

CYS Insights and Recommendations

FY26 Annual Report

CYS Traffic

Child and Youth Services (CYS) grew its online audience in FY26. CYS pages drew 2,284,744 views, a 6.4% increase over FY25, and 1,121,187 total users, a 13.6% increase. New users rose 12.1% to 751,024, and sessions rose 8.7% to 1,590,369. Engagement rate was 57%. Youth Sports and Fitness drew the most users, followed by Child Development Centers and Youth Centers. Seven of the eight CYS programs grew their audience (Table 1).

Traffic Overview

- **Total Users:** 1,121,187 (13.6% increase compared with FY25)
- **New Users:** 751,024 (12.1% increase compared with FY25)
- **Sessions:** 1,590,369 (8.7% increase compared with FY25)
- **Views:** 2,284,744 (6.4% increase compared with FY25)
- **Engagement Rate:** 57%

Figure 1: CYS Views Compared YoY, FY26

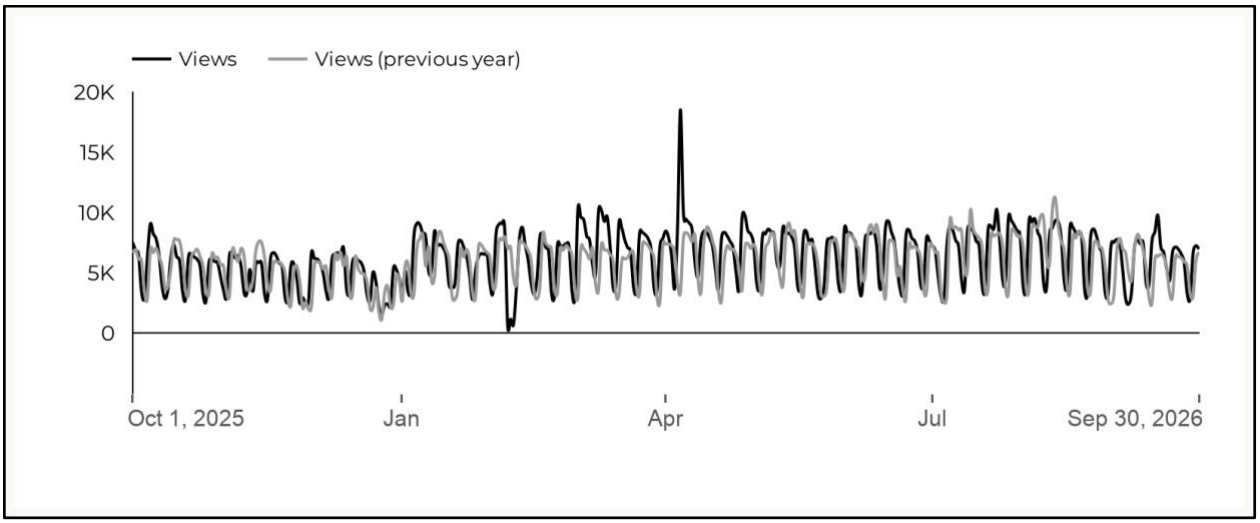


Table 1: CYS Program Roll-Up, FY26

Program	Total Users	Users (YoY)	New Users	Sessions	Eng. Rate
Youth Sports and Fitness	113,247	34.8% increase	49,317	160,244	69%
Child Development Centers	69,221	27.4% increase	31,464	91,570	71%
Youth Centers	62,842	90.3% increase	35,666	71,882	43%
School Support Services	43,255	23.8% increase	22,741	53,144	58%
Family Child Care	37,855	10.0% increase	19,411	45,333	61%
Parent and Outreach Services	34,666	32.2% increase	14,599	43,565	68%
School Age Centers	29,927	66.2% increase	12,076	39,312	64%
CYS Careers	6,664	29.7% decrease	4,282	8,720	67%

WebTrac

Parents clicked a WebTrac link 81,510 times in FY26 to register or pay for a CYS program, a 15.5% increase over FY25 (70,579 clicks). Mobile drove 69% of WebTrac clicks (56,085), showing that most parents register from a phone. Joint Base Lewis-McChord and Fort Campbell generated the most registration clicks (Table 2).

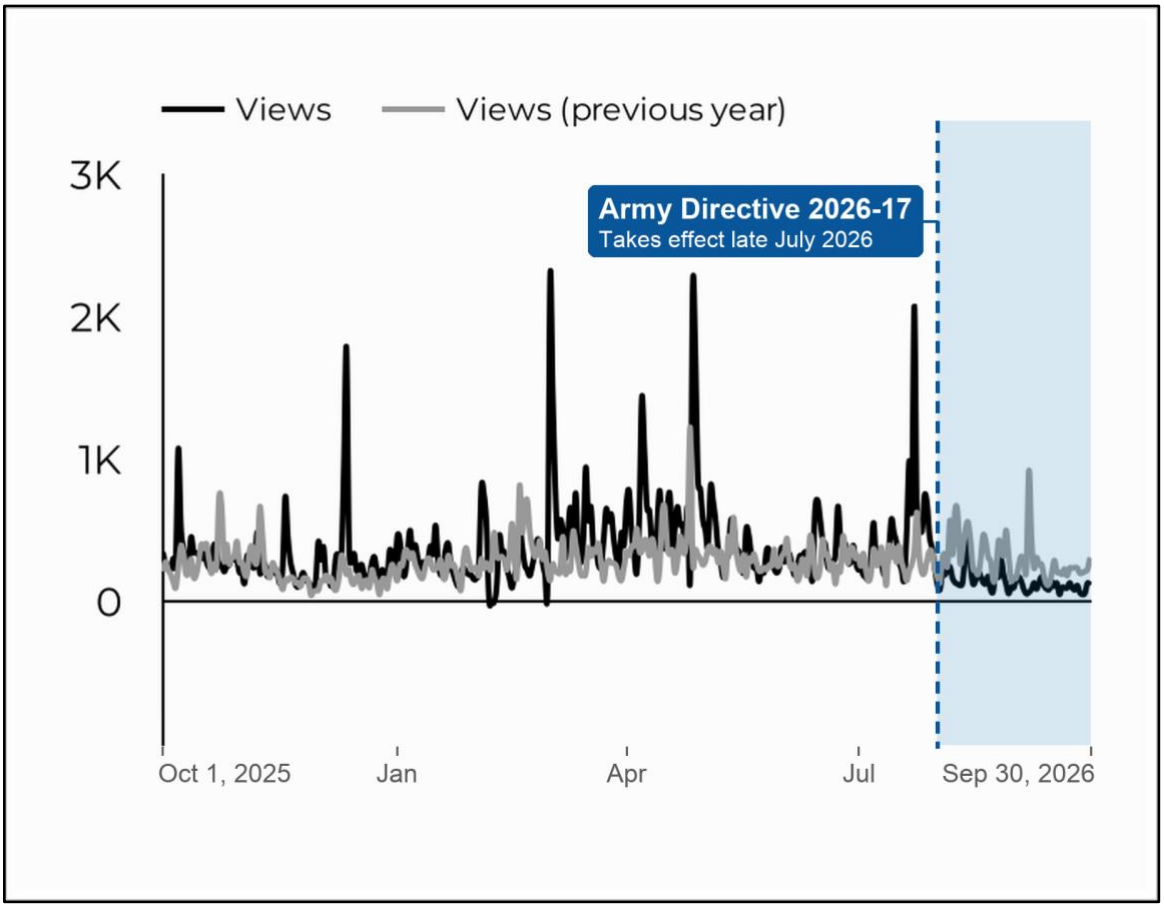
Table 2: Top Installations by CYS WebTrac Clicks, FY26

