



Program Roll-Up

Jan 1, 2026 - Mar 31, 2026



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Child Development Centers	10,817	5,388	13,803	71.51%
CYS Careers	1,612	985	2,005	68.13%
Family Child Care	9,382	4,702	11,486	61.03%
Parent Outreach Services	7,201	2,814	9,288	68.29%
School Age Centers	3,086	1,036	3,792	71.39%
School Support Services	9,331	4,767	11,178	61.56%
Youth Centers	6,542	2,663	8,280	67.51%
Youth Sports	30,047	12,998	42,900	66.64%



ARMY MWR

Child & Youth Services

Views
565,582

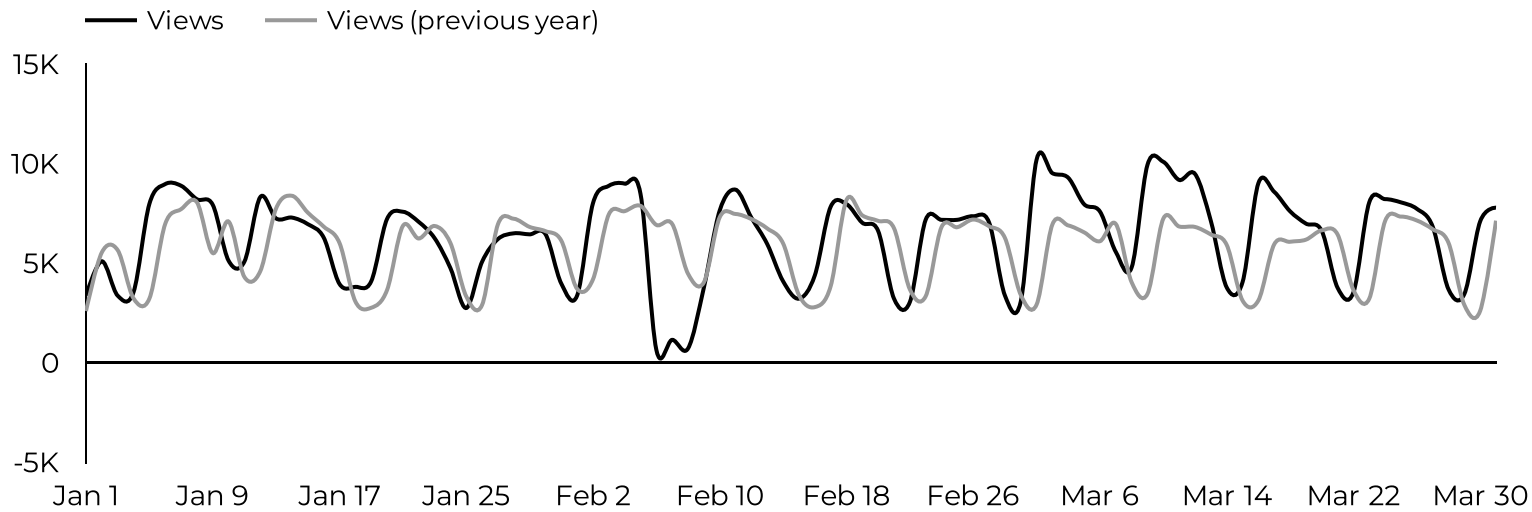
Visits (pageviews) to your page

Engagement rate
58%

Average time people are engaged on your website

Total users
284,695

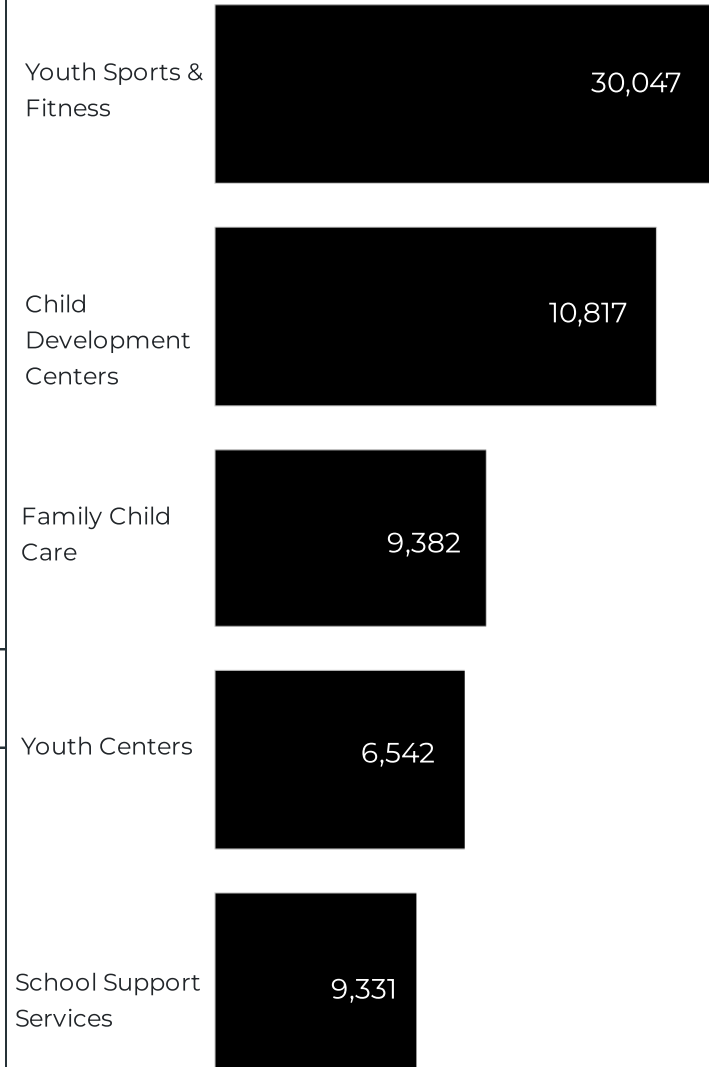
The total number of users who visited your website



Visits from social media.

Social Media	Total users
Facebook	21,127
Other	6,983
Instagram	181
LinkedIn	115
X	9

What programs are users visiting?



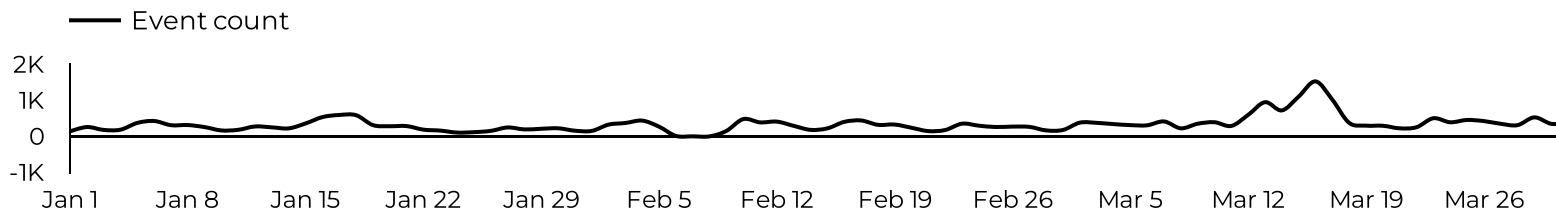


Total WebTrac link clicks on CYS pages.

