



Program Roll-Up

Apr 1, 2026 - Jun 30, 2026



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Child Development Centers	16,496	6,701	20,025	75.59%
CYS Careers	1,795	1,242	2,237	65.31%
Family Child Care	8,485	3,454	10,214	67.04%
Parent Outreach Services	10,348	4,574	12,436	67.63%
School Age Centers	8,554	2,909	10,591	72.03%
School Support Services	9,586	4,621	11,890	64.33%
Youth Centers	11,116	4,726	13,708	69.51%
Youth Sports	33,458	13,375	43,963	72.57%



ARMY MWR

Child & Youth Services

Views
621,351

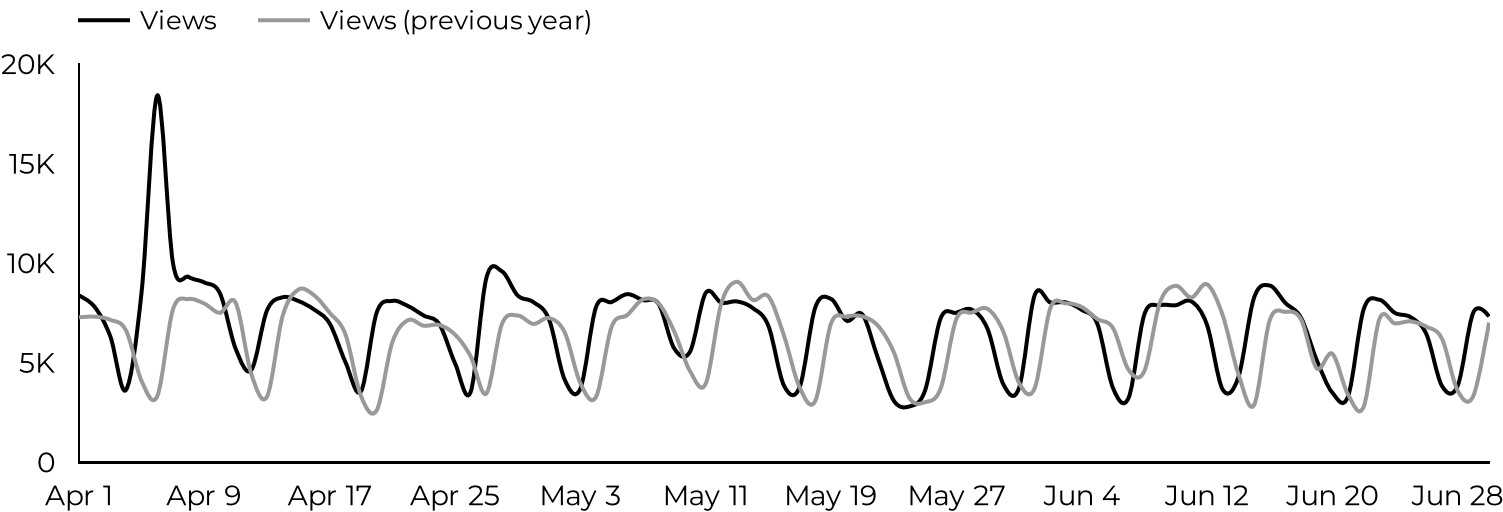
Visits (pageviews) to
your page

Engagement rate
58%

Average time people
are engaged on your
website

Total users
317,183

The total number of users
who visited your website



What programs are users visiting?



Visits from social media.

Social Media	Total users ▾
Facebook	26,315
Other	7,637
Instagram	248
LinkedIn	50
X	18



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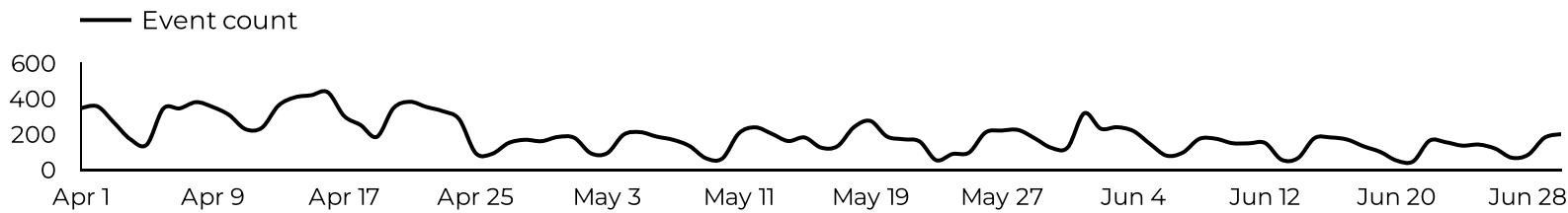
CYS WebTrac KPI Dashboard

Total WebTrac link clicks on CYS pages.

17,855

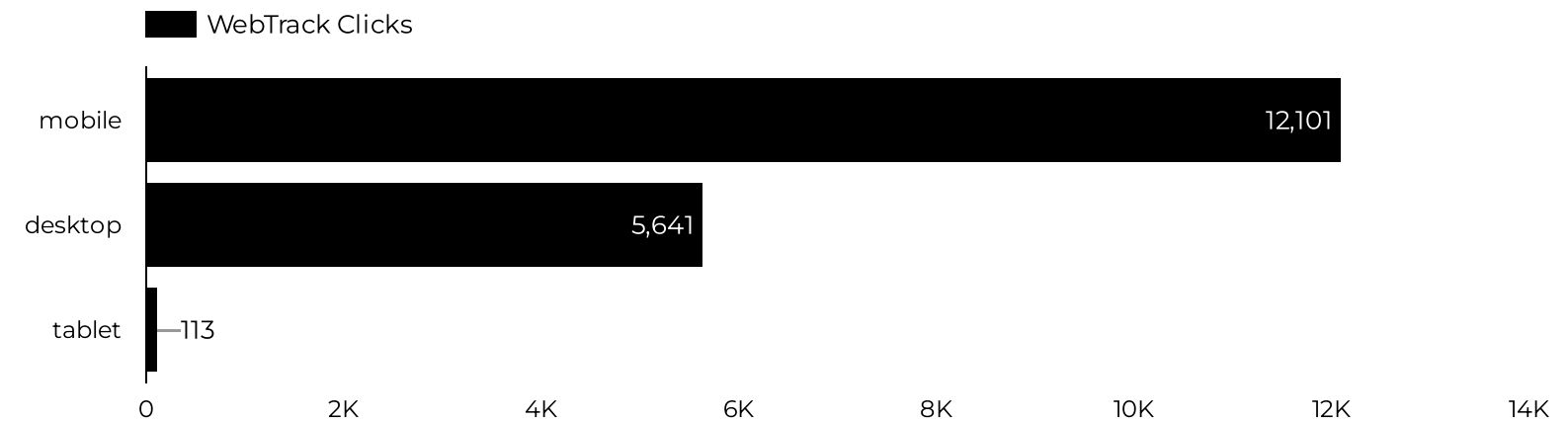
WebTrac trends

Total WebTrac clicks per day.