Installation	WebTrac Clicks
Joint Base Lewis-McChord	9,746
Fort Campbell	8,601
USAG Stuttgart	5,222
Fort Bragg	5,013
Fort Jackson	4,373
Fort Bliss	3,705
Fort Belvoir	3,416
USAG Rheinland-Pfalz (Kaiserslautern)	2,947
Fort Benning	2,788
Fort Carson	2,513

Social Media

Social media sent more visitors to CYS pages in FY26. Social-driven users rose 28.7% (YoY) to 83,502, and sessions rose 27.9% (YoY) to 99,596. Facebook drove nearly all social visits (88,719 sessions), and hiring posts led the top landing pages, starting with the Careers page (/careers, 13,527 sessions). Social views dropped below last year after Army Directive 2026-17 (Optimizing the Army's Digital Media Presence) took effect in late July and consolidated Army social accounts (Figure 2).

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



Installations

Installations are ranked by combined year-over-year growth across users, new users, and views. Each installation is ranked on all three measures, and the final order uses the average of those ranks. Renamed installations are combined with their former names (for example, Fort Hood and Fort Cavazos), and alias domains are combined with their main

sites (for example, himwr.com with USAG Hawaii). Only installations with at least 1,000 CYS users are included, and training and headquarters sites are excluded.

Fort A.P. Hill, USAG Baumholder, and USAG Wiesbaden grew the most across every measure (Table 3). USAG Hawaii's growth includes himwr.com, which has no prior-year data, so its increase is likely overstated.

Table 3: Top 10 Improved Installations for CYS, FY26

Installation	Users	Users (YoY)	New Users (YoY)	Views (YoY)
Fort A.P. Hill	1,282	+567.7%	+612.3%	+354.0%
USAG Baumholder	19,205	+285.4%	+446.1%	+125.4%
USAG Wiesbaden	43,921	+271.9%	+368.9%	+207.8%
Camp Casey	1,137	+174.0%	+354.4%	+87.1%
USAG Garmisch	3,081	+97.2%	+131.5%	+40.8%
Fort McCoy	5,435	+78.4%	+112.8%	+50.6%
USAG Hawaii (incl. himwr.com)	65,954	+62.6%	+89.0%	+36.7%
USAG Daegu	4,402	+45.5%	+68.6%	+51.1%
Fort Greely	2,893	+76.9%	+84.4%	+26.1%
Fort Wainwright	10,219	+54.9%	+81.9%	+33.7%

Using the same ranking, these installations had the lowest CYS growth in FY26 (Table 4). Fort Buchanan, Fort Knox, and Joint Base Lewis-McChord declined on all three measures. Joint Base Lewis-McChord lost users even though it led all installations in WebTrac registration clicks.

Table 4: 10 Installations With the Lowest CYS Growth, FY26

Installation	Users	Users (YoY)	New Users (YoY)	Views (YoY)
Fort Buchanan	3,608	-37.0%	-46.1%	-25.8%
Fort Knox	15,170	-18.1%	-16.4%	-13.6%
USAG Stuttgart	26,431	-6.6%	+3.3%	-12.1%
Fort Benning (incl. Moore)	26,495	-12.6%	-13.2%	+0.4%
Joint Base Lewis-McChord	38,276	-6.8%	-7.6%	-1.2%
JB Myer-Henderson Hall	5,911	-0.2%	+2.2%	-7.7%
Camp Zama	7,768	-0.8%	+4.2%	-3.9%
USAG Humphreys	23,724	-2.4%	-0.5%	+0.9%
Fort Hood (incl. Cavazos)	31,840	-3.3%	-2.9%	+4.2%
USAG Brussels	2,327	+10.2%	+5.0%	-8.6%

Content

Web managers created 255 new CYS pages, program pages, and happenings in FY26 (Table 5). Happenings made up four out of five of those pages. Another 1,867 CYS pages were created automatically when the Unit A, B, and C content updates launched. Page counts come from the EPW Page Report. CYS pages are identified by the CYS category tag or a CYS program address.

Table 5: New CYS Pages Created by Web Managers, FY26

Page Type	Total
Happening	205
Program Content	48
Program	1
General	1

Eight web managers created the most new CYS pages (Table 6). Installations are identified from the page titles and addresses each author created.

Table 6: Top CYS Content Creators, FY26

Author	Installation	Pages
christopherrwojciechowskinaf	Fort Benning	30
ashley_n_jones238_naf	Fort Rucker	24
sarah_m_webb15_naf_1	West Point	17
reana_l_jones_naf	USAG Rheinland-Pfalz	14
kent_s_ava_naf	Fort Jackson	14
christine_m_reichert2_naf	Fort Riley	13
nicoletherese_u_delacruz_naf	Joint Base Lewis-McChord	11
cheraeahill2naf	Fort Lee	10

Army Answers

Army Answers received 1,216 questions in FY26, and 87 were about CYS programs. CYS questions grew each quarter, from 11 in Q1 to 38 in Q4 (Table 7). Most were about child care: how to register, how to get on a waitlist, part-time care, and cost. Parents also asked about youth swim lessons, summer camps, school age care, and jobs for teens (Table 8).