30,181

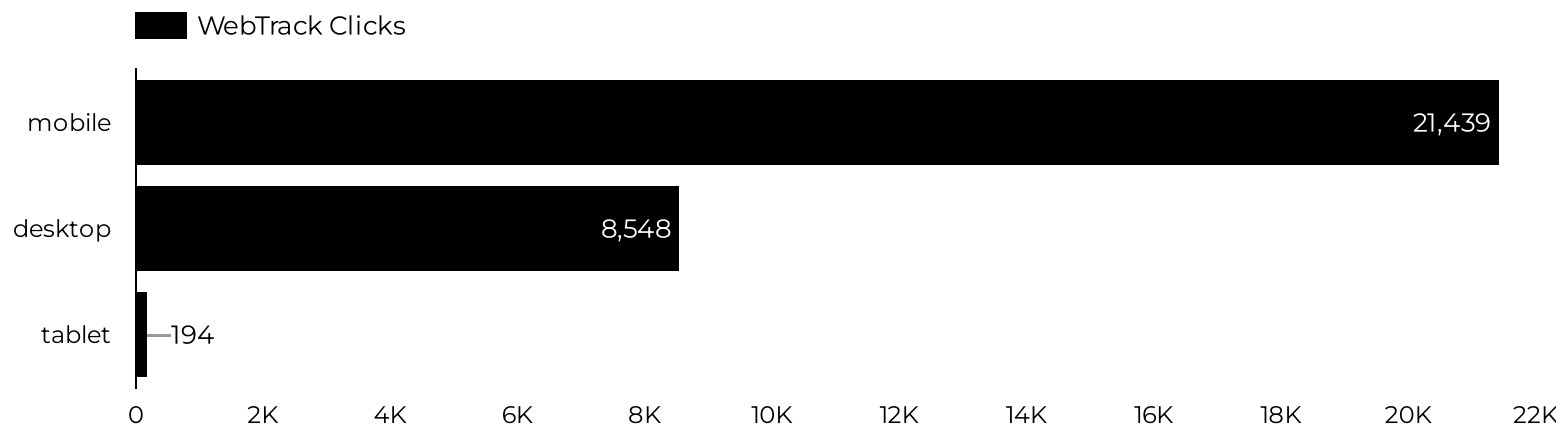
WebTrac trends

Total WebTrac clicks per day.

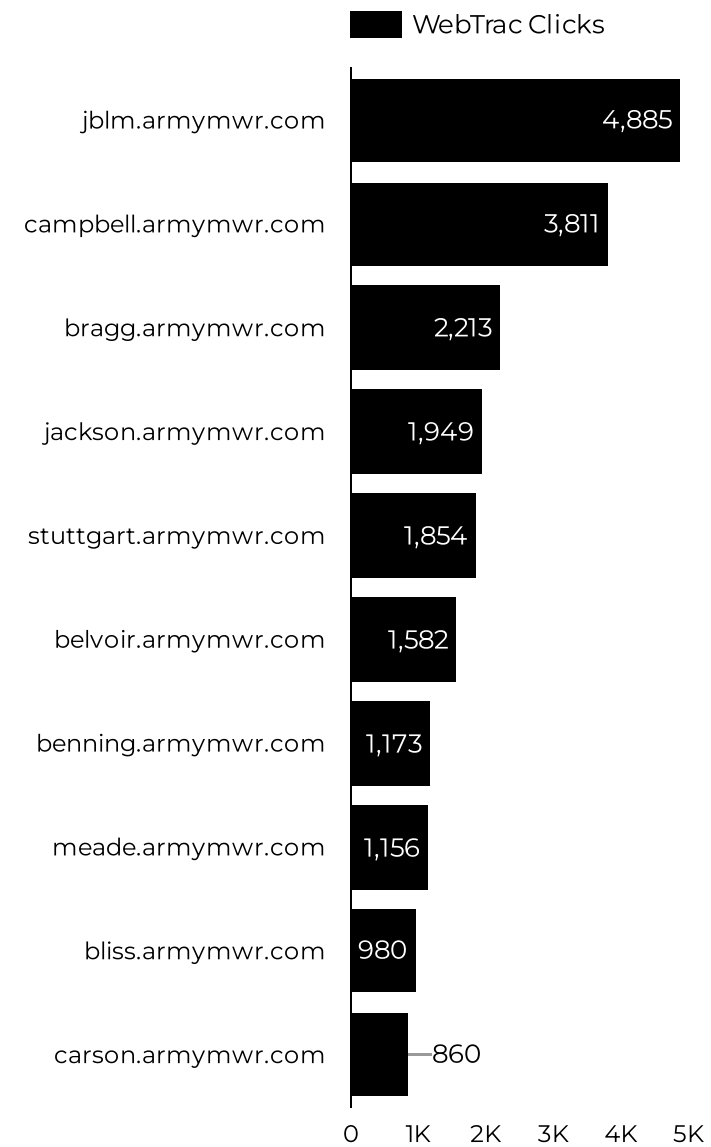


Which devices are driving engagement?

Do parents register on mobile or desktop?



What installations are generating registrations?



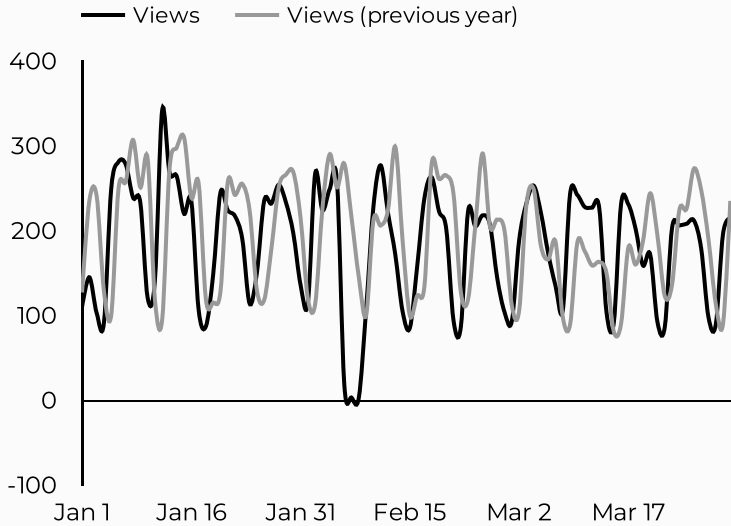


ARMY MWR Child Development Centers (CDC)

Views 16,327 ↓ -6.3%	Sessions 13,803 ↓ -8.3%	Total users 10,817 ↓ -3.2%	New users 5,388 ↓ -9.9%	Avg. Session Time 02:14 ↓ -14.6%	Engagement rate 72% ↑ 1.2%
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Compared Y-o-Y

How is site traffic trending?

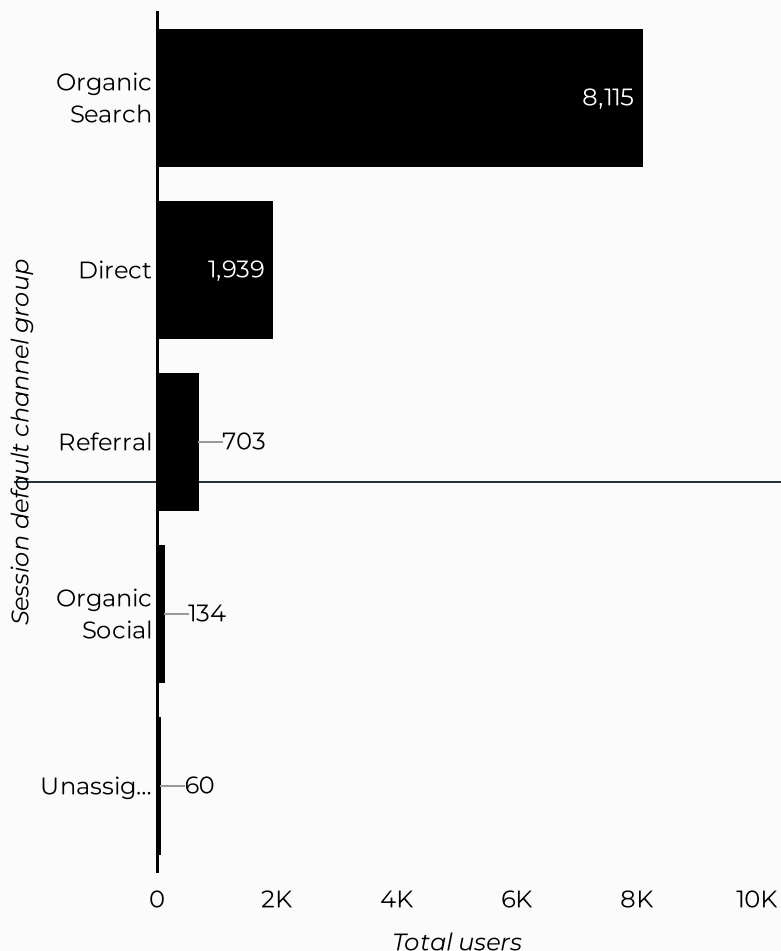


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
bragg.armymwr.com	1,743	-5.6% ↓
hawaii.armymwr.com	1,386	-16.8% ↓
bliss.armymwr.com	1,273	-8.1% ↓
www.armymwr.com	1,143	25.6% ↑
campbell.armymwr.com	1,125	-11.8% ↓
benning.armymwr.com	779	-10.8% ↓
riley.armymwr.com	683	-10.8% ↓
drum.armymwr.com	485	-8.0% ↓
wainwright.armymwr.com	329	-7.6% ↓
aberdeen.armymwr.com	316	-6.2% ↓