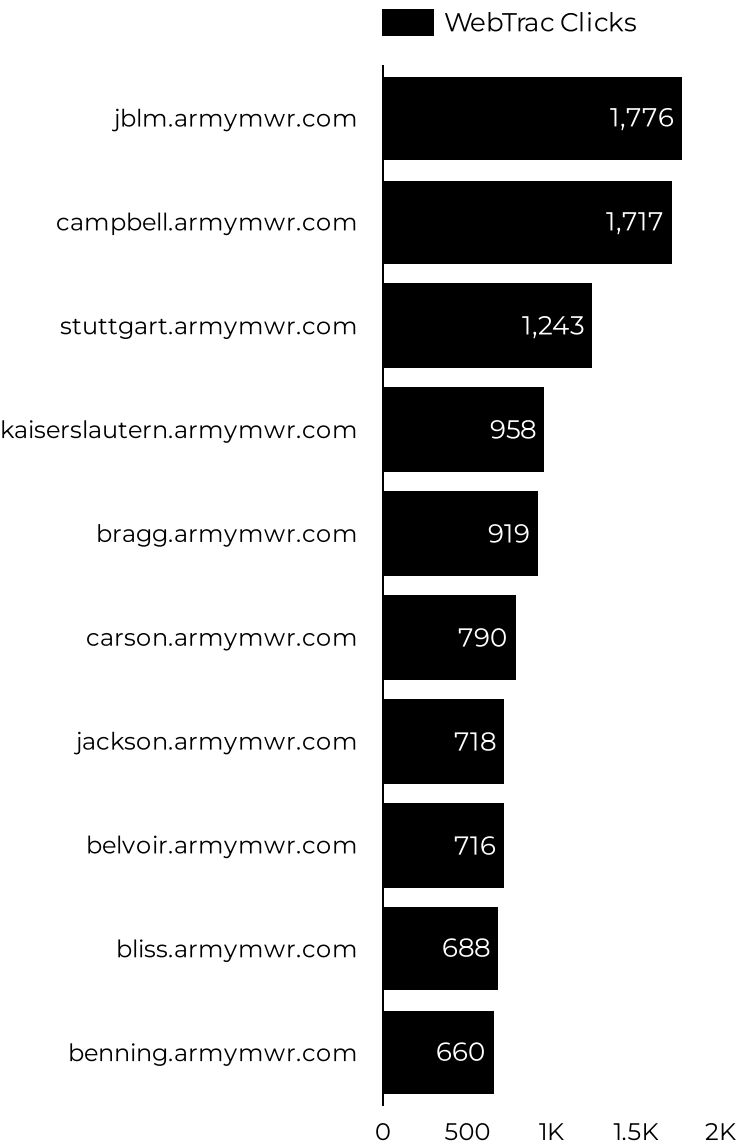


Which devices are driving engagement?

Do parents register on mobile or desktop?



What installations are generating registrations?





ARMY MWR Child Development Centers (CDC)

Views

23,179

↑ 31.8%

Sessions

20,025

↑ 0.5%

Total users

16,496

↑ 8.6%

New users

6,701

↑ 19.4%

Avg. Session Time

02:28

↑ 13.9%

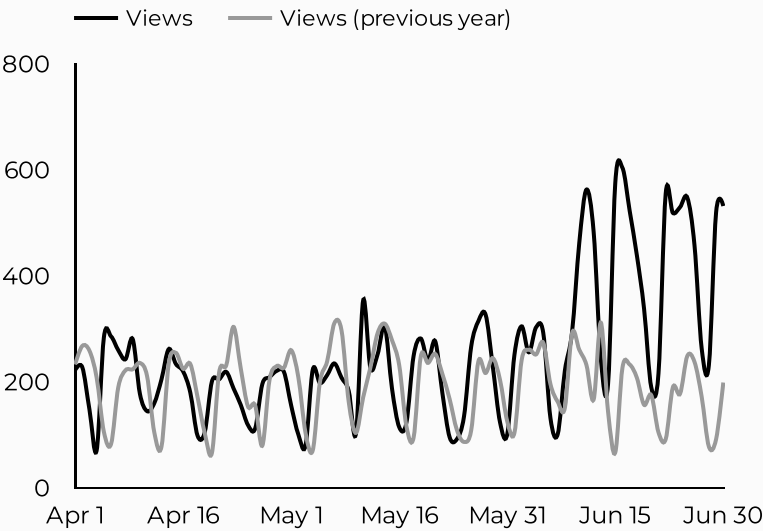
Engagement rate

76%

↑ 3.8%

Compared Y-o-Y

How is site traffic trending?

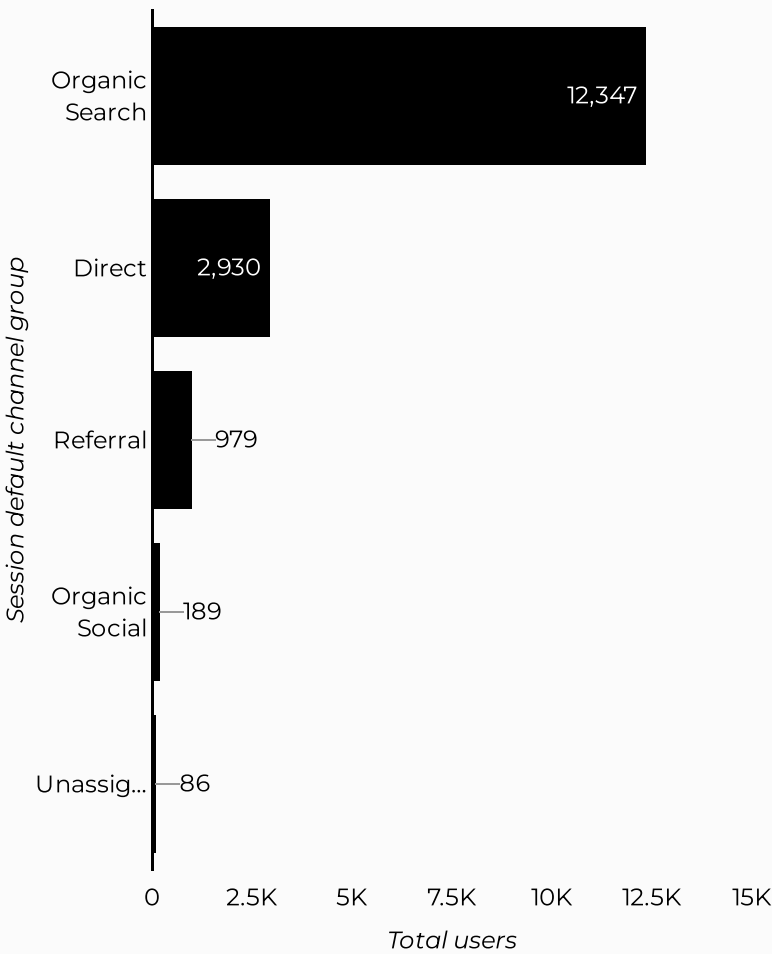


Top Pages

Sorted by Total Users

Page	Total users ▾	% Δ
Child Development Center (CDC)	17,381	6.0% ↑
Contact	718	-
Care Options	330	2,650.0% ↑
Parent Resources	143	-
Enrollment and Eligibility	109	-
Special Programs and Partnerships	65	-

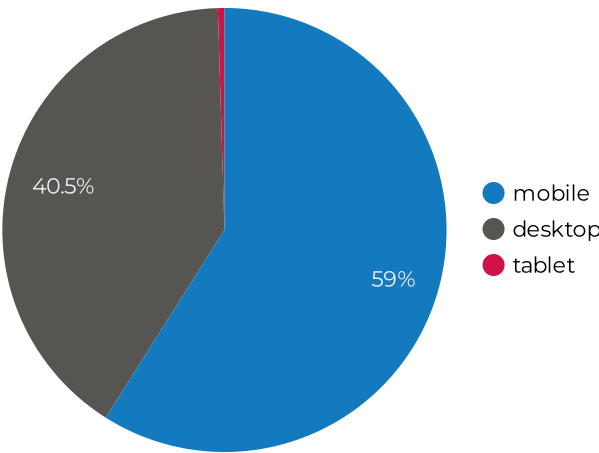
Which channels are driving traffic?



What are the top sources?

Source	Total users ▾
google	1,035
bing	150
(direct)	107
installations.militaryonesource...	73

Users by Device Type

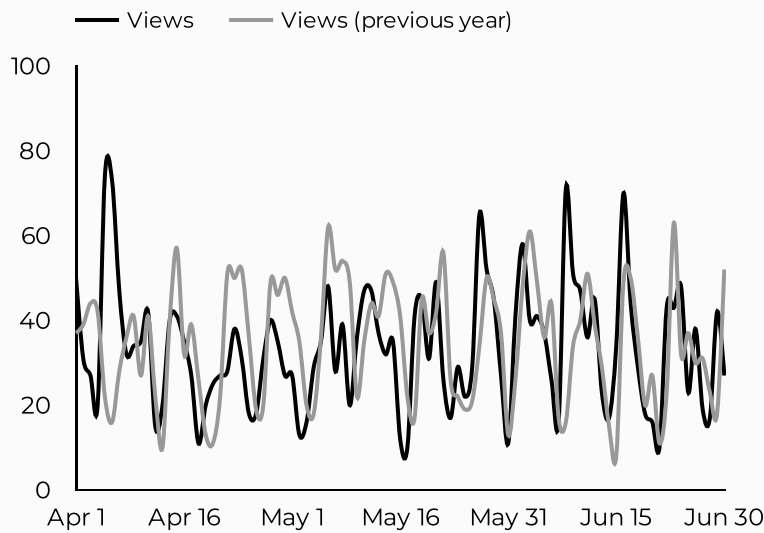




Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
3,062	2,539	2,185	236	01:37	83%
↓ -3.4%	↓ -7.2%	↓ -8.0%	↓ -30.4%	↓ -0.7%	↓ -0.9%

Compared Y-o-Y

How is site traffic trending?



