Program Roll-Up

Oct 1, 2025 - Sep 30, 2026

PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Child Development Centers	69,221	31,464	91,570	71.05%
CYS Careers	6,664	4,282	8,720	66.72%
Family Child Care	37,855	19,411	45,333	61.08%
Parent Outreach Services	34,666	14,599	43,565	68.26%
School Age Centers	29,927	12,076	39,312	63.53%
School Support Services	43,255	22,741	53,144	58.05%
Youth Centers	62,842	35,666	71,882	42.65%
Youth Sports	113,247	49,317	160,244	68.59%

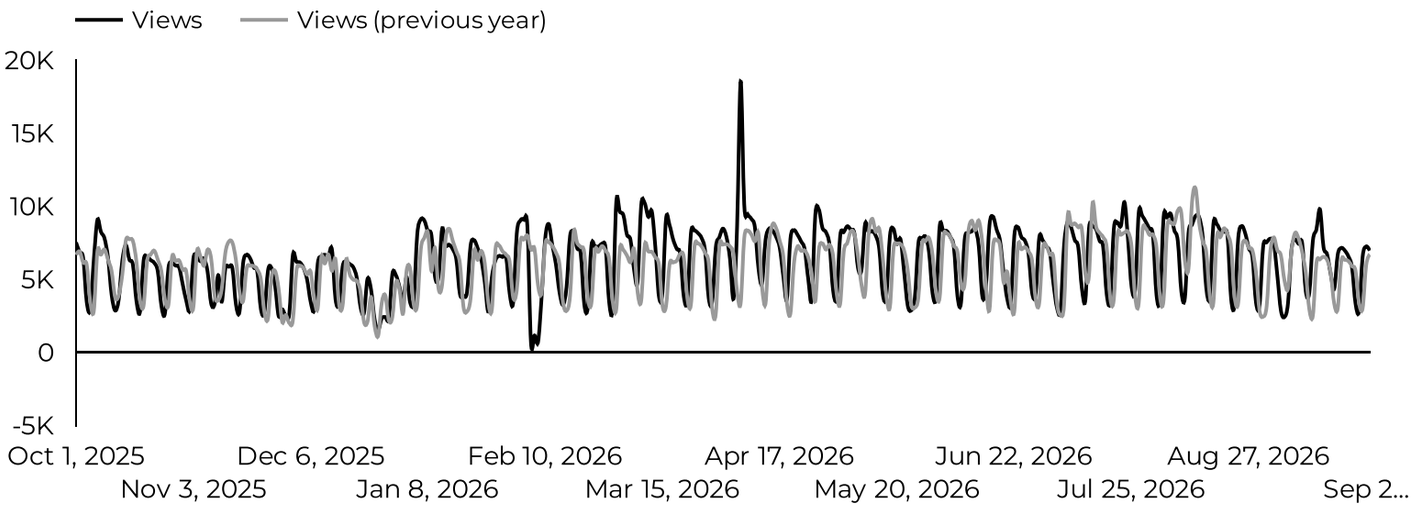
ARMY MWR

Child & Youth Services

Views
2,284,744
Visits (pageviews) to your page

Engagement rate
57%
Average time people are engaged on your website

Total users
1,121,187
The total number of users who visited your website



Visits from social media.

Social Media	Total users ▾	% Δ
Facebook	80,926	36.9%
Instagram	1,592	22.0%
X	1,436	-12.7%
LinkedIn	398	101.0%
YouTube	13	-43.5%
Reddit	2	0.0%

What programs are users visiting?