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	803
bing	118
(direct)	78
installations.militaryonesource...	67
home.army.mil	28
m.facebook.com	14
yahoo	9
military.com	7
chatgpt.com	5
safe.menlosecurity.com	5



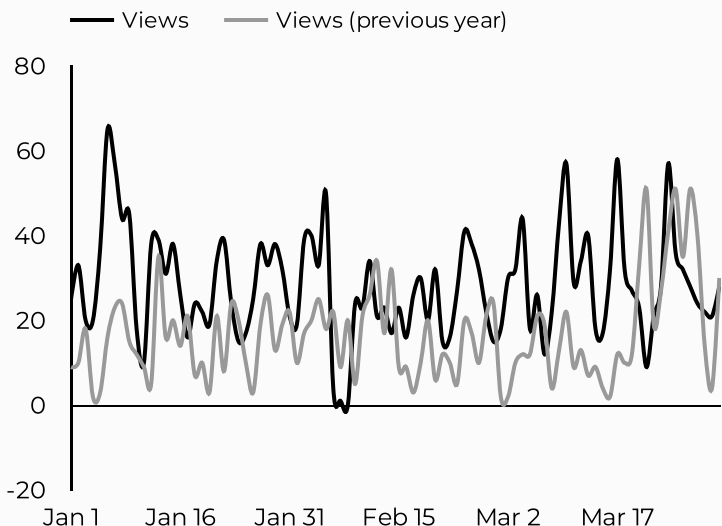
ARMY MWR

Child Care Fee Assistance

Views 2,542 ↑ 69.5%	Sessions 2,194 ↑ 76.4%	Total users 1,901 ↑ 82.1%	New users 260 ↓ -17.7%	Avg. Session Time 01:41 ↓ -6.2%	Engagement rate 82% ↑ 4.6%
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Compared Y-o-Y

How is site traffic trending?

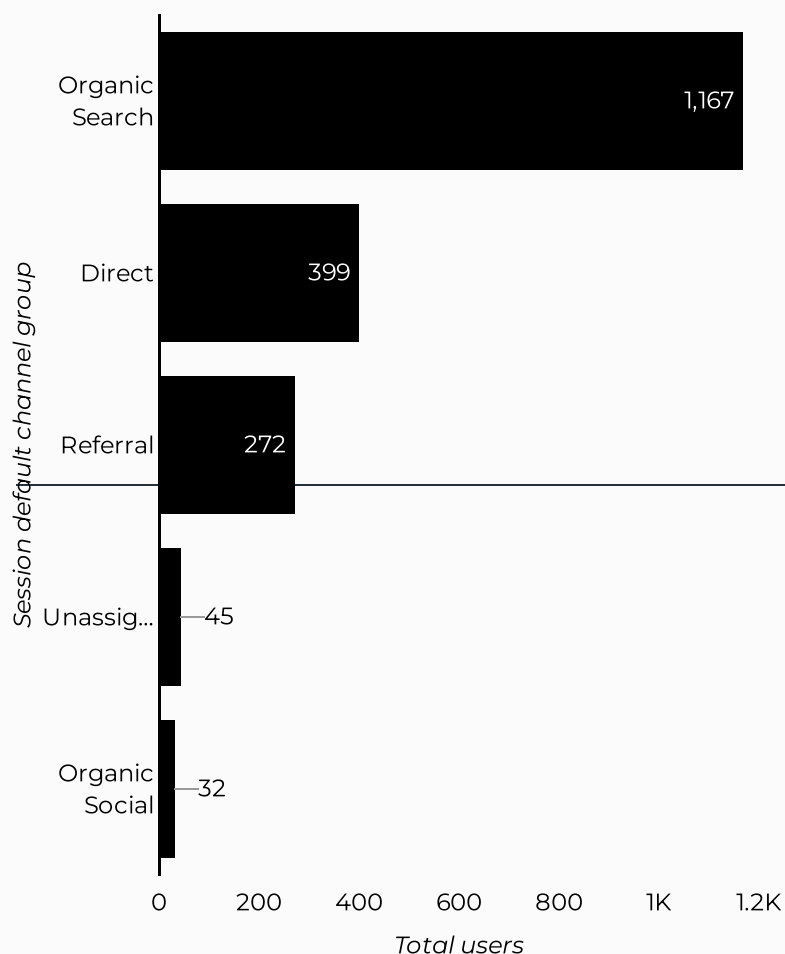


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,880
parks.armymwr.com	18
www.armymwr.org	2
armymwr.org	1
pacific.armymwr.com	1

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	930
(direct)	399
bing	211
home.army.mil	73
installations.militaryone...	48
myarmybenefits.us.army...	39
chatgpt.com	32
m.facebook.com	23
armyresilience.army.mil	22
yahoo	18



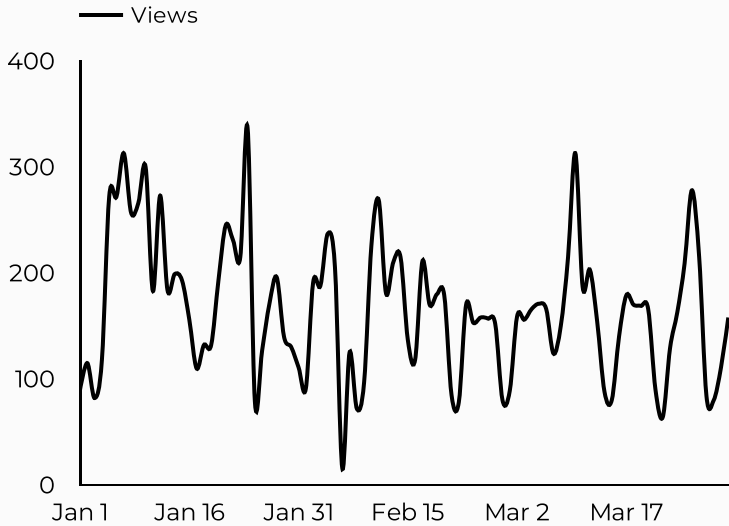
ARMY MWR

Family Child Care (FCC)

Views 14,999 ↑ 1.5%	Sessions 11,486 ↑ 7.0%	Total users 9,382 ↑ 12.1%	New users 4,702 ↑ 15.3%	Avg. Session Time 01:45 ↓ -31.4%	Engagement rate 61% ↓ -9.0%
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Compared Y-o-Y

How is site traffic trending?

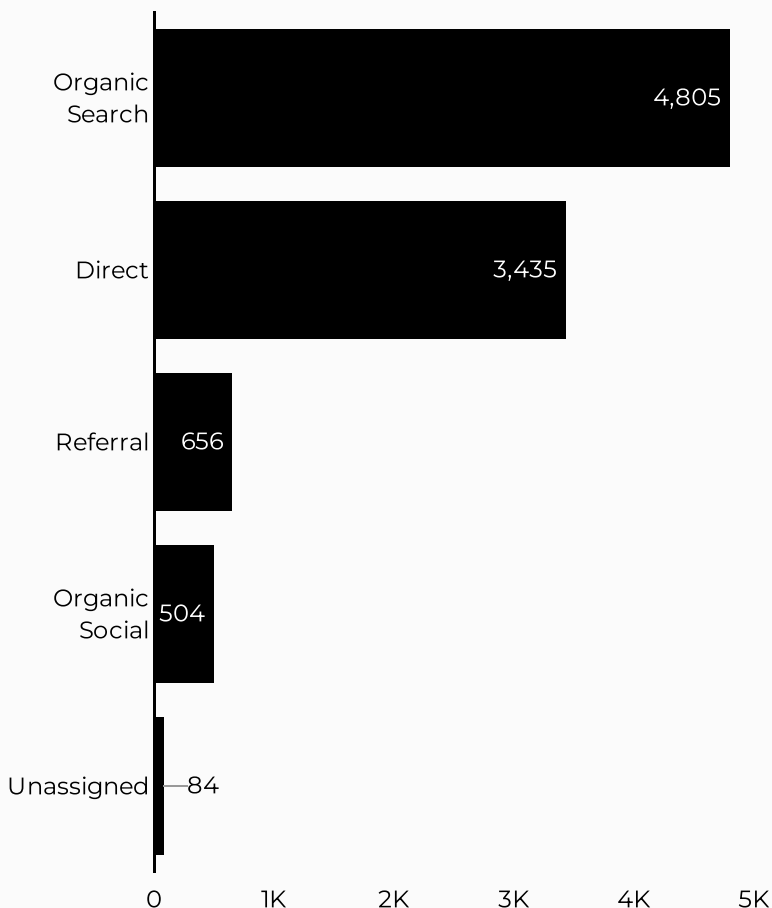


FCC Provider Application (DA 5219)

Installation FCC Provider Application (DA 5219) form downloads.