Top US Army Installations

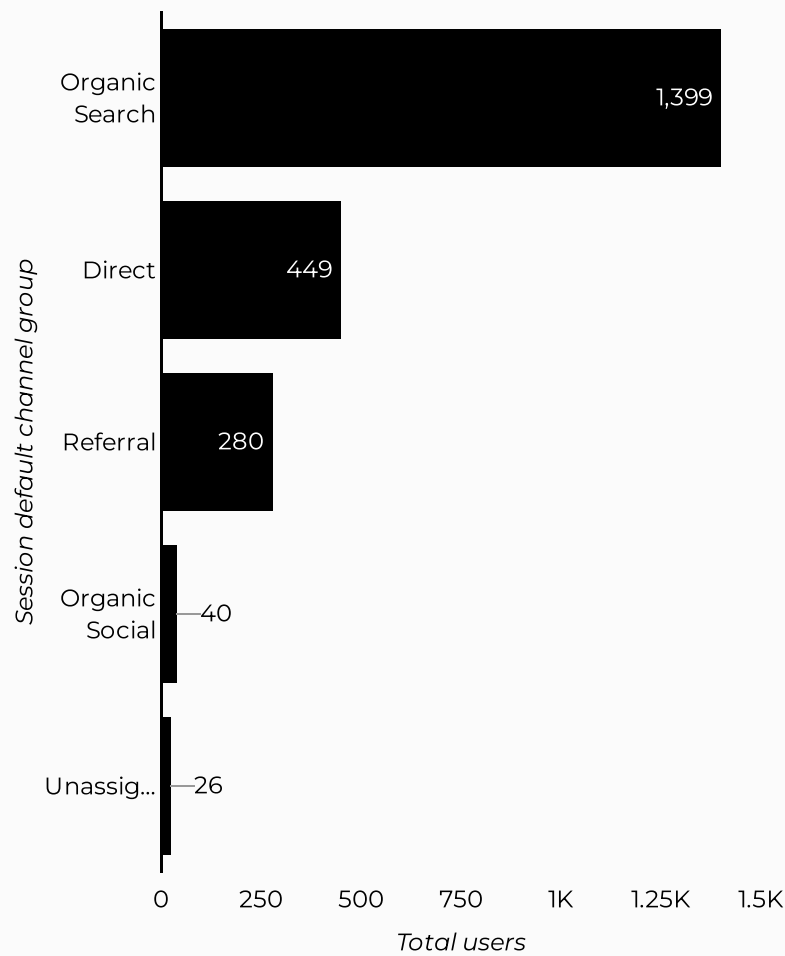
Sorted by Total Users

Installation	Total users
www.armymwr.com	2,170
parks.armymwr.com	16

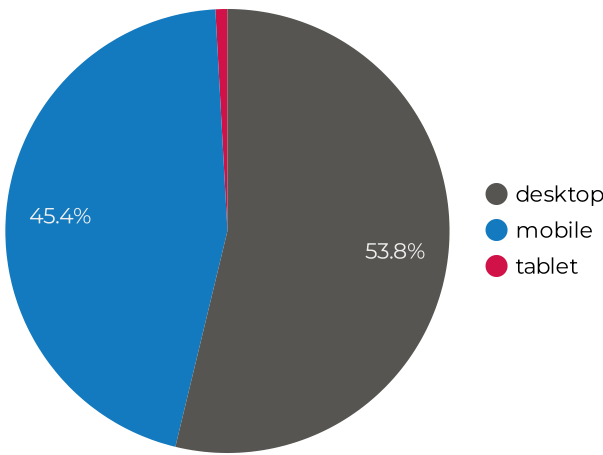
What are the top sources?

Source	Total users
google	11
bing	4
home.army.mil	3
chatgpt.com	2

Which channels are driving traffic?



Users by Device Type





Views

14,075

↓ -9.7%

Sessions

10,214

↓ -13.2%

Total users

8,485

↓ -8.1%

New users

3,454

↓ -1.7%

Avg. Session Time

02:04

↓ -22.8%

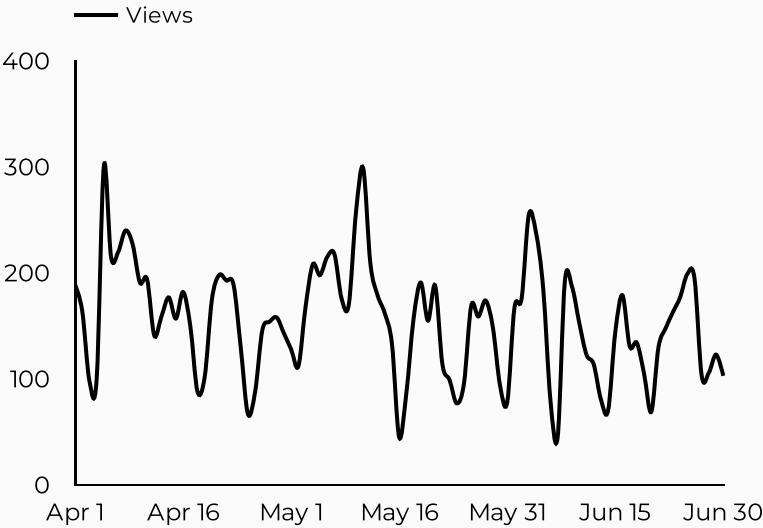
Engagement rate

67%

↓ -6.2%

Compared Y-o-Y

How is site traffic trending?

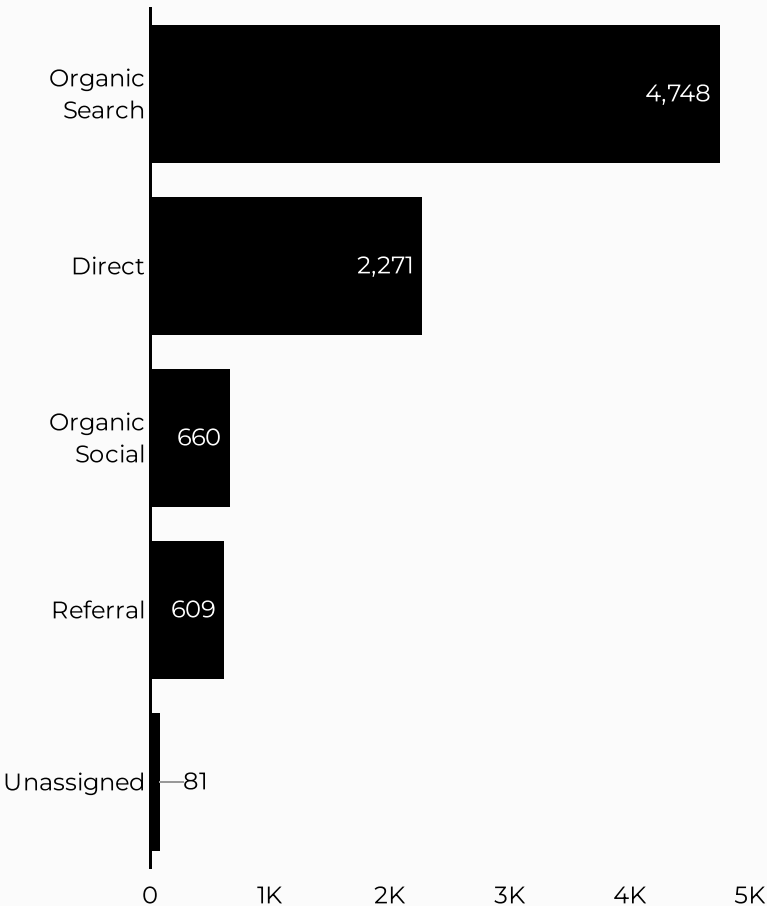


FCC Provider Application (DA 5219)

Installation FCC Provider Application (DA 5219) form downloads.