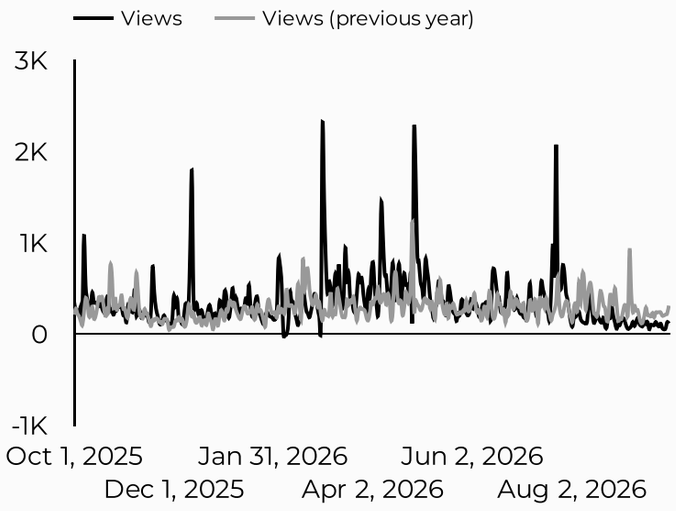
Oct 1, 2025 - Sep 30, 2026

Social Media

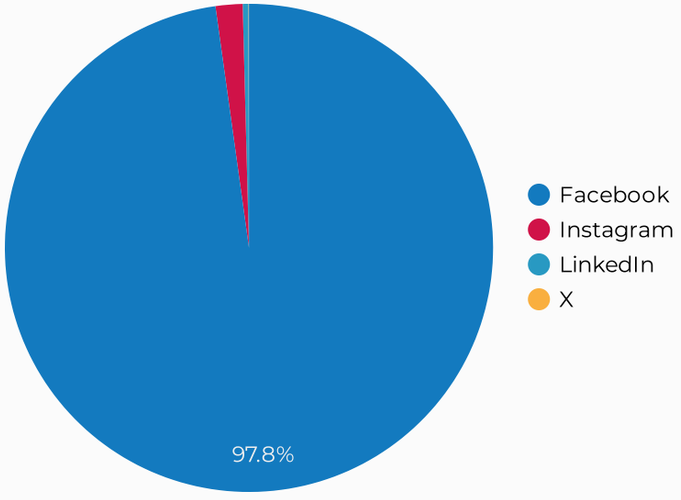
Views	Sessions	Total users	New users	Engagement rate
128,145	99,596	83,502	61,309	56%
▲ 21.7%	▲ 27.9%	▲ 28.7%	▲ 36.7%	▼ -6.8%

Social Traffic Trend (YoY)

Daily views driven by social media, this period versus one year ago.



Share of Social Traffic by Platform



Top Landing Pages from Social

Page path	Sessions ▼	% Δ
/careers	13,527	3,450.4...
/happenings/fort-belvoir-family-and-mwr-hiring	7,511	134.4% ▲
/	6,201	55.4% ▲
/programs/family-and-mwr-motion	3,897	267.3% ▲
/happenings/family-and-mwr-hiring	3,421	205.4% ▲
/programs/youth-sports-and-	3,262	5,830.9...

Sessions by Platform

Social Media	Sessions ▼	% Δ
Facebook	88,719	37.3% ▲
X	1,951	3.0% ▲
Instagram	1,766	23.6% ▲
LinkedIn	415	95.8% ▲
YouTube	13	-43.5% ▼

Actions from Social Visitors

Link clicks, downloads, and contact actions taken by social-referred users.

Action	Event count	% Δ
links	90,409	12.7% ▲
downloads	7,326	-63.1% ▼
phone	1,522	8.0% ▲
mail	1,394	75.1% ▲
Grand total	**100,655**	**-1.7%** ▼

ARMY MWR

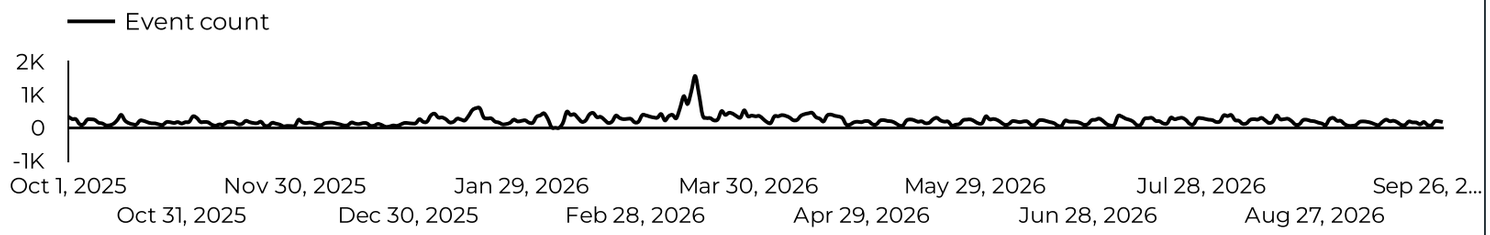
CYS WebTrac KPI Dashboard

Total WebTrac link clicks on CYS pages.