Installation	Downloads	% Δ
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....	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.co...	2	-80.0%...
huachuca.armymwr.com	2	-
leonardwood.armymwr.c...	2	-85.7%...
presidio.armymwr.com	2	-83.3%...
whitesands.armymwr.com	2	-
Grand total	618	-22.4...

Which channels are driving traffic?





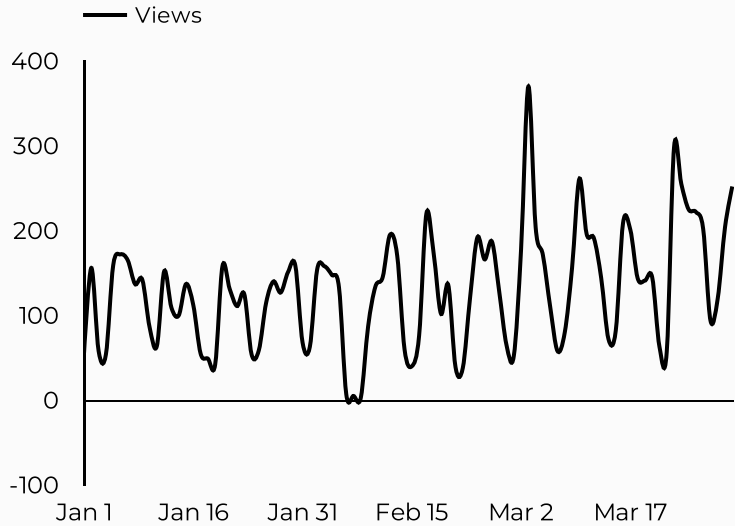
ARMY MWR

Parent Outreach Services (PO)

Views 11,705 ↑ 10.3%	Sessions 9,288 ↓ -0.6%	Total users 7,201 ↑ 5.1%	New users 2,814 ↑ 8.4%	Avg. Session Time 02:35 ↓ -2.5%	Engagement rate 68% ↓ -4.1%
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Compared Y-o-Y

How is site traffic trending?

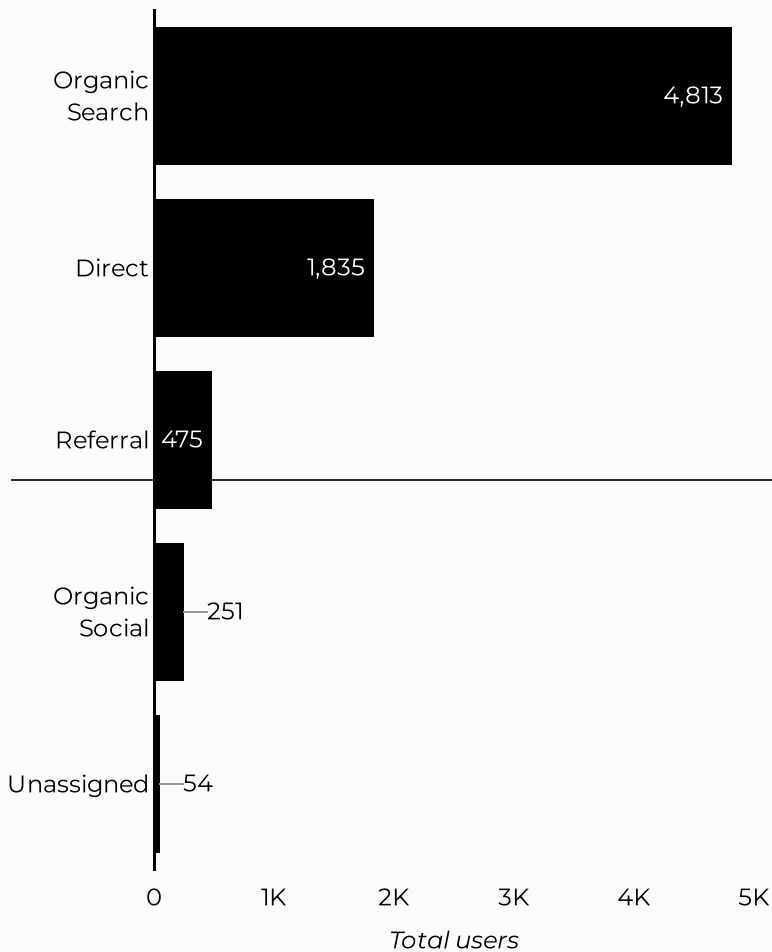


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
bragg.armymwr.com	903	27.9% ↑
bliss.armymwr.com	854	-10.0% ↓
riley.armymwr.com	679	-22.4% ↓
meade.armymwr.com	585	6.8% ↑
hood.armymwr.com	514	-9.2% ↓
www.armymwr.com	399	-33.4% ↓
gordon.armymwr.com	343	1.5% ↑
belvoir.armymwr.com	326	6.9% ↑
lee.armymwr.com	273	-19.9% ↓
westpoint.armymwr.com	180	-20.4% ↓

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	448
(direct)	73
bing	68
installations.militaryonesource...	37
home.army.mil	15
m.facebook.com	12
yahoo	12
chatgpt.com	10
safe.menlosecurity.com	8
l.facebook.com	4



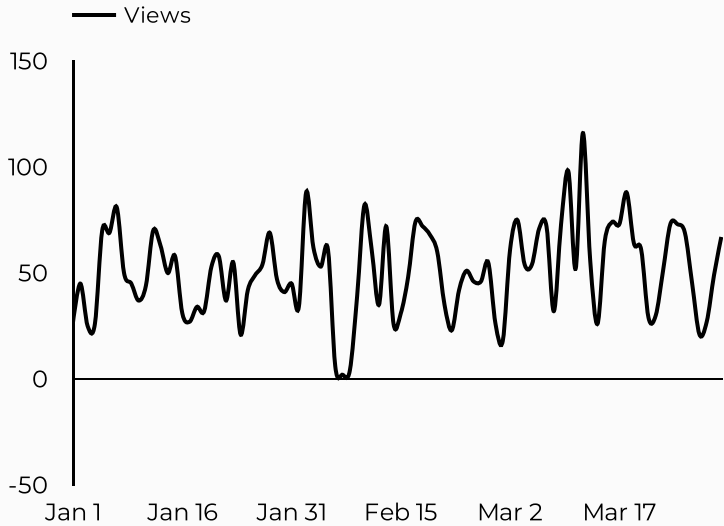
ARMY MWR

School Age Centers

Views 4,574 ↑ 16.3%	Sessions 3,792 ↑ 10.8%	Total users 3,086 ↑ 26.7%	New users 1,036 ↑ 17.5%	Avg. Session Time 02:00 ↓ -27.1%	Engagement rate 71% ↓ -0.9%
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Compared Y-o-Y

How is site traffic trending?