Table 7: CYS Questions in Army Answers by Quarter, FY26

Quarter	All Questions	CYS Questions
Q1 (Oct to Dec 2025)	210	11
Q2 (Jan to Mar 2026)	253	15
Q3 (Apr to Jun 2026)	364	23
Q4 (Jul to Sep 2026)	389	38
FY26 Total	1,216	87

Table 8: Sample CYS Questions From Army Answers, FY26

Question
How do I go about getting on waitlists for on-post day cares?
What age can I register my newborn and get on a wait list for on-post child care?
Do any of the CDCs on base offer part-time child care?
Does my 2-year-old need to be fully potty trained to go to the CDC?
How do I register for school age services at Fort Bragg when none of the links work?
Can Army civilians use CYS for child care?
What is the pay rate for being an FCC provider?
How can I sign my 5-year-old son up for swim lessons?

Search Analysis

Visitors ran 13,479 on-site searches on CYS pages in FY26, a 17.0% decrease from FY25 (16,231), and only 2.94% of searchers left the site after searching. Youth sports led by a wide margin with 1,568 searches, followed by registration and forms, child care, and instructional and swim classes (Table 9). Many searches use program names and old names, such as SKIES, Parent Central, and WebTrac (Tables 9 and 10).

Table 9: CYS Search Themes, FY26

Theme	Searches	Top Terms
Youth Sports	1,568	sports, soccer, youth sports, gymnastics
Registration & Forms	698	parent central, webtrac, forms
Child Care	608	cdc, preschool, child care, fcc
Instructional & Swim	598	skies, swim lessons, swim
Camps & Summer	583	summer camp, summer, camp
School Age & Youth	424	youth center, teen center, sac, school liaison

Table 10: Top CYS Search Terms, FY26

Search Term	Searches	Users	Bounce Rate
sports	236	202	2.84%
summer camp	200	176	0%
cys	164	144	2.03%
soccer	155	133	2.88%
youth sports	135	114	2.52%
skies	116	110	0.88%
gymnastics	112	91	2.06%
swim lessons	102	84	2.33%
parent central	95	84	0%
cdc	86	65	5.71%

Recommendations

- Have installations set up Sticky Search (pinned search terms) so "SKIES," "parent central," "forms," "summer camp," and "swim lessons" go straight to the right program pages. Setup steps are in the Pinned Search Terms (Sticky Search) guide in the Enterprise Web User's Manual.

Content Updates

Seven CYS programs were rewritten in three content updates during FY26. Unit A launched in March 2026 with Youth Sports and Fitness and Parent and Outreach Services. Unit B launched June 11, 2026, with Child Development Centers, School Age Centers, and Youth Centers. Unit C launched July 13, 2026, with Family Child Care and School Support Services. Every updated CYS program grew its users in FY26. Each figure below marks the launch date and shades the period after it.

Youth Sports and Fitness

Traffic

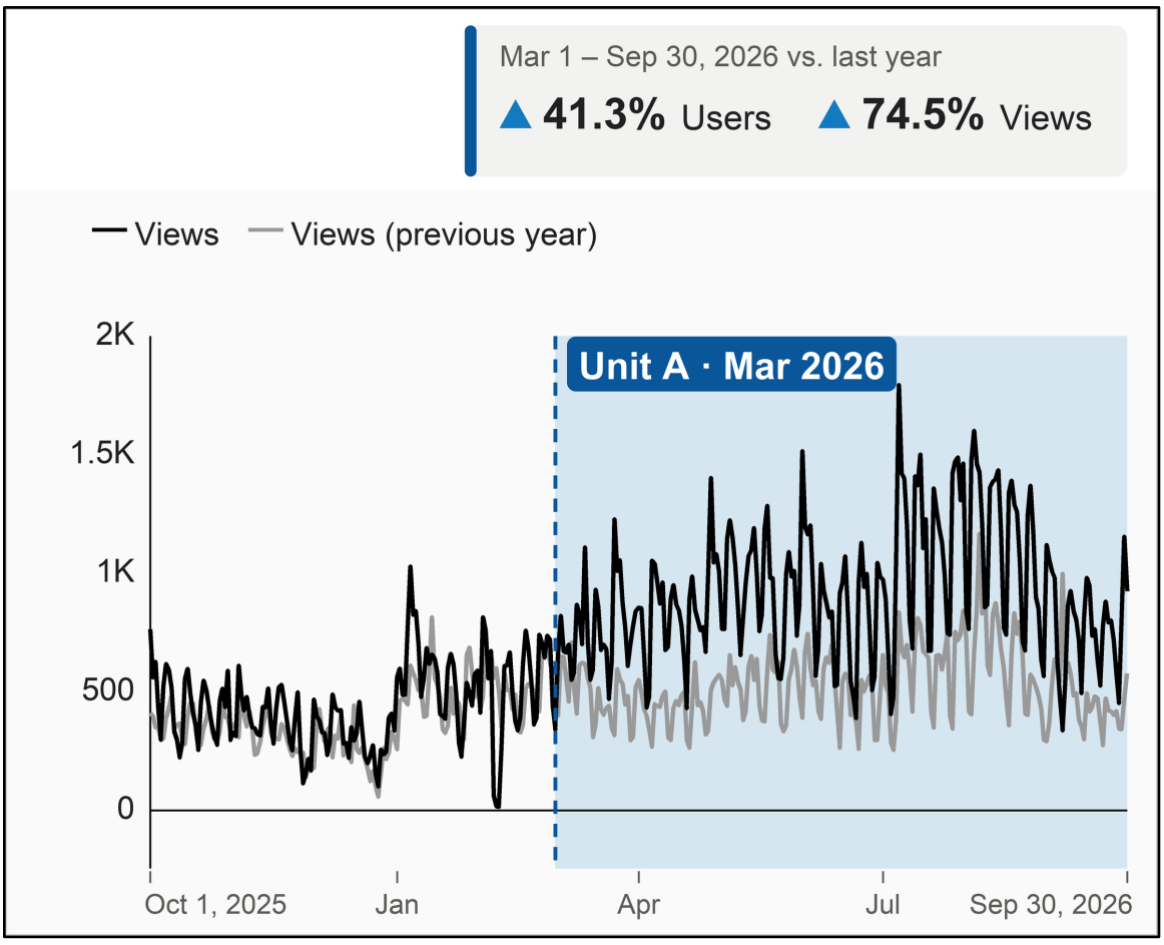
Youth Sports and Fitness is the largest CYS program, and it grew strongly in FY26. Total users rose 34.8% (YoY) to 113,247, and new users rose 22.8% (YoY) to 49,317. Sessions rose 24.4% (YoY) to 160,244, and views rose 55.5% (YoY) to 260,996. After the Unit A update,

users rose 41.3% and views rose 74.5% (YoY) from March 1 to September 30, 2026 (Figure 3). The new Sports and Activities Offered page drew 24,304 users, and Register and Get Started drew 5,957 (Table 11).