Installation	Downloads	% Δ
www.armymwr.com	196	-22.8%...
campbell.armymwr.com	88	-2.2% ↓
bliss.armymwr.com	54	28.6% ↑
carson.armymwr.com	42	40.0% ↑
drum.armymwr.com	40	11.1% ↑
stewarthunter.armymwr.com	36	260.0% ↑
hood.armymwr.com	34	-43.3%...
hawaii.armymwr.com	32	-20.0%...
bragg.armymwr.com	24	-63.6%...
meade.armymwr.com	16	166.7%...
riley.armymwr.com	14	-65.0%...
gordon.armymwr.com	10	400.0%...
irwin.armymwr.com	10	400.0%...
polk.armymwr.com	8	-20.0%...
sill.armymwr.com	8	-20.0%...
jblm.armymwr.com	6	-57.1% ↓
leonardwood.armymwr.com	6	-50.0%...
jackson.armymwr.com	4	-33.3%...
knox.armymwr.com	4	-50.0%...
leavenworth.armymwr.com	4	100.0%...
lee.armymwr.com	4	-50.0%...
rucker.armymwr.com	4	-71.4% ↓
wainwright.armymwr.com	4	-71.4% ↓
ansbach.armymwr.com	2	-50.0%...
baumholder.armymwr.com	2	-
belvoir.armymwr.com	2	-90.0%...
detrick.armymwr.com	2	-
Grand total	666	-18.6%...

Which channels are driving traffic?





Views

16,073

↑ 66.6%

Sessions

12,436

↑ 41.3%

Total users

10,348

↑ 56.6%

New users

4,574

↑ 95.1%

Avg. Session Time

02:13

↓ -22.8%

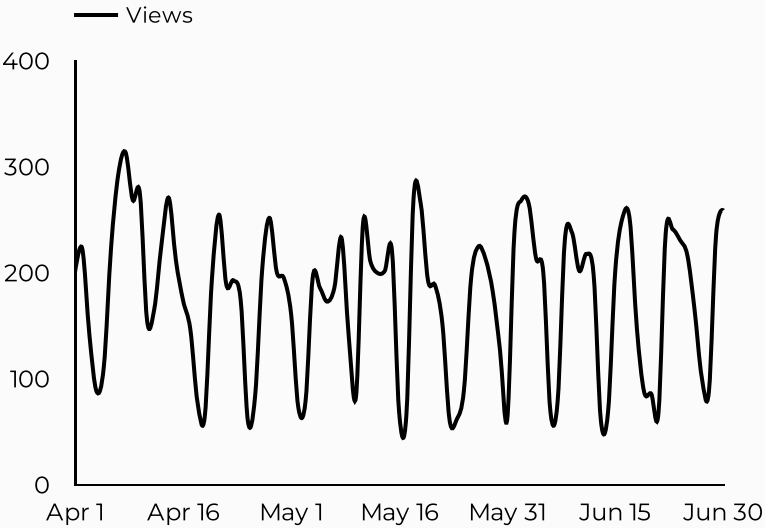
Engagement rate

68%

↓ -4.7%

Compared Y-o-Y

How is site traffic trending?

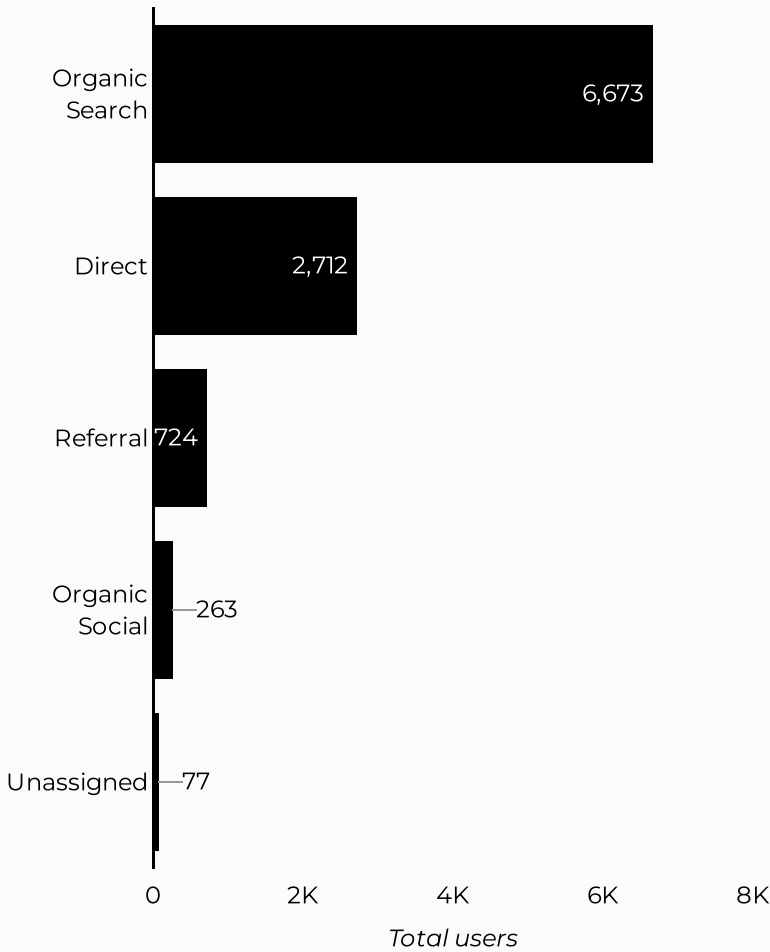


Top Pages

Sorted by Total Users

Page	Total users	% Δ
Parent Outreach Services	7,548	12.4% ↑
Programs for Children and Youth	1,493	21,228.6% ↑
Contact	1,115	-
Fees	946	47,200.0% ↑
Child Care Options	845	28,066.7% ↑
Finding and Requesting Child Care	358	17,800.0% ↑
Military Family Support and Relocation	277	13,750.0% ↑
Special Needs and Accommodations	212	21,100.0% ↑

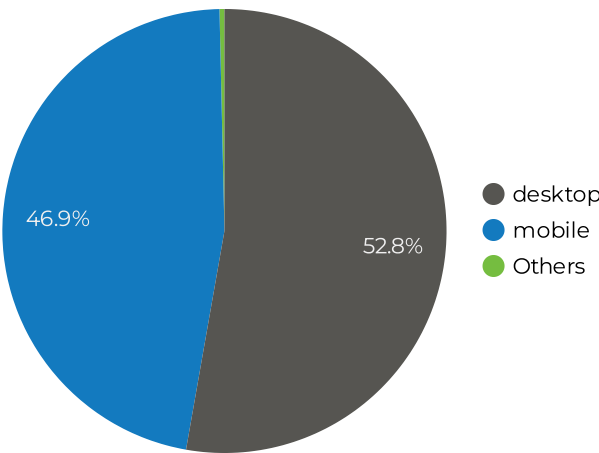
Which channels are driving traffic?



What are the top sources?

Source	Total users
google	181
bing	69
(direct)	36
home.army.mil	18

Users by Device Type





Views

15,372

↑ 73.7%

Sessions

10,591

↑ 38.5%

Total users

8,554

↑ 49.1%

New users

2,909

↑ 51.8%

Avg. Session Time

02:45

↓ -25.3%

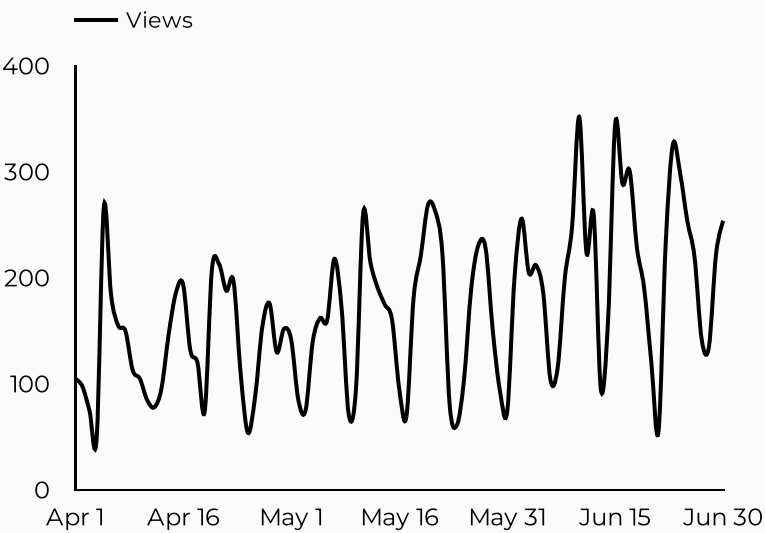
Engagement rate

72%

↓ -1.1%

Compared Y-o-Y

How is site traffic trending?