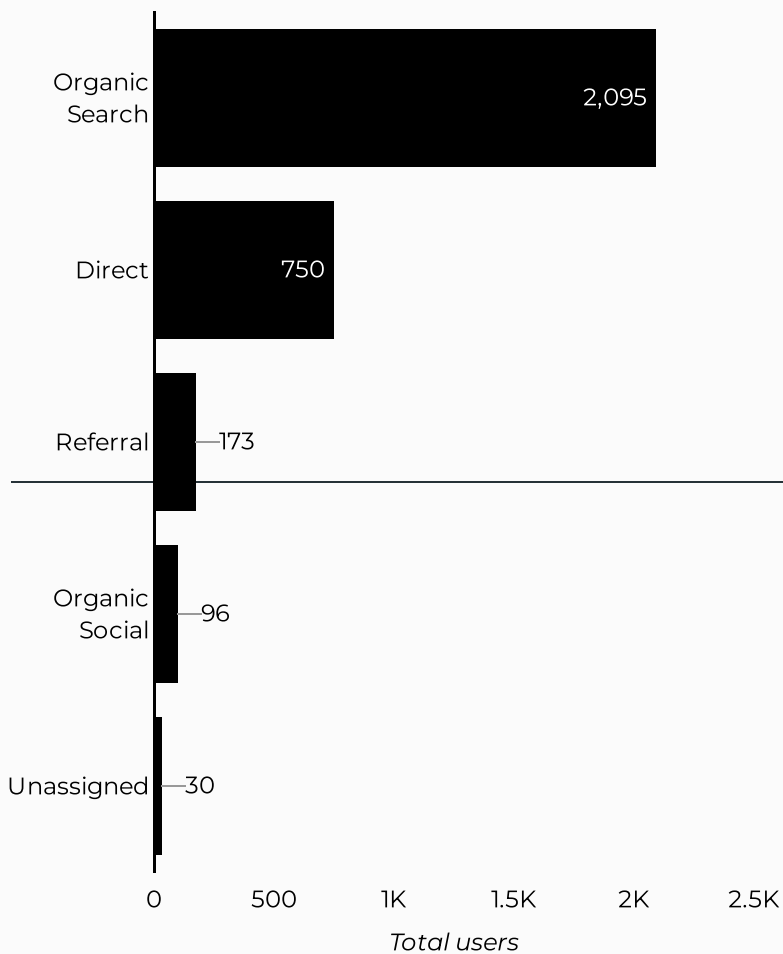


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
bragg.armymwr.com	631	7.1% ↑
hawaii.armymwr.com	499	-9.4% ↓
www.armymwr.com	486	33.2% ↑
campbell.armymwr.com	426	-8.8% ↓
bliss.armymwr.com	322	79.9% ↑
stewarhunter.armymwr.c...	292	-2.3% ↓
riley.armymwr.com	253	873.1% ↑
detroit.armymwr.com	26	2,500.0...
training.armymwr.com	25	2,400.0...

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	180
bing	24
(direct)	16
m.facebook.com	13
installations.militaryonesource...	9
home.army.mil	7
l.facebook.com	4
lm.facebook.com	4
yahoo	2
distinctlyfayettevillenc.com	1



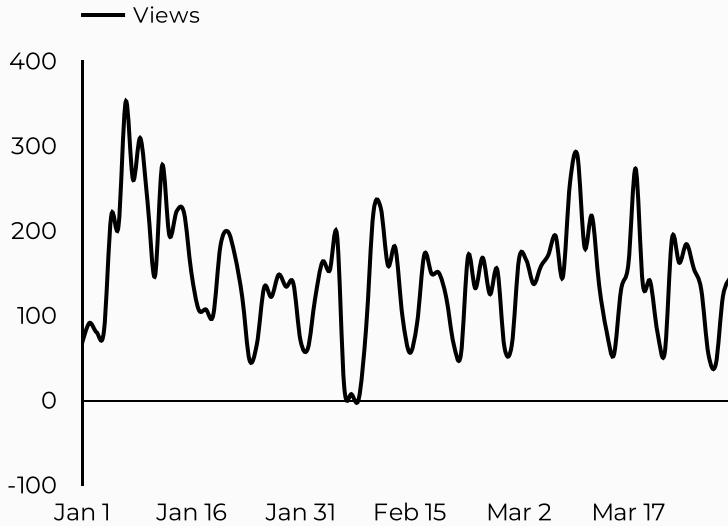
ARMY MWR

School Support Services

Views 12,883 ↑ 13.5%	Sessions 11,178 ↑ 22.3%	Total users 9,331 ↑ 29.7%	New users 4,767 ↑ 12.9%	Avg. Session Time 03:12 ↑ 2.8%	Engagement rate 62% ↓ -7.3%
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Compared Y-o-Y

How is site traffic trending?

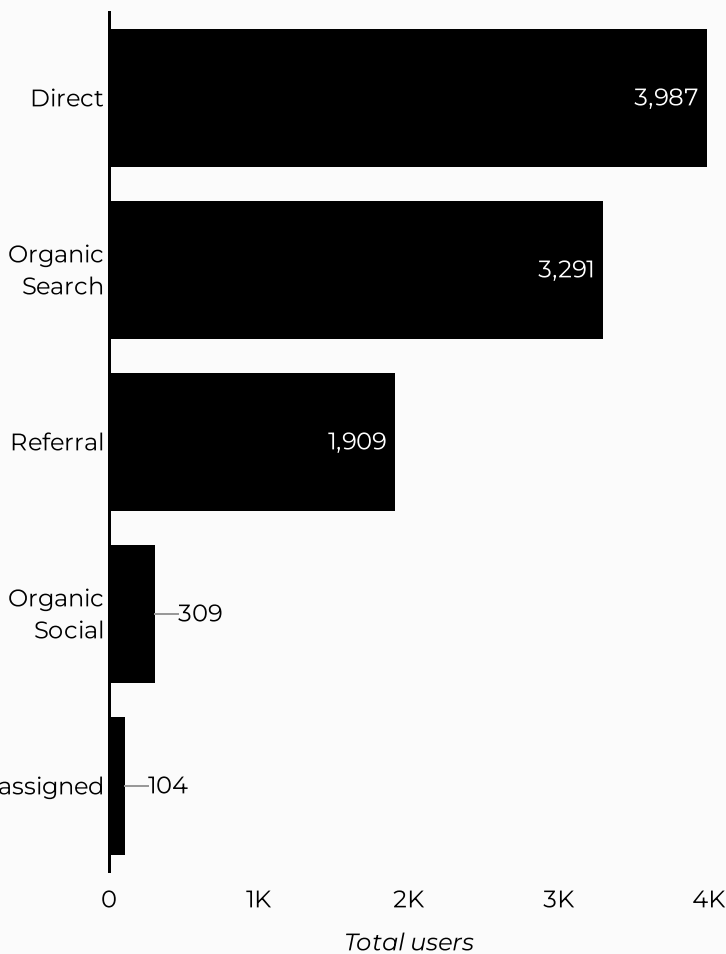


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
bragg.armymwr.com	650	50.1% ↑
hawaii.armymwr.com	530	29.9% ↑
benning.armymwr.com	521	12.3% ↑
www.armymwr.com	502	27.4% ↑
carson.armymwr.com	475	17.9% ↑
bliss.armymwr.com	459	13.1% ↑
stewarhunter.armymwr.c...	424	73.1% ↑
italy.armymwr.com	422	41.6% ↑
jblm.armymwr.com	386	-15.9% ↓
drum.armymwr.com	351	3.5% ↑

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	453
installations.militaryonesource...	174
(direct)	118
home.army.mil	88
bing	57
l.facebook.com	13
fcps.edu	11
safe.menlosecurity.com	8
chatgpt.com	6
military.com	6



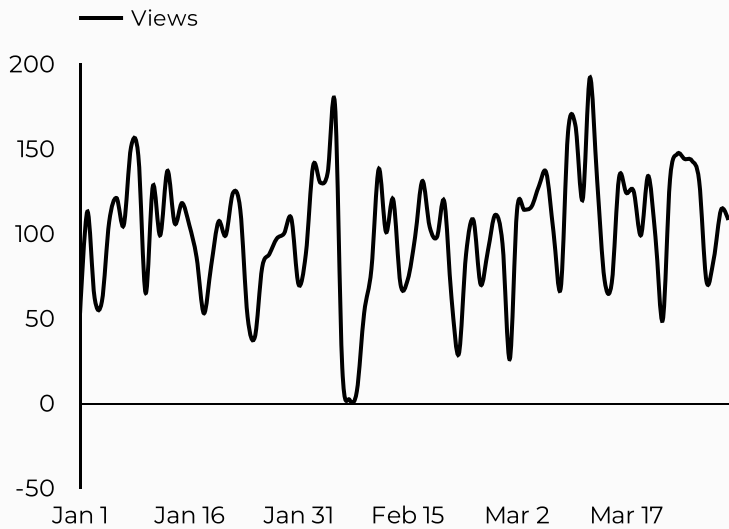
ARMY MWR

Youth Centers

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
9,062	8,280	6,542	2,663	02:29	68%
↓ -25.0%	↓ -19.6%	↓ -19.3%	↓ -32.8%	↑ 10.2%	↓ -2.7%

Compared Y-o-Y

How is site traffic trending?