81,510

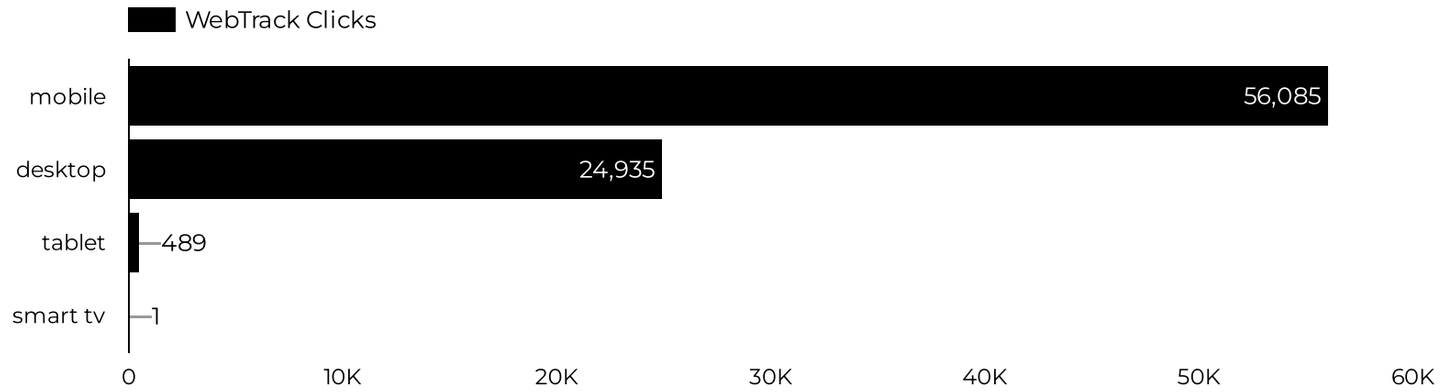
WebTrac trends

Total WebTrac clicks per day.

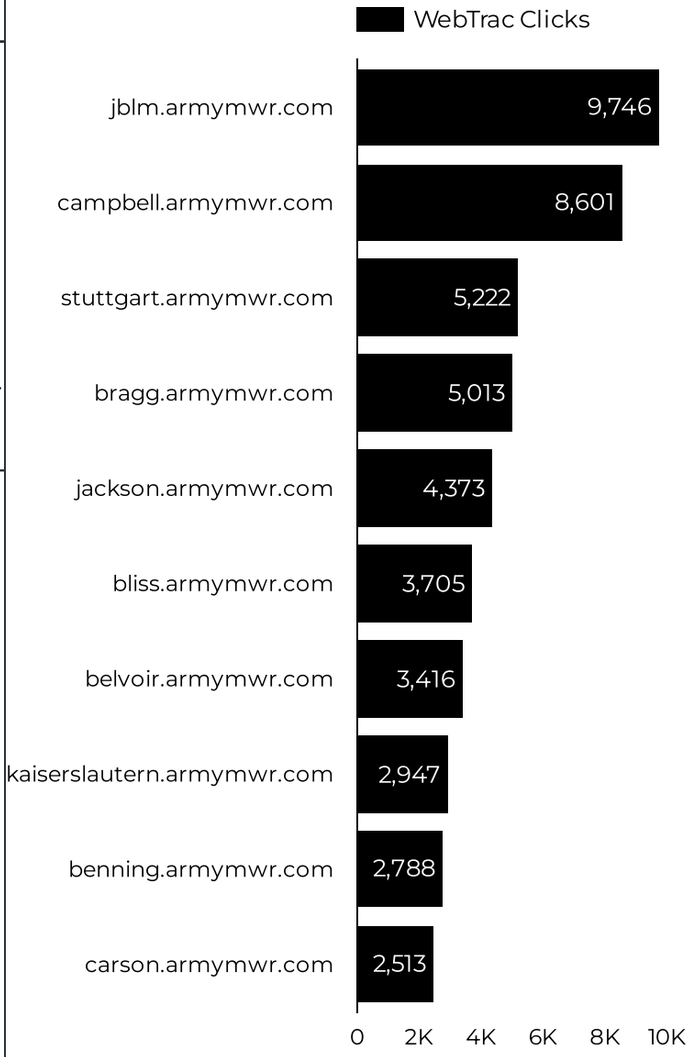


Which devices are driving engagement?

Do parents register on mobile or desktop?



What installations are generating registrations?