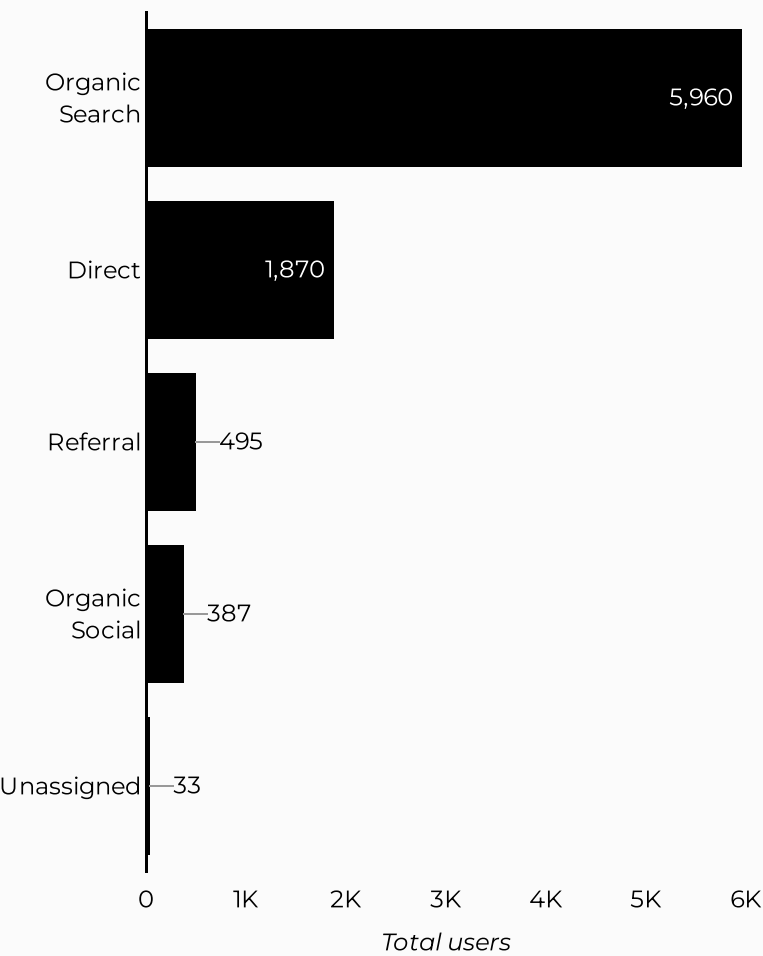


Top Pages

Sorted by Total Users

Page	Total users	% Δ
School Age Centers	8,651	48.4% ↑
Registration and Fees	865	-
Programs and Services	471	-
Contact	454	-
Transportation	195	-
Accreditation & Quality	92	-

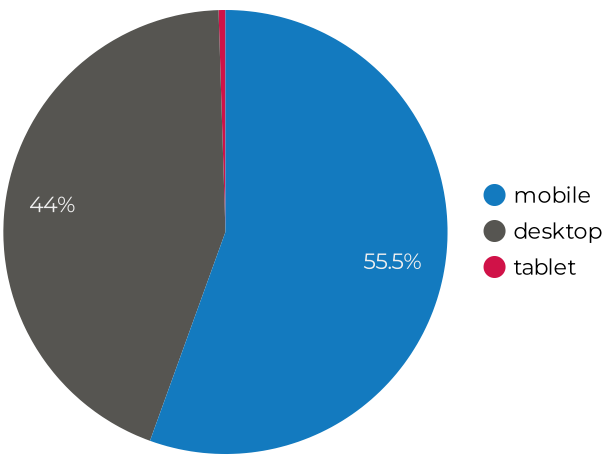
Which channels are driving traffic?



What are the top sources?

Source	Total users
google	345
bing	36
(direct)	34
installations.militaryonesource...	16

Users by Device Type





Views

14,087

↑ 3.7%

Sessions

11,890

↑ 7.1%

Total users

9,586

↑ 7.8%

New users

4,621

↑ 15.4%

Avg. Session Time

02:13

↓ -12.1%

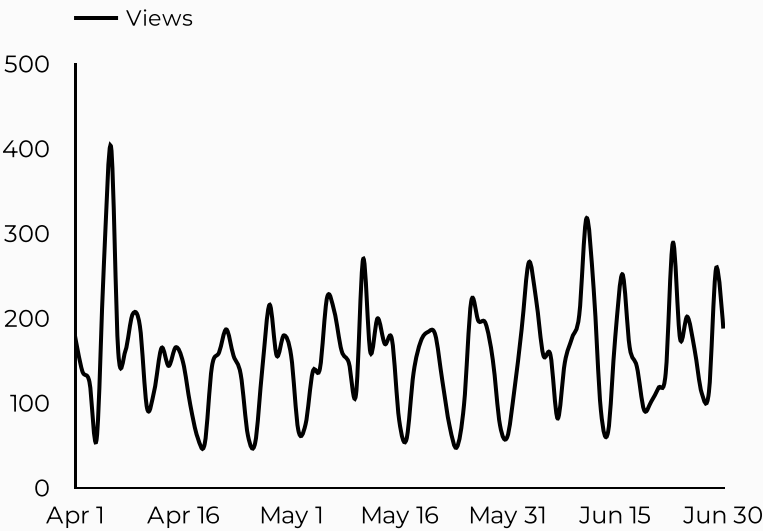
Engagement rate

64%

↓ -6.1%

Compared Y-o-Y

How is site traffic trending?

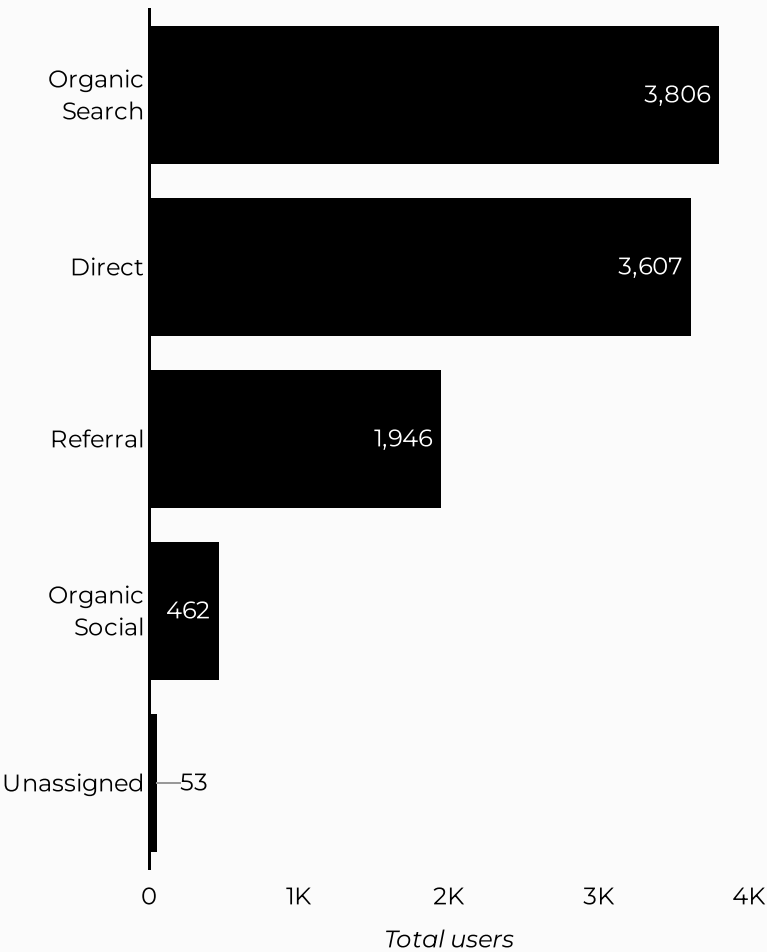


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	1,022	62.5% ↑
bragg.armymwr.com	663	17.8% ↑
bliss.armymwr.com	573	-26.1% ↓
benning.armymwr.com	555	-3.5% ↓

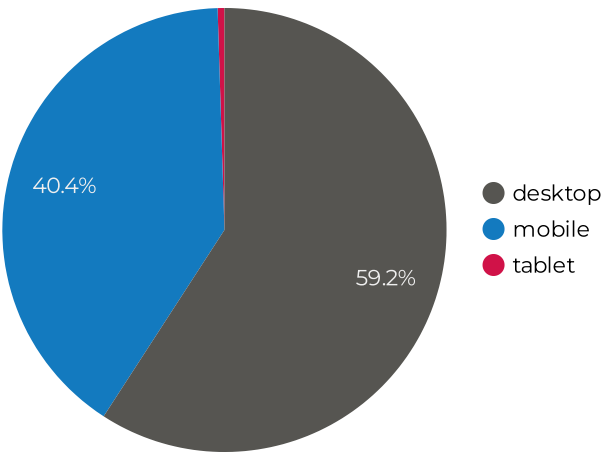
Which channels are driving traffic?