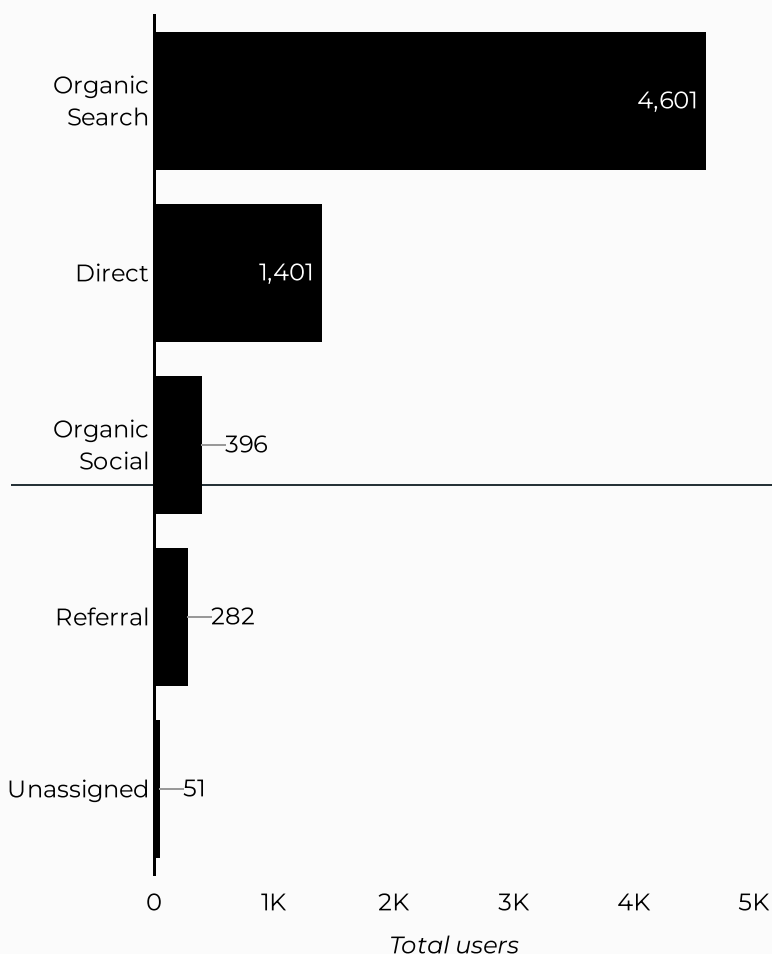


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
bragg.armymwr.com	507	-0.2% ↓
stewarhunter.armymwr.c...	479	49.7% ↑
belvoir.armymwr.com	374	-13.0% ↓
bliss.armymwr.com	350	9.7% ↑
www.armymwr.com	337	-75.7% ↓
carson.armymwr.com	331	-24.9% ↓
drum.armymwr.com	327	9.4% ↑
stuttgart.armymwr.com	323	-18.4% ↓
lee.armymwr.com	252	12.5% ↑
hawaii.armymwr.com	242	-24.6% ↓

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	476
(direct)	38
bing	37
m.facebook.com	30
home.army.mil	11
l.facebook.com	10
chatgpt.com	6
lm.facebook.com	5
installations.militaryonesource...	4
safe.menlosecurity.com	3

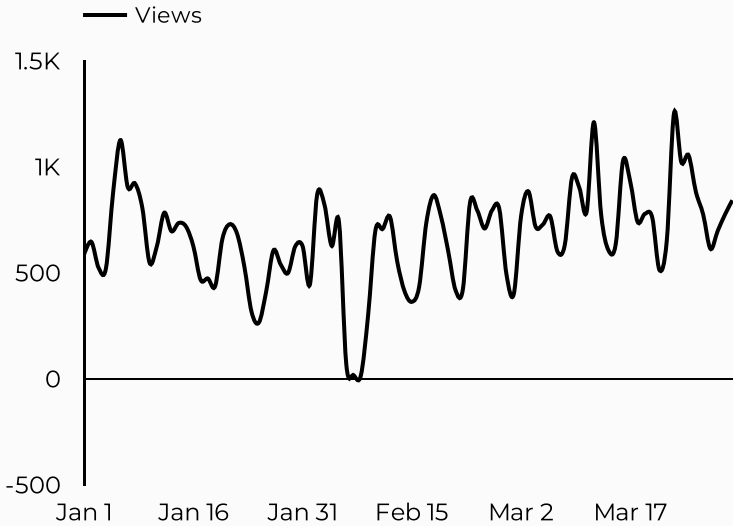


ARMY MWR

Youth Sports

Views 60,337 ↑ 18.5%	Sessions 42,900 ↑ 7.7%	Total users 30,047 ↑ 15.7%	New users 12,998 ↑ 6.2%	Engagement rate 67% ↓ -3.3%
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How is site traffic trending?

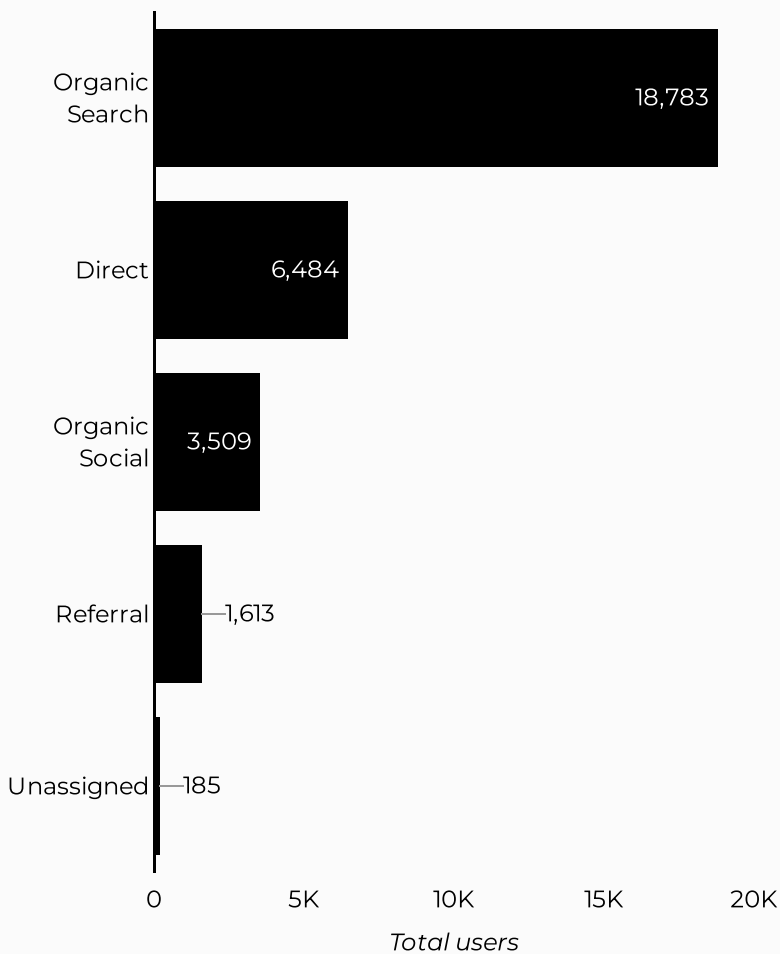


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
hawaii.armymwr.com	2,456	15.8% ↑
jblm.armymwr.com	2,163	-0.1% ↓
www.armymwr.com	1,996	18.2% ↑
benning.armymwr.com	1,913	1.6% ↑
campbell.armymwr.com	1,672	-4.0% ↓
belvoir.armymwr.com	1,647	19.1% ↑
bragg.armymwr.com	1,638	53.2% ↑
bliss.armymwr.com	1,538	21.8% ↑
stewarhunter.armymwr.c...	1,022	12.6% ↑
westpoint.armymwr.com	880	8.2% ↑