Table 11: Youth Sports and Fitness Top Pages by Total Users, FY26

Page	Total Users	Change (YoY)
Youth Sports and Fitness	120,176	25.2% increase
Sports and Activities Offered	24,304	Near zero last year
Register and Get Started	5,957	Near zero last year
Contact	5,177	No prior-year data
Fees	3,719	Near zero last year
Volunteer and Coaching Opportunities	2,279	Near zero last year
Parent and Participant Expectations	996	Near zero last year

Figure 3: Youth Sports and Fitness Views Compared YoY, FY26 (Unit A launch marked)



Traffic Sources

Organic Search led with 67,988 users, followed by Direct with 31,052. Organic Social was strong at 11,993 users, and Referral brought 4,442.

- **Organic Search:** 67,988 users
- **Direct:** 31,052 users
- **Organic Social:** 11,993 users
- **Referral:** 4,442 users

Engagement

Engagement rate held at 69%, a 1.7% decrease (YoY), even as the audience grew by a third. After the update, engagement rate rose 2.6% (YoY) to 70%, and parents clicked through to registration and scheduling.

Parent and Outreach Services

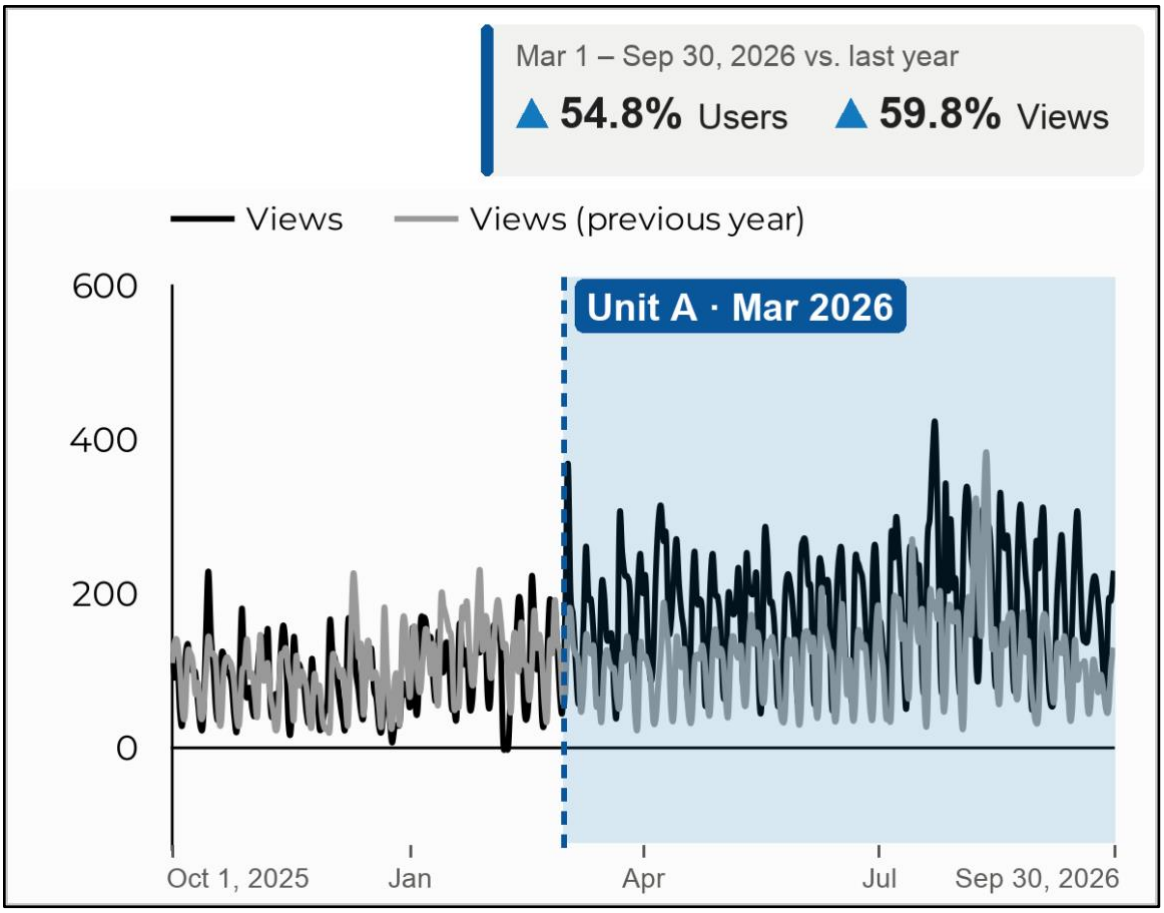
Traffic

Parent and Outreach Services grew strongly in FY26. Total users rose 32.2% (YoY) to 34,666, and new users rose 45.9% (YoY) to 14,599. Sessions rose 20.9% (YoY) to 43,565, and views rose 32.8% (YoY) to 53,851. After the Unit A update, users rose 54.8% and views rose 59.8% (YoY) from March 1 to September 30, 2026 (Figure 4). The new topic pages grew sharply, led by Programs for Children and Youth, Fees, and Child Care Options (Table 12).

Table 12: Parent and Outreach Services Top Pages by Total Users, FY26

Page	Total Users	Change (YoY)
Parent and Outreach Services	26,989	4.6% increase
Programs for Children and Youth	3,431	798.2% increase
Fees	2,842	1,733.5% increase
Contact	2,476	No prior-year data
Child Care Options	2,139	948.5% increase
Finding and Requesting Child Care	975	747.8% increase
Military Family Support and Relocation	739	537.1% increase
Special Needs and Accommodations	635	472.1% increase

Figure 4: Parent and Outreach Services Views Compared YoY, FY26 (Unit A launch marked)



Traffic Sources

Organic Search led with 22,847 users, followed by Direct with 9,464. Referral brought 2,219 users, Organic Social brought 751, and AI Assistants sent 237.