What are the top sources?

Source	Total users
google	537
(direct)	164
installations.militaryonesource....	162
home.army.mil	111

Users by Device Type





Views

18,895

↑ 22.5%

Sessions

13,708

↑ 5.5%

Total users

11,116

↑ 8.1%

New users

4,726

↑ 17.3%

Avg. Session Time

02:03

↓ -21.7%

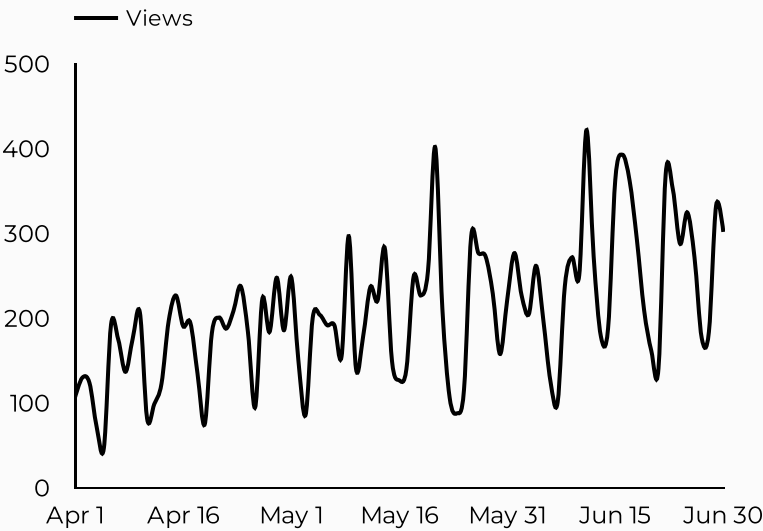
Engagement rate

70%

↓ -2.6%

Compared Y-o-Y

How is site traffic trending?

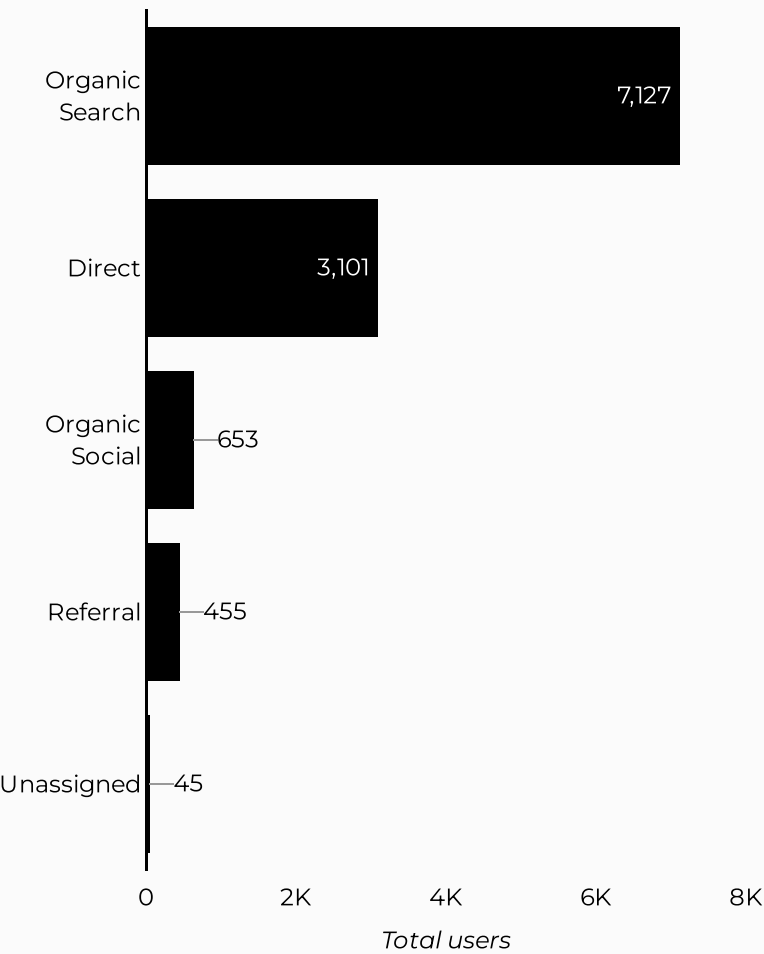


Top US Army Installations

Sorted by Total Users

Page	Total users ▾	% Δ
Youth Center	12,774	21.0% ↑
Recreation and Leisure	286	18.7% ↑
Leadership and Clubs	212	-
Academic and Career Support	150	-
Volunteer and Community Service	147	-
Contact	128	-
How to Register	31	-

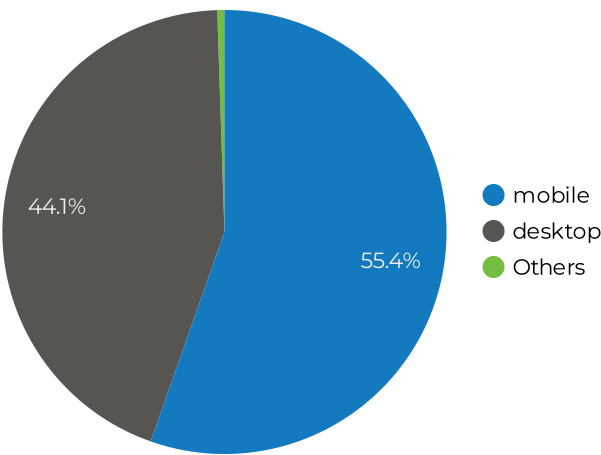
Which channels are driving traffic?



What are the top sources?

Source	Total users ▾
google	548
bing	69
(direct)	65
l.facebook.com	26

Users by Device Type





Views

79,827

80.7%

Sessions

43,963

31.0%

Total users

33,458

41.5%

New users

13,375

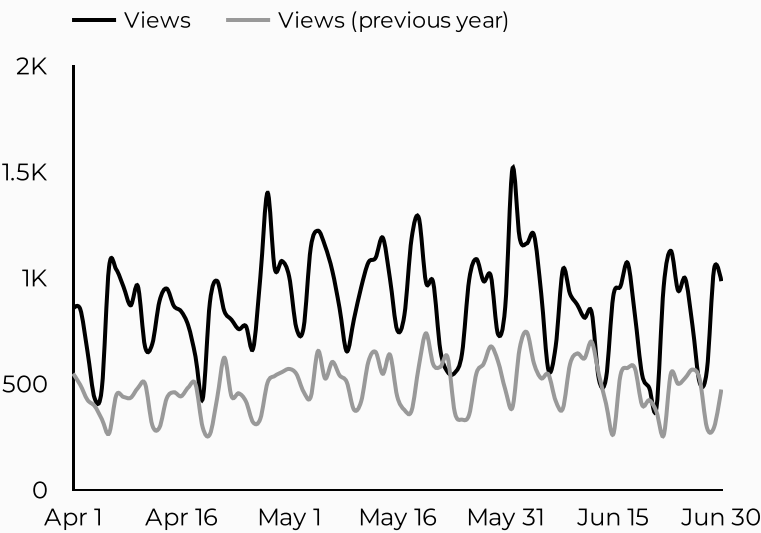
42.9%

Engagement rate

73%

3.1%

How is site traffic trending?