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	2,315
(direct)	197
bing	192
m.facebook.com	150
home.army.mil	61
webtrac.mwr.army.mil	52
l.facebook.com	43
lm.facebook.com	27
yahoo	27
installations.militaryonesource...	18



Views
2,319
↓ -17.1%

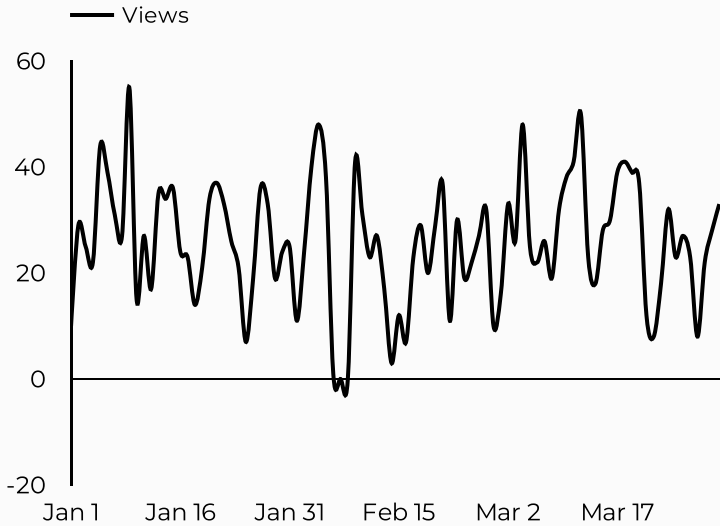
Sessions
2,005
↓ -14.1%

Total users
1,612
↓ -11.7%

New users
985
↑ 28.8%

Engagement rate
68%
↓ -9.6%

How is site traffic trending?



How many people looking for employment took action and clicked for more information?

KPI link clicks to USAJOBS.gov.

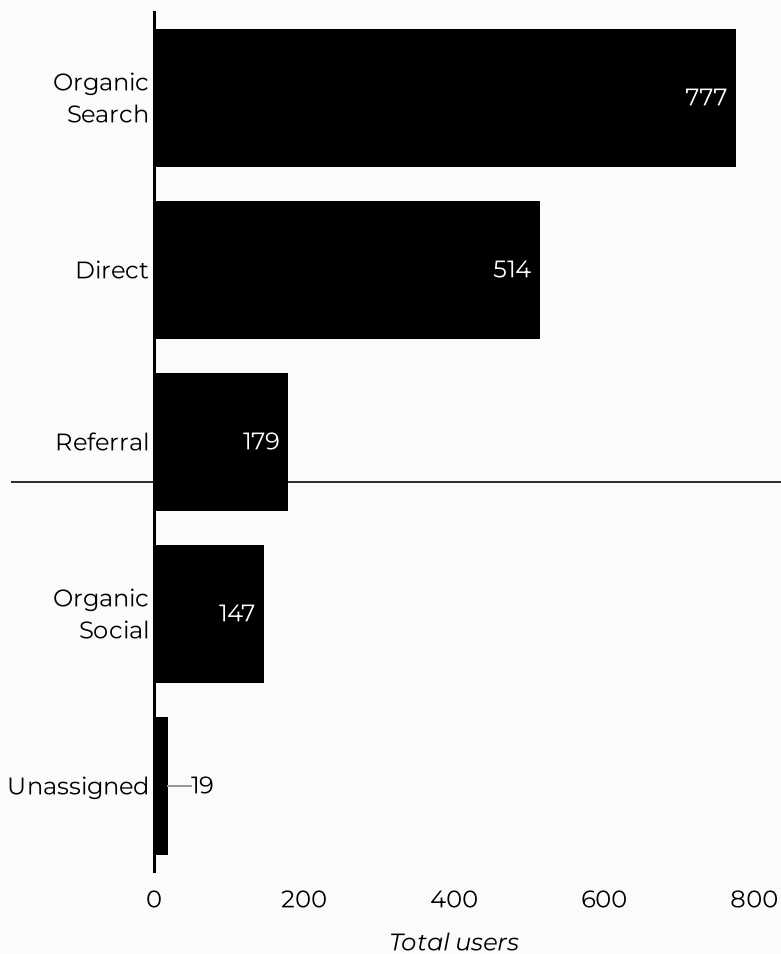
Name	Link Clicks
Continue	875

How many people took action and downloaded a PDF?

KPI downloads of the CYS Career Guide and Rack Card.

Name	Downloads
CYS Career Guide	216
Rack Card	45

Which channels are driving traffic?





Views

216

↓ -67.2%

Sessions

216

↓ -65.2%

Total users

182

↓ -66.5%

New users

60

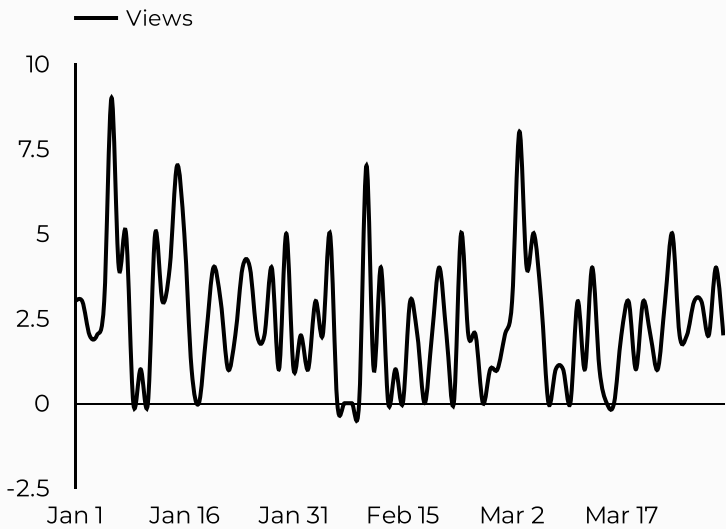
↓ -77.4% from previous year

Engagement rate

77%

↓ -4.7%

How is site traffic trending?



How many people looking for employment took action and clicked for more information?

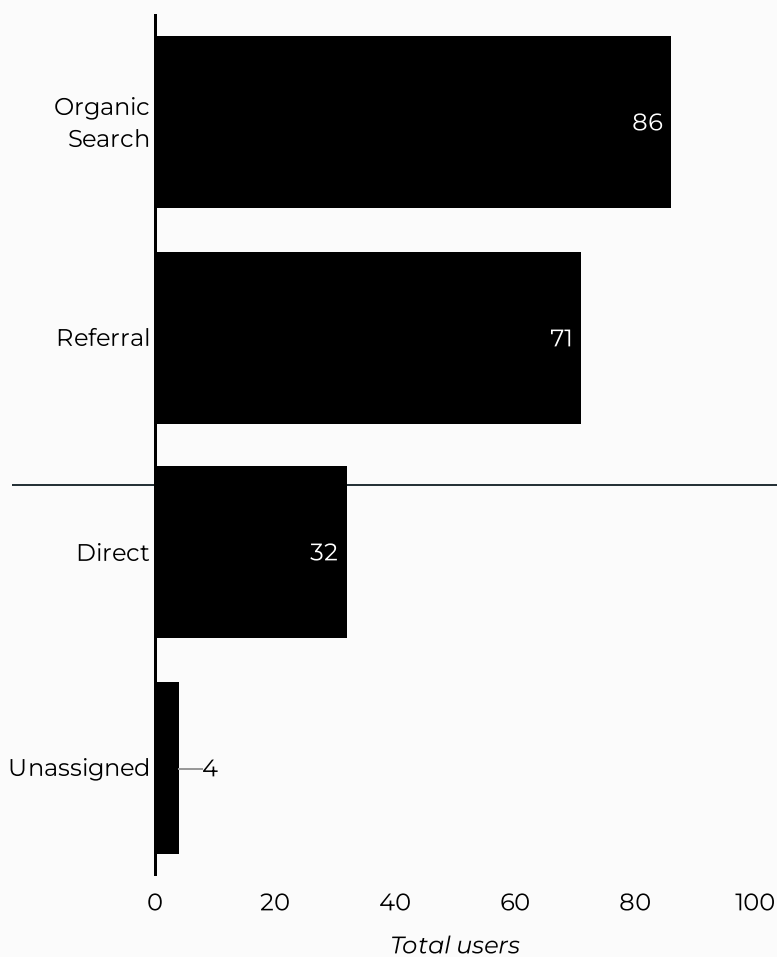
KPI link clicks to USAJOBS.gov.

click_text	Link Clicks
USAJOBS.gov	38
https://www.usajobs.gov/	4

How many people pushed play to watch a video?