- **Organic Search:** 22,847 users
- **Direct:** 9,464 users
- **Referral:** 2,219 users
- **Organic Social:** 751 users
- **AI Assistants:** 237 users

Engagement

Engagement rate held at 68%, a 2.8% decrease (YoY), and average session time was 2:31, a 4.2% decrease (YoY). After the update, the Register with CYS tile was the top driver of visits.

Child Development Centers (CDC)

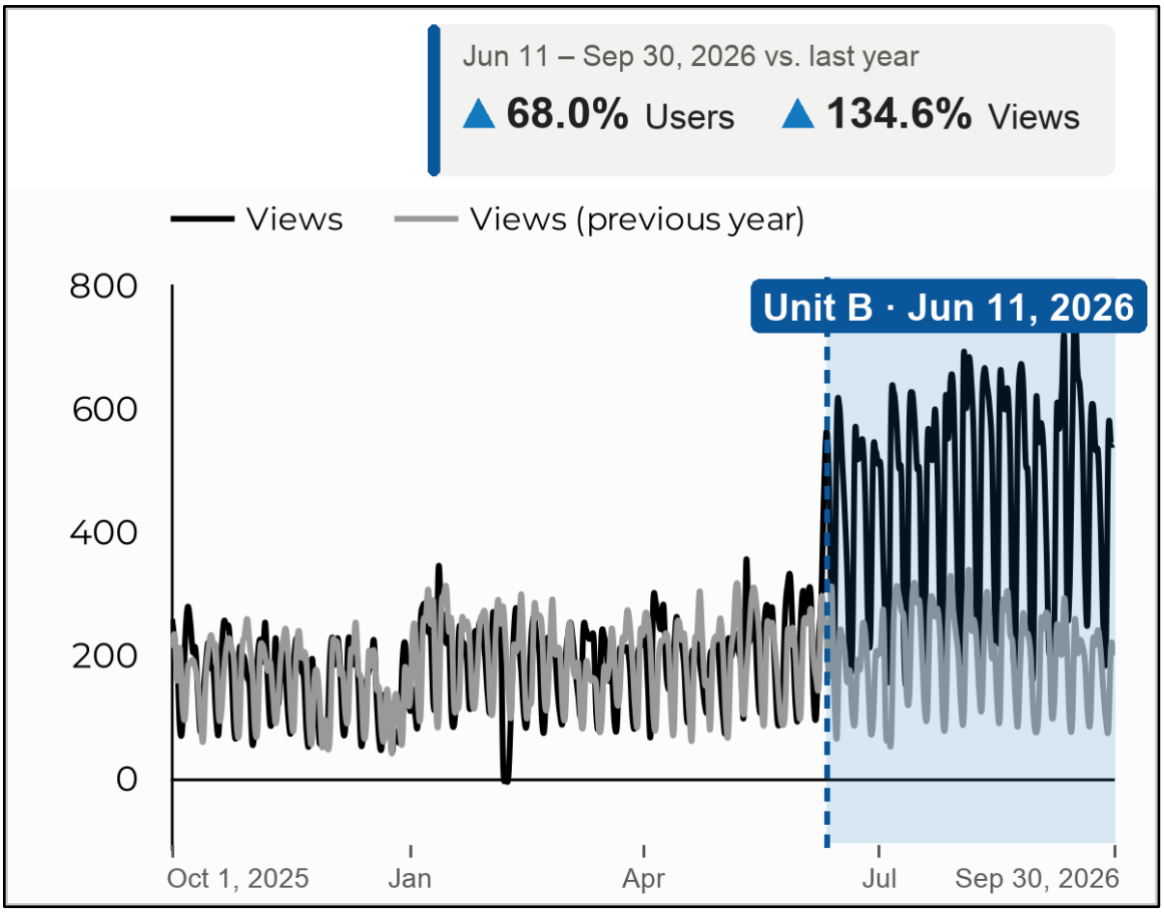
Traffic

Child Development Centers (CDC) grew strongly in FY26. Total users rose 27.4% (YoY) to 69,221, and new users rose 38.0% (YoY) to 31,464. Sessions rose 23.6% (YoY) to 91,570, and views rose 42.8% (YoY) to 97,250. After the Unit B update, users rose 68.0% and views rose 134.6% (YoY) from June 11 to September 30, 2026 (Figure 5). The new Care Options page grew from near zero to 1,045 users (Table 13).

Table 13: Child Development Centers (CDC) Top Pages by Total Users, FY26

Page	Total Users	Change (YoY)
Child Development Center (CDC)	73,140	24.6% increase
Contact	2,854	No prior-year data
Care Options	1,045	Near zero last year
Parent Resources	484	No prior-year data
Enrollment and Eligibility	414	No prior-year data
Special Programs and Partnerships	170	No prior-year data

Figure 5: Child Development Centers (CDC) Views Compared YoY, FY26 (Unit B launch marked)



Traffic Sources

Organic Search led by a wide margin with 51,154 users, followed by Direct with 13,143. Referral brought 4,184 users, including Military OneSource.

- **Organic Search:** 51,154 users
- **Direct:** 13,143 users
- **Referral:** 4,184 users
- **Organic Social:** 723 users

Engagement

Engagement was strong: engagement rate held at 71%, a 2.3% decrease (YoY), and average session time was 2:10, a 3.5% decrease (YoY). After the update, engagement rate rose 1.2% (YoY) to 71%.