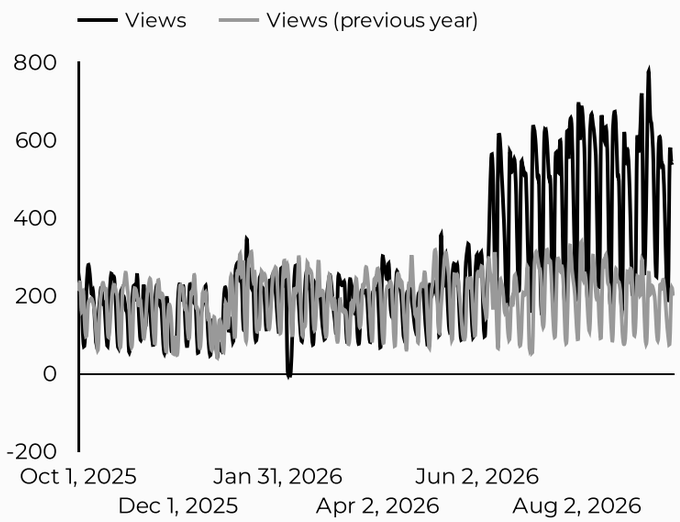


ARMY MWR Child Development Centers (CDC)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
97,250	91,570	69,221	31,464	02:10	71%
▲ 42.8%	▲ 23.6%	▲ 27.4%	▲ 38.0%	▼ -3.5%	▼ -2.3%

Compared Y-o-Y

How is site traffic trending?

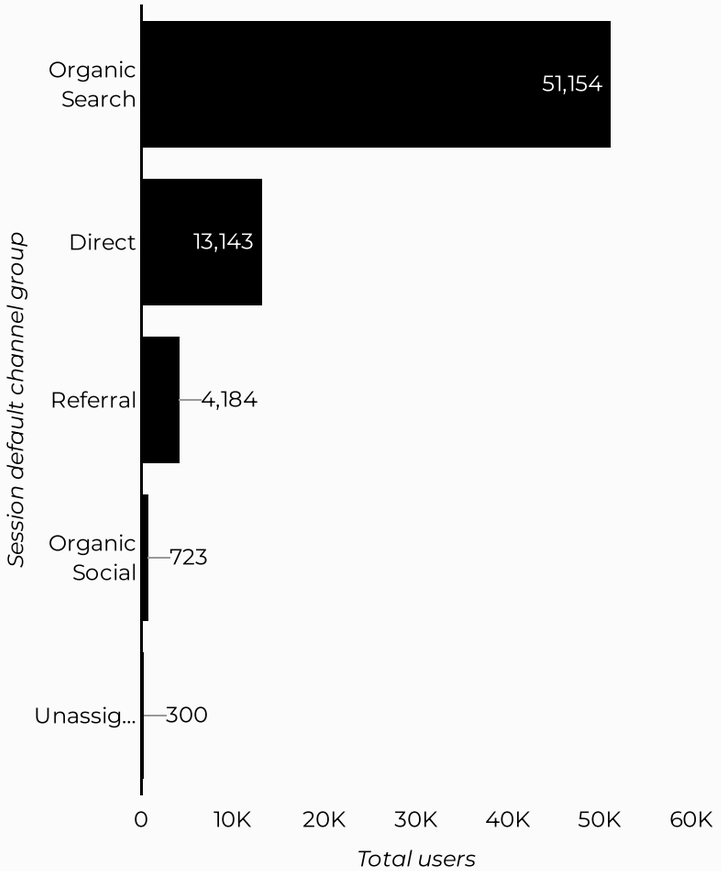


Top Pages

Sorted by Total Users

Page	Total users ▾	% Δ
Child Development Center (CDC)	73,140	24.6% ▲
Contact	2,854	-
Care Options	1,045	2,802.8% ▲
Parent Resources	484	-
Enrollment and Eligibility	414	-
Special Programs and Partnerships	170	-

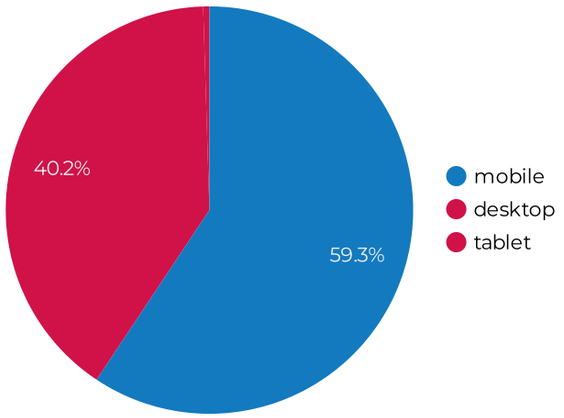
Which channels are driving traffic?



What are the top sources?