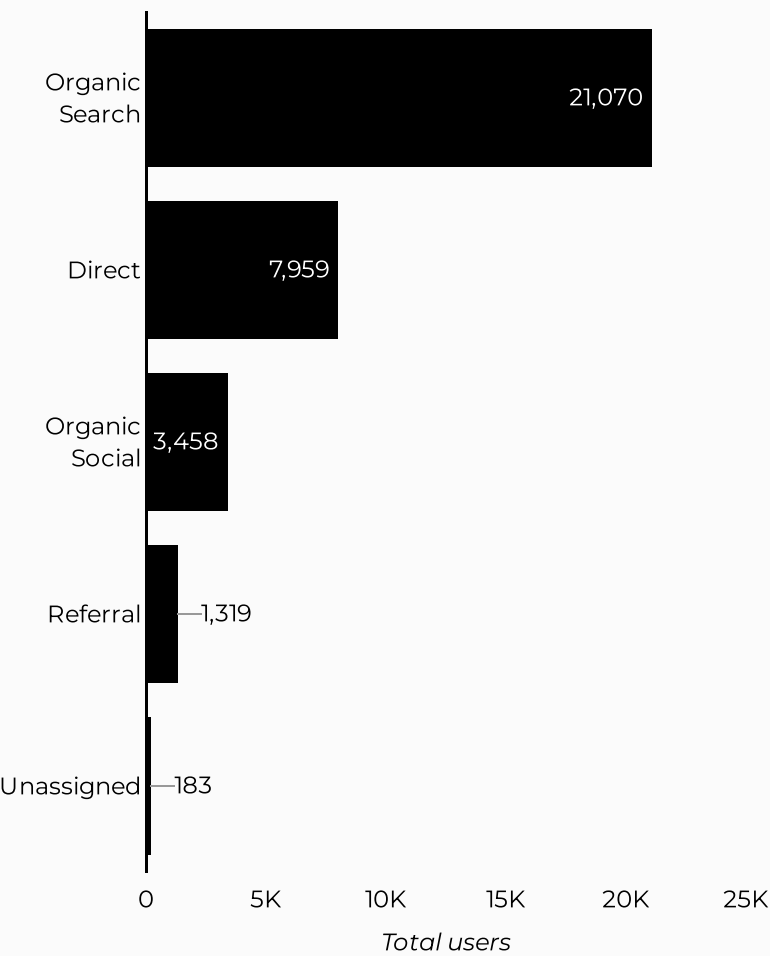


Top Pages

Sorted by Total Users

Page	Total users	% Δ
Youth Sports and Fitness	34,685	29.8% ↑
Sports and Activities Offered	10,107	48,028.6% ↑
Register and Get Started	2,331	25,800.0% ↑
Contact	2,060	-
Fees	1,518	7,128.6% ↑
Volunteer and Coaching Opportunities	911	10,022.2% ↑
Parent and Participant Expectations	345	4,212.5% ↑

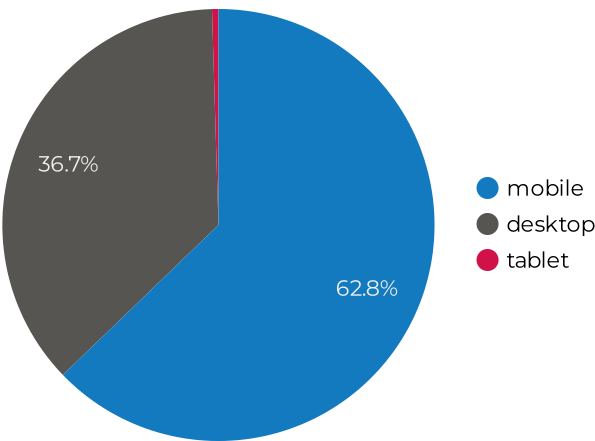
Which channels are driving traffic?



What are the top sources?

Source	Total users
google	793
(direct)	115
bing	115
facebook.com	106

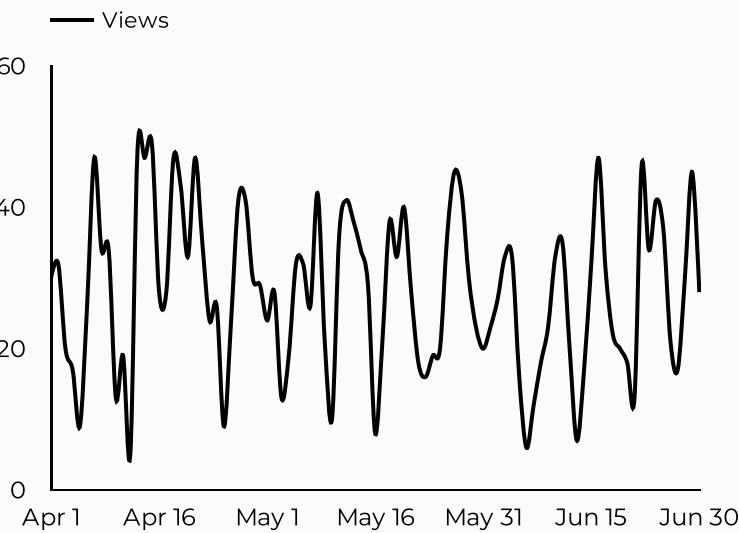
Users by Device Type





Views	Sessions	Total users	New users	Engagement rate
2,562	2,237	1,795	1,242	65%
↓ -39.8%	↓ -40.1%	↓ -41.0%	↓ -29.8%	↓ -2.4%

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
(not set)	747

How many people took action and downloaded a PDF?

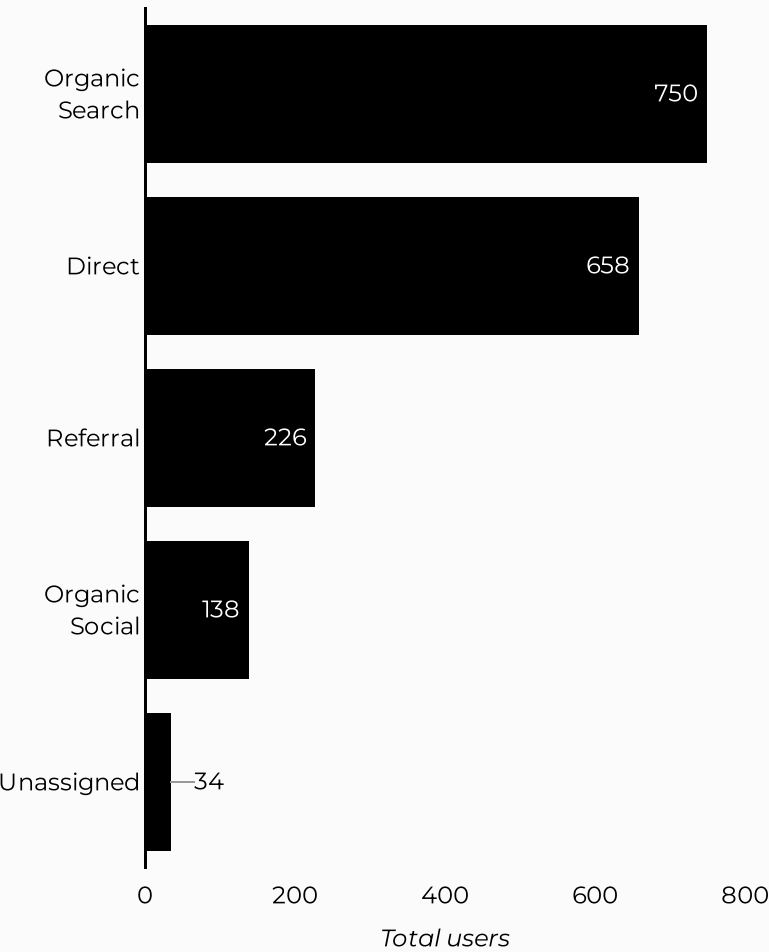
KPI downloads of the CYS Career Guide and Rack Card.

Name	Downloads
CYS Career Guide	241
Rack Card	49

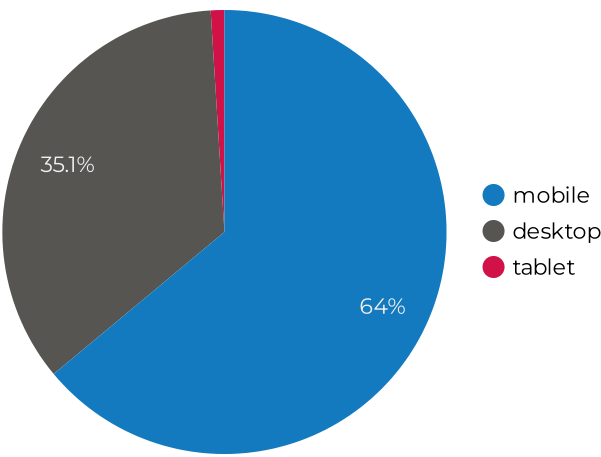
What are the top sources?

Source	Total users
google	40
(direct)	17
bing	17
public.militarychildcare.csd.disa...	4

Which channels are driving traffic?