School Age Centers (SAC)

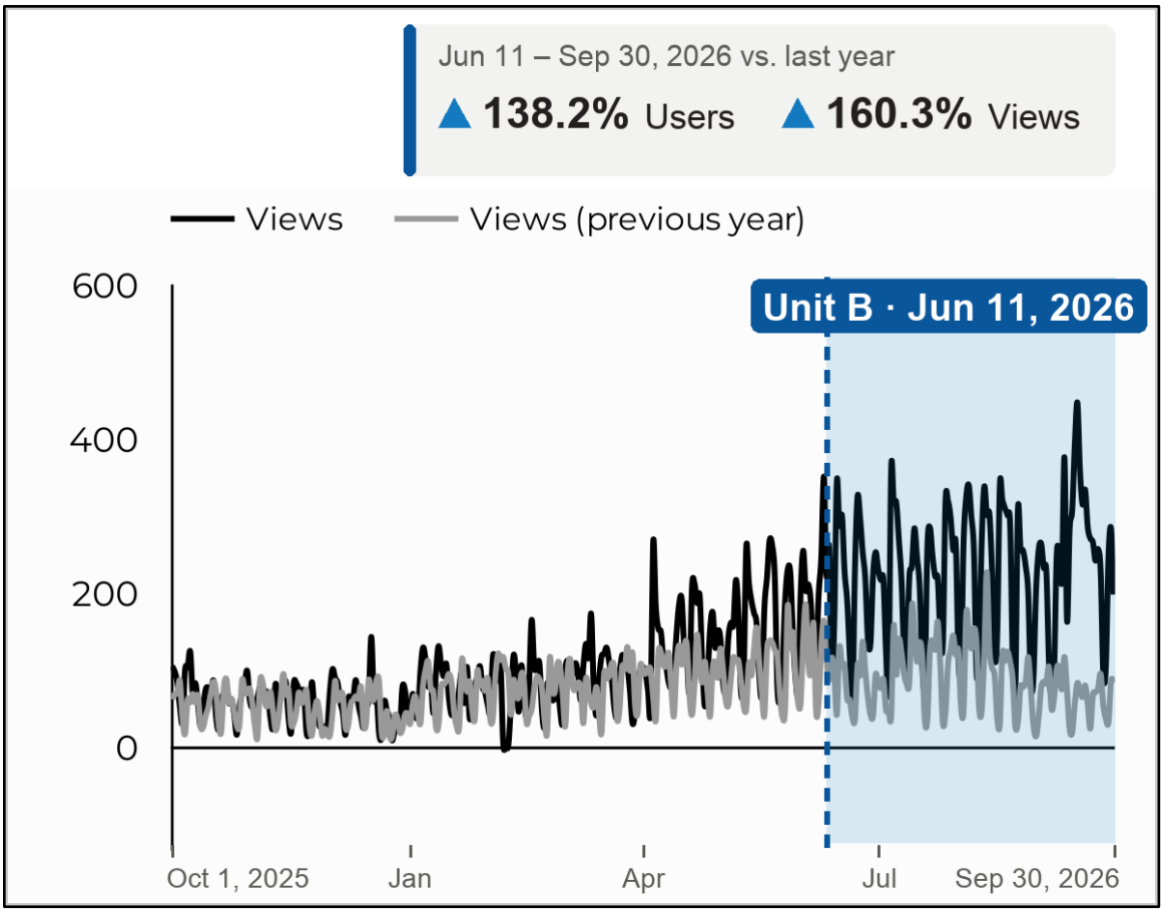
Traffic

School Age Centers (SAC) grew sharply in FY26. Total users rose 66.2% (YoY) to 29,927, and new users rose 66.0% (YoY) to 12,076. Sessions rose 57.1% (YoY) to 39,312, and views rose 73.7% (YoY) to 49,720. After the Unit B update, users rose 138.2% and views rose 160.3% (YoY) from June 11 to September 30, 2026 (Figure 6). The new Registration and Fees page drew 2,798 users (Table 14).

Table 14: School Age Centers (SAC) Top Pages by Total Users, FY26

Page	Total Users	Change (YoY)
School Age Centers	29,282	61.2% increase
Registration and Fees	2,798	No prior-year data
Contact	1,647	No prior-year data
Programs and Services	1,231	No prior-year data
Transportation	787	No prior-year data
Accreditation & Quality	304	No prior-year data

Figure 6: School Age Centers (SAC) Views Compared YoY, FY26 (Unit B launch marked)



Traffic Sources

Organic Search led with 19,008 users, followed by Direct with 9,400. Referral brought 1,695 users and Organic Social brought 694.

- **Organic Search:** 19,008 users
- **Direct:** 9,400 users
- **Referral:** 1,695 users
- **Organic Social:** 694 users

Engagement

Engagement rate was 64%, a 9.7% decrease (YoY), and average session time was 2:26, a 17.9% decrease (YoY). After the update, users, new users, sessions, and views all more than doubled as families planned summer care.