Video Name	Total
CYS Profession: Alicia Exum	16

Which channels are driving traffic?





Jan 1, 2026 - Mar 31, 2026

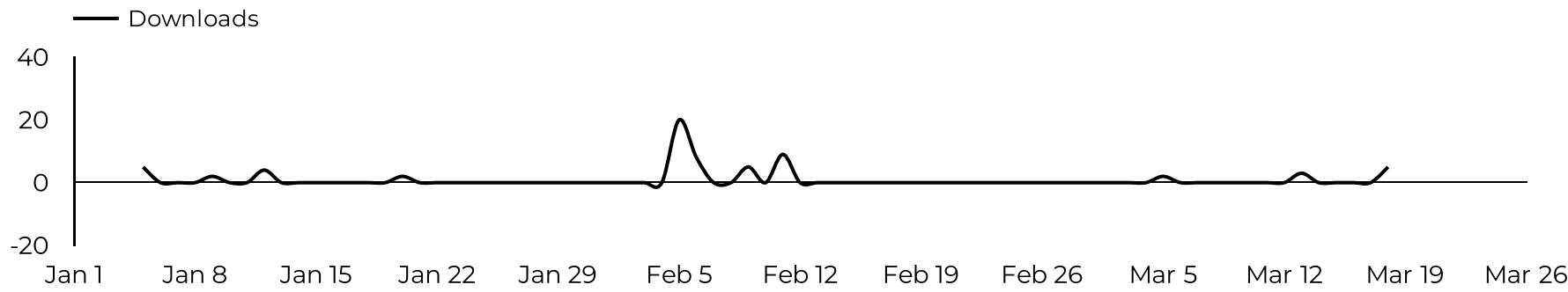
MWR

CYS Profession Campaign

Downloads

65

Downloads over time



Top pages sorted by the highest number of Brand Central downloads.

Full page URL	Downloads
www.mwrbrandcentral.com/collections/25667	27
www.mwrbrandcentral.com/assets/25699	15
www.mwrbrandcentral.com/assets/25692	9
www.mwrbrandcentral.com/assets/25668	6
www.mwrbrandcentral.com/assets/download/25668	5
www.mwrbrandcentral.com/assets/25694	3

Grand total

65

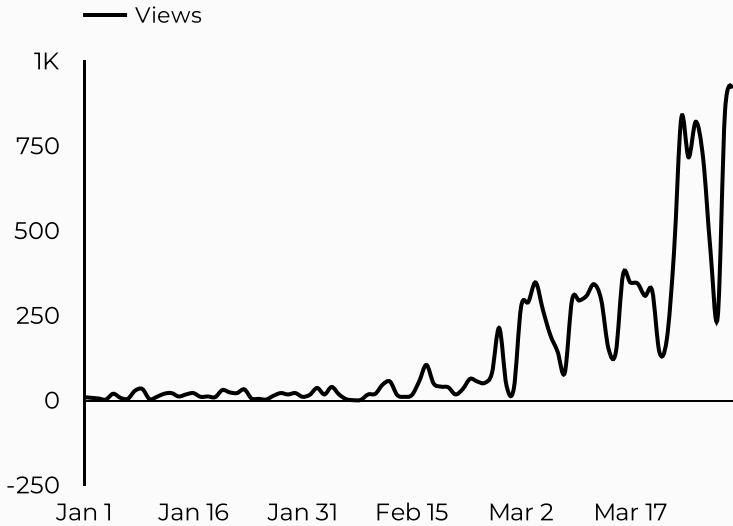


ARMY MWR

Month of the Military Child

Views 13,039 ↑ 43.1%	Sessions 9,235 ↑ 36.9%	Total users 7,060 ↑ 32.9%	New users 3,947 ↑ 40.4%	Engagement rate 66% ↑ 1.5%
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How is site traffic trending?

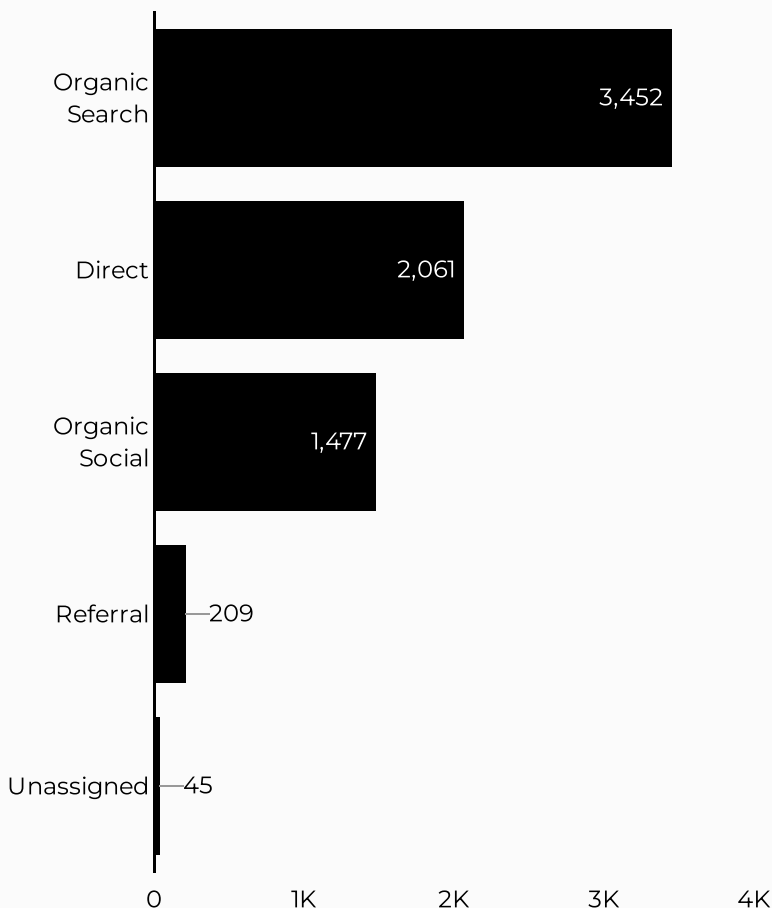


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	2,451	68.1% ↑
campbell.armymwr.com	1,817	87.5% ↑
leonardwood.armymwr.com	752	19.0% ↑
humphreys.armymwr.com	297	-21.2% ↓
hood.armymwr.com	287	77.2% ↑
belvoir.armymwr.com	161	-43.1% ↓
jblm.armymwr.com	157	72.5% ↑
leavenworth.armymwr.com	122	54.4% ↑
sill.armymwr.com	119	3,866.7...
bliss.armymwr.com	101	-55.5% ↓

Which channels are driving traffic?



What are the top downloads from Army MWR Brand Central?

Link URL	Event count
	224,7...
https://armyeitaas.sharepoint-mil.us/sites/IM...	131
https://armyeitaas.sharepoint-mil.us/sites/IM...	108
https://www.mwrbrandcentral.com/applicati...	68
https://www.usarmybrandportal.com/	32
https://armyeitaas.sharepoint-mil.us/sites/IM...	16
https://army.deps.mil/army/cmds/imcom_G...	4
https://www.mwrbrandcentral.com/applicati...	4
http://dodcio.defense.gov/DoDSection508/S...	3
https://www.armymwr.com/m/privacy-policy	3
https://www.mwrbrandcentral.com/applicati...	2
https://www.mwrbrandcentral.com/applicati...	2
https://www.mwrbrandcentral.com/applicati...	2