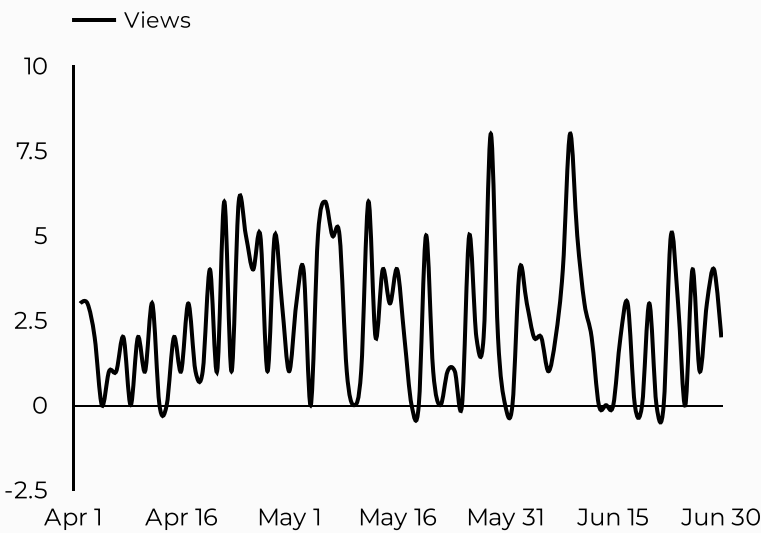
Users by Device Type





Views	Sessions	Total users	New users	Engagement rate
212	212	185	58	77%
↓ -63.6%	↓ -62.8%	↓ -63.8%	↓ -73.9% from previous year	↓ -7.0%

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	39
https://www.usajobs.gov/	3

How many people pushed play to watch a video?

Video Name	Total
No data	

Which channels are driving traffic?





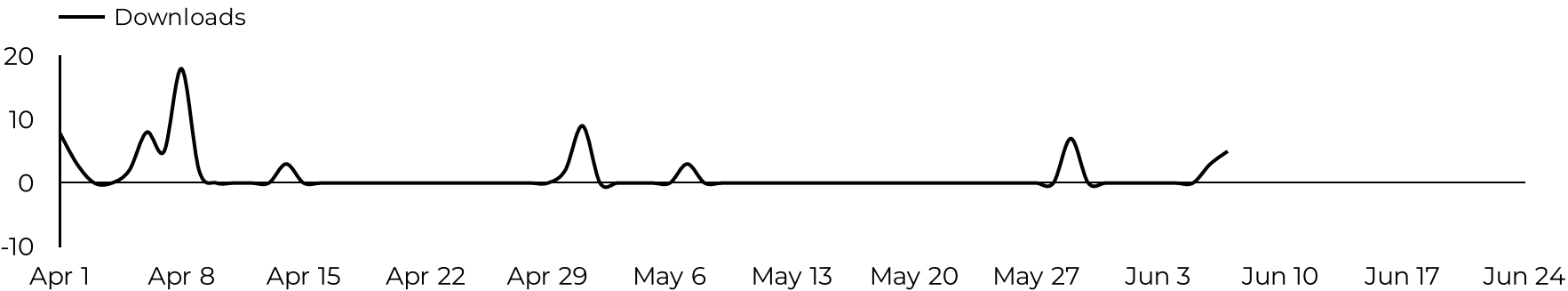
Apr 1, 2026 - Jun 30, 2026

ARMY MWR

CYS Profession Campaign

Downloads
78

Downloads over time



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

Full page URL	Downloads
www.mwrbrandcentral.com/collections/25667	34
www.mwrbrandcentral.com/assets/25699	20
www.mwrbrandcentral.com/assets/25668	8
www.mwrbrandcentral.com/assets/25692	7
www.mwrbrandcentral.com/collections/edit/25667	6
www.mwrbrandcentral.com/assets/25694	2
www.mwrbrandcentral.com/assets/25696	1

Grand total

78



Views

20,477

↑ 26.6%

Sessions

16,395

↑ 15.4%

Total users

13,511

↑ 23.0%

New users

7,950

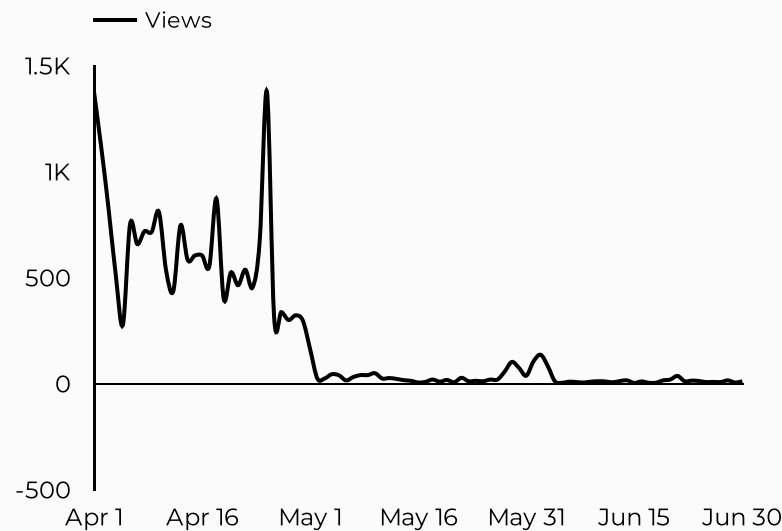
↑ 25.0%

Engagement rate

54%

↑ 0.9%

How is site traffic trending?

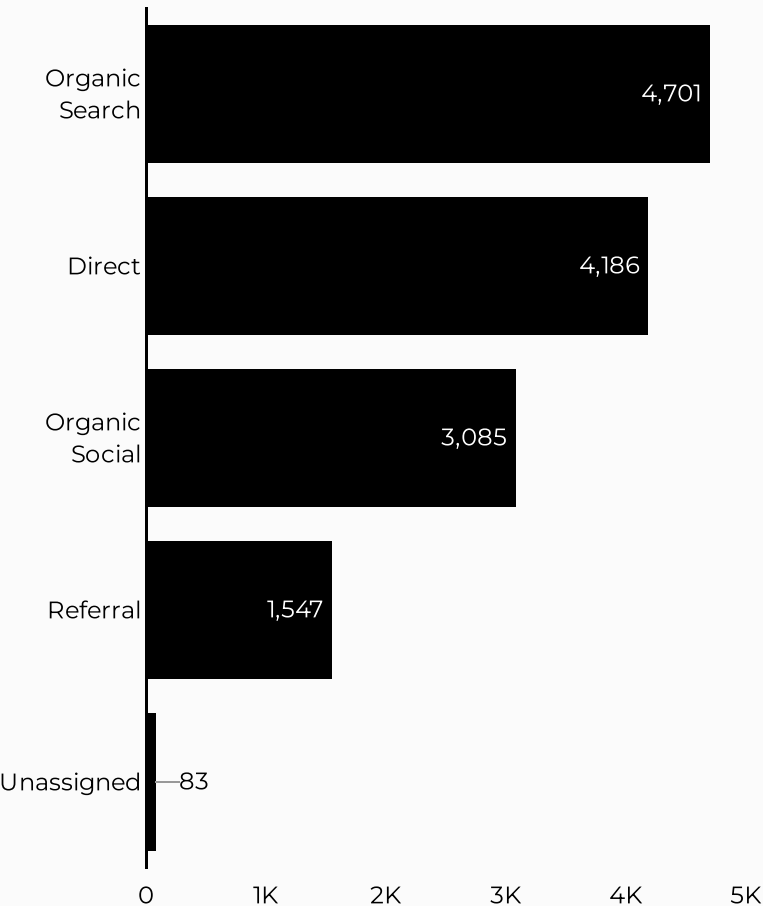


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	4,990	129.1% ↑
campbell.armymwr.com	1,497	-51.8% ↓
bliss.armymwr.com	923	193.9% ↑
leonardwood.armymwr.com	892	-3.4% ↓
belvoir.armymwr.com	736	67.3% ↑
jblm.armymwr.com	551	117.8% ↑
hood.armymwr.com	459	-24.8% ↓
humphreys.armymwr.com	377	-54.7% ↓
sill.armymwr.com	363	611.8% ↑
polk.armymwr.com	330	71.9% ↑

Which channels are driving traffic?



Top link clicks

click_url	Event c...
#	1,486
https://webtrac.mwr.army.mil/webtrac103/wbwsc/sillrectrac.wsc/wbsearch.html?wbsi=f3557be1-03ec-acb2-	142
/	137
https://babymonstersink.com/product/mwr-momc-26/	87
/calendar	65
https://www.naeyc.org/events/woyc	51
/categories	44
https://www.google.com/maps/search/Desert+Storm+Avenue,+Fort+Campbell,+Kentucky,+42223,+United+State	36
Grand total	2,733