
events	2	1	2
language	2	2	1
resource	1	1	1
welcome packet	1	1	1
esl	1	1	1
h2f	1	1	1

Relocation Readiness

Moving is a part of life for Soldiers, civilian government employees and their Families. The Army Community Service **Relocation Readiness Program** is here to help with a comprehensive support system, whether it's your first move or the last of many. We have all kinds of information and resources to help you and your family navigate your next military move.

Your first stop should be your local Army Community Service to meet with a Relocation Readiness Program Manager who can get you started.

Other Relocation Readiness Program resources include:

- Pre-Arrival information: Installations and surrounding areas provide information through Military OneSource, which also provides links to military installations.
- Plan My Move: The Plan My Move pages on Military OneSource simplify the moving process. You can create a customized calendar based on your needs and schedule, and find driving directions and information about entitlements and out-of-pocket costs, schools and other local community resources.
- Household Goods Lending Closet: Installations keep basic household items for you to borrow for up to 30 days to help you get settled. At a minimum, you'll find things like basic kitchenware, high chairs, irons, ironing boards, play pens and transformers if appropriate.
- Post-Move Newcomer Orientation: Provides information about your new installation, including housing, education, healthcare, and more.
- Welcome Packet: Most installations will provide you with a welcome packet that has maps (both on- and off-post) and important local contact information.
- Individual Counseling: Your Relocation Readiness Program Manager can address



Survivor Outreach Services (SOS)

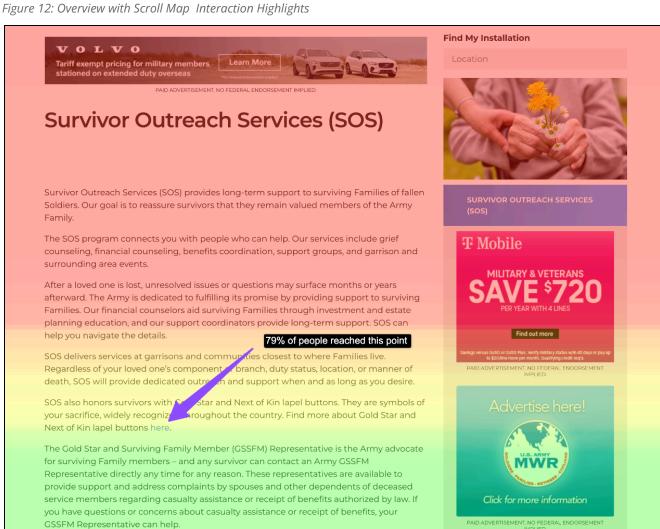
Survivor Outreach Services traffic declined in FY25 Q4 with 2,611 total users, down 22.4 percent, and 1,640 new users, down 29.4 percent. Views were 3,779, down 24.9 percent, and sessions were 3,025, down 24.4 percent.

Organic Search led with 1,138 users, followed by Direct 845 and Referral 611. Google contributed 936 users and Bing 179, with key referrals from home.army.mil 377 and army.mil 69. Most activity came through the hub at armymwr.com 1,261, then Bragg 134, Campbell 103, Benning 92, JBLM 88, and Carson 79.

Engagement rate was 60 percent, up 2.9 percent, and average session time was 2:26, up 51.8 percent, indicating deeper consumption from a smaller audience. Keep Get help now and Contact an SOS Coordinator visible at the top of hub and garrison pages, align page titles with "Survivor benefits" and "Gold Star support" queries, and feature direct links to home.army.mil resources that already drive qualified traffic.

Table 12: Top Search Terms by Search Volume

Search	Total Searches ▼	Total users	Search count per user
discovery	16	2	8
people	3	1	3
gold star family id card	2	1	2
casualty assistance	2	2	1
contact	1	1	1
how to report retired service member passing	1	1	1
jag wills	1	1	1
casualty	1	1	1



You can contact a GSSFM representative at (833) 313-1960 or usarmy.jbsa.imcomhq.mbx.sos-survivor-advocate@army.mil.

Find more resources for survivors here.



Soldier and Family Assistance Center (SFAC)

Soldier and Family Assistance Center traffic grew in FY25 Q4 with 1,930 total users, up 14.0 percent, and 706 new users, up 14.2 percent. Views reached 2,419, up 14.2 percent, and sessions were 2,176, up 13.3 percent.

Organic Search led with 1,194 users, followed by Direct 428 and Referral 263. Google contributed 1,013 users and Bing 157. Most activity came through the hub at armymwr.com with 810 users, with strong garrison interest from Bliss 512 and Hood 333, followed by Belvoir and Carson.

Engagement rate was 73 percent, down 3.0 percent, and average session time was 1:29, down 26.4 percent. To convert search demand, place Contact SFAC and Get services buttons at the top, add quick links for IDES, VA benefits counseling, and employment resources, and mirror these CTAs on high-traffic garrison pages.

Table 13: Top Search Terms by Search Volume

Search	Total Searches ▼	Total users	Search count per user
mflac	3	1	3
legal office	1	1	1



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Soldier and Family Assistance Center (SFAC)

The Soldier and Family Assistance Center (SFAC) is a one-stop location built to equip and aid wounded, and injured Soldiers who are assigned or attached to Warrior Transition Units (WTU). SFAC services help these Soldiers make life-changing decisions as they transition back to duty or on to civilian life. We strive to deliver tailored, compassionate, and coordinated transitional services designed to promote self-reliance, wellness and healing during their medical recuperation and transition. The facilities provide a warm, relaxed environment where Soldiers and their Families can gather to foster physical, spiritual and mental healing.

The SFAC coordinates and refers services like:

- Information and Referral assistance: Provides reception services and general orientation.
- Military Personnel Services: Helps coordinate military records and information, as well
 as identification cards and records management, where available.
- Entitlement and Benefits services: Helps with education plans, benefits review, Family member education support, and other career-enhancing information.
- Soldier for life: A Transition Assistance Program that supports mandatory transition requirements and services.
- Financial Counseling: Provides credit management, budget development, consumer information and awareness, financial counseling and assistance. It also provides emergency financial assistance in the form of loans or grants, and monetary assistance for undergraduate education for dependent children.
- Substance Abuse information and referral for Family members.
- Coordination of legal and pastoral Services.
- Help to find logging resources for Family members.
- Child Case Referral: Provides registration services for all Child, Youth, and School Services programs including Sports and Family Child Care (FCC) homes.
- Coordination with Army Reserve, National Guard, and state and local agencies.

Wounded, ill, and injured Soldiers and their Families expect and deserve the very best care and leadership from America's Army.

Visit your local SFAC at Fort Belvoir, Fort Bliss, Fort Carnobell, For Carson, USAG Hawaii, Fort Carson, Joint Base Lewis-McChord, Fort Riley, or Fore Stewart.