Youth Centers

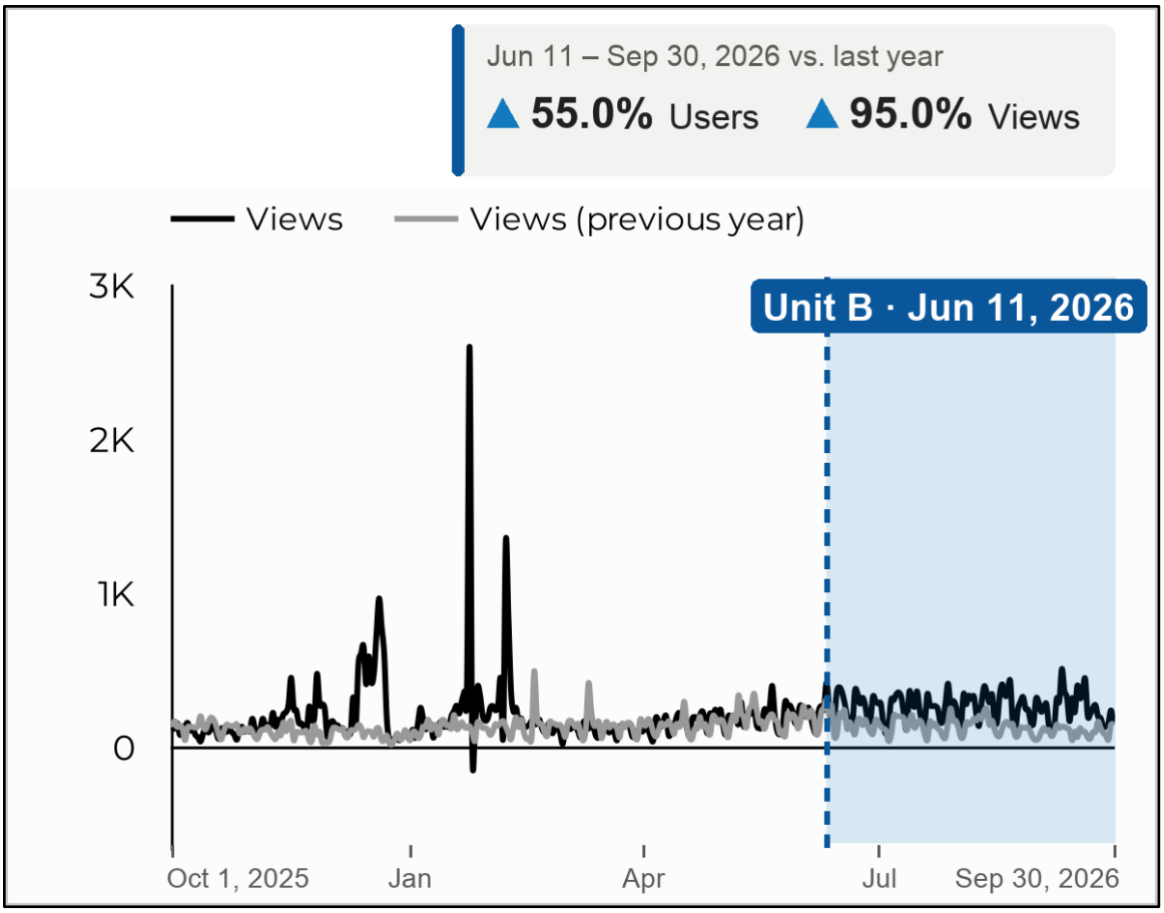
Traffic

Youth Centers nearly doubled its audience in FY26. Total users rose 90.3% (YoY) to 62,842, and new users rose 146.9% (YoY) to 35,666. Sessions rose 61.9% (YoY) to 71,882, and views rose 62.7% (YoY) to 80,877. After the Unit B update, users rose 55.0% and views rose 95.0% (YoY) from June 11 to September 30, 2026 (Figure 7). The new Recreation and Leisure page drew 27,088 users (Table 15).

Table 15: Youth Centers Top Pages by Total Users, FY26

Page	Total Users	Change (YoY)
Youth Center	40,765	22.4% increase
Recreation and Leisure	27,088	Near zero last year
Leadership and Clubs	659	No prior-year data
Contact	509	No prior-year data
Volunteer and Community Service	477	No prior-year data
Academic and Career Support	451	No prior-year data
How to Register	75	No prior-year data

Figure 7: Youth Centers Views Compared YoY, FY26 (Unit B launch marked)



Traffic Sources

Direct led with 39,979 users, followed by Organic Search with 23,507. Organic Social brought 1,710 users and Referral brought 1,454.

- **Direct:** 39,979 users
- **Organic Search:** 23,507 users
- **Organic Social:** 1,710 users
- **Referral:** 1,454 users

Engagement

Engagement rate fell to 43%, a 37.8% decrease (YoY), and average session time fell to 1:22, a 40.9% decrease (YoY). A large wave of first-time visitors, many landing on Recreation and Leisure, came for quick information and left. Only 75 users reached the How to Register page.

Family Child Care (FCC)

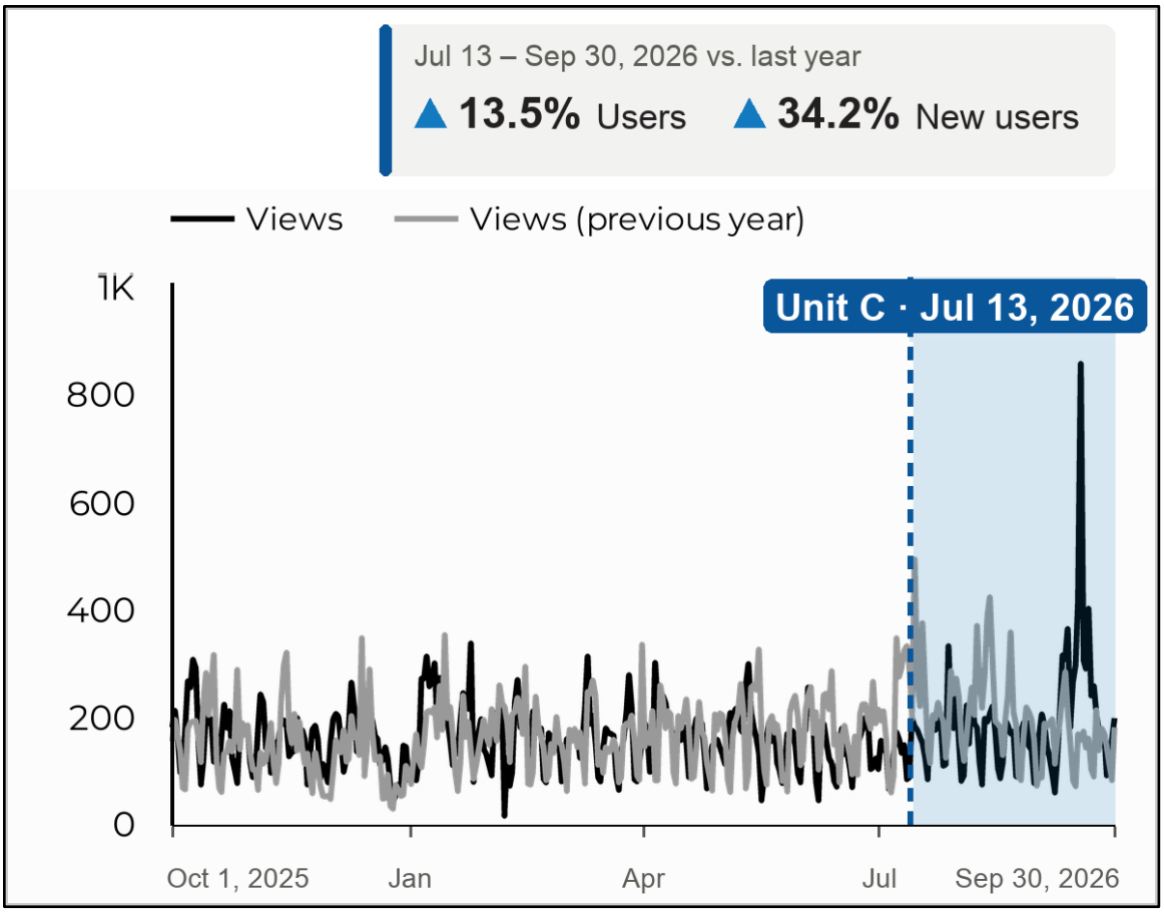
Traffic

Family Child Care (FCC) grew its audience in FY26. Total users rose 10.0% (YoY) to 37,855, and new users rose 22.5% (YoY) to 19,411. Sessions rose 5.3% (YoY) to 45,333, while views fell 2.9% (YoY) to 59,785. After the Unit C update, users rose 13.5% and new users rose 34.2% (YoY) from July 13 to September 30, 2026 (Figure 8). The Become an FCC Provider page grew from near zero to 612 users (Table 16).

Table 16: Family Child Care (FCC) Top Pages by Total Users, FY26

Page	Total Users	Change (YoY)
Family Child Care	42,540	1.0% increase
Become an FCC Provider	612	Near zero last year
Contact	390	No prior-year data
Rules and Regulations	368	No prior-year data
Resources and Support	213	No prior-year data
Overview	200	No prior-year data
Incentives and Bonuses for FCC Providers	187	No prior-year data

Figure 8: Family Child Care (FCC) Views Compared YoY, FY26 (Unit C launch marked)



Traffic Sources

Organic Search led with 18,626 users, followed closely by Direct with 14,986. Referral brought 2,360 users and Organic Social brought 1,923.

- **Organic Search:** 18,626 users
- **Direct:** 14,986 users
- **Referral:** 2,360 users
- **Organic Social:** 1,923 users

Engagement

Engagement rate was 61%, an 11.0% decrease (YoY), and average session time was 2:00, a 22.9% decrease (YoY). The growth of the Become an FCC Provider page is a strong provider recruitment signal.

Recommendations

- Feature the Become an FCC Provider page on the main Family Child Care page to build on its recruitment growth.

School Support Services

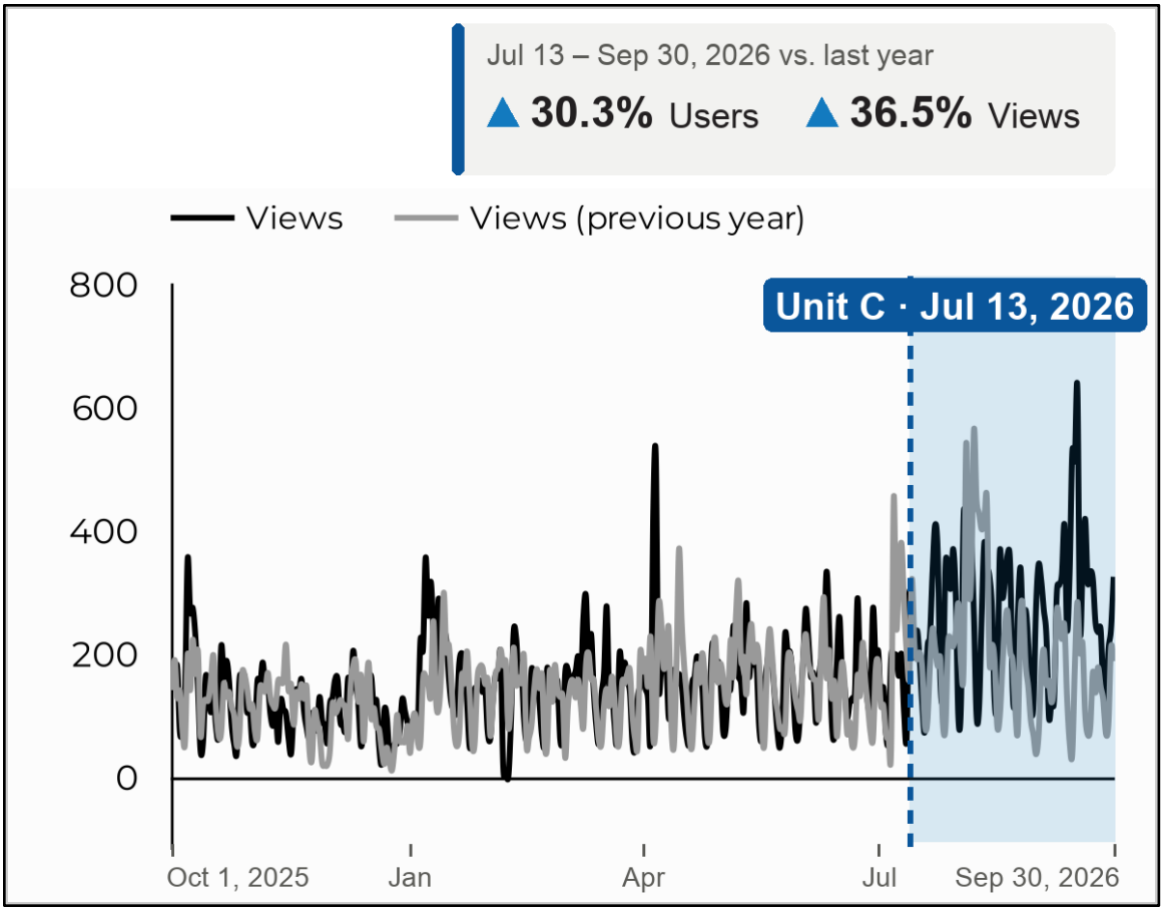
Traffic

School Support Services grew strongly in FY26. Total users rose 23.8% (YoY) to 43,255, and new users rose 22.3% (YoY) to 22,741. Sessions rose 21.4% (YoY) to 53,144, and views rose 13.3% (YoY) to 62,700. After the Unit C update, users rose 30.3% and views rose 36.5% (YoY) from July 13 to September 30, 2026 (Figure 9). Finding a School grew 293.1% and the Youth Sponsorship Program grew 530.9% for the year (Table 17).

Table 17: School Support Services Top Pages by Total Users, FY26

Page	Total Users	Change (YoY)
School Support Services	43,640	14.2% increase
Contact	1,353	No prior-year data
Finding a School	1,258	293.1% increase
Public Schools	667	No prior-year data
Youth Sponsorship Program	612	530.9% increase

Figure 9: School Support Services Views Compared YoY, FY26 (Unit C launch marked)



Traffic Sources

Direct led with 21,473 users, followed by Organic Search with 15,053. Referral was strong at 7,635 users, including Military OneSource and home.army.mil.

- **Direct:** 21,473 users
- **Organic Search:** 15,053 users
- **Referral:** 7,635 users
- **Organic Social:** 1,381 users

Engagement

Engagement rate was 58%, a 10.3% decrease (YoY), and average session time held at 2:27, a 2.3% decrease (YoY). After launch, the new Finding a School page filled a content gap and became the top subpage.