Source	Total users ▾
google	3,758
bing	503
(direct)	387
installations.militaryonesource....	230

Users by Device Type

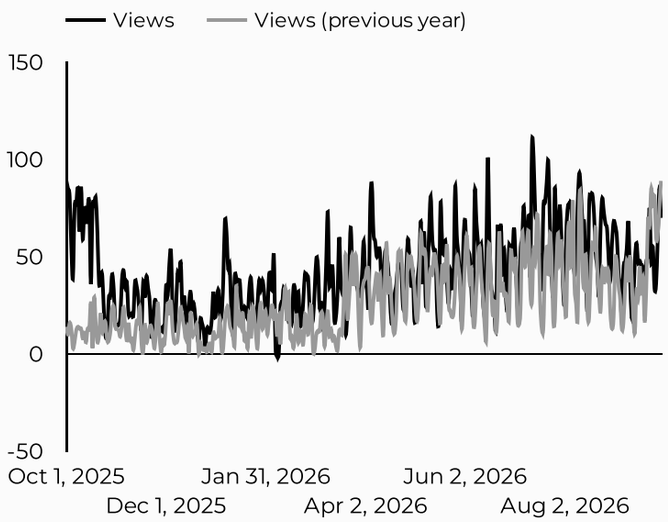


ARMY MWR Child Care Fee Assistance

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
15,394	13,073	11,499	3,015	01:46	75%
▲ 58.5%	▲ 61.2%	▲ 64.2%	▲ 83.1%	▼ -8.5%	▼ -5.8%

Compared Y-o-Y

How is site traffic trending?



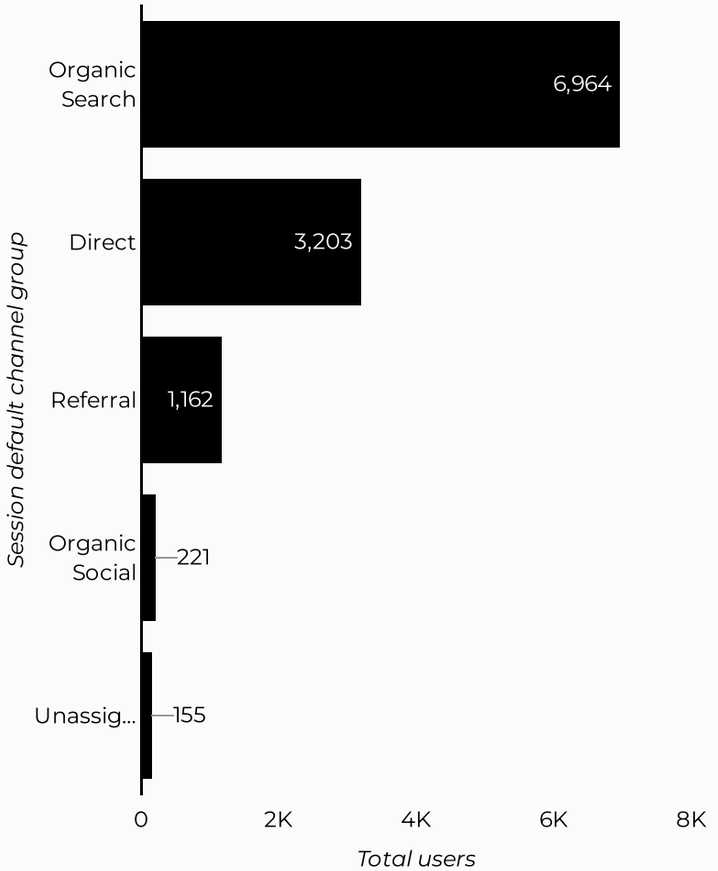
Top Installations

Installation	Total users
www.armymwr.com	8,849
bragg.armymwr.com	286
riley.armymwr.com	162
jblm.armymwr.com	132

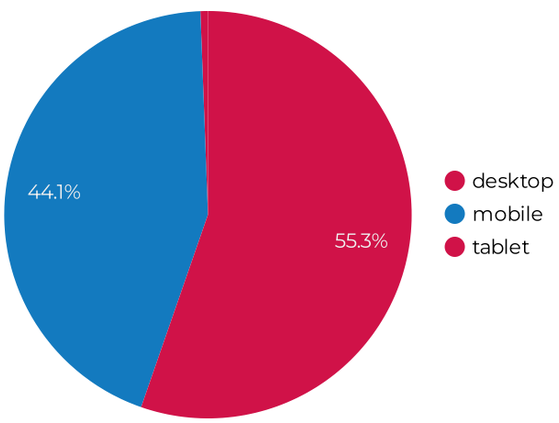
What are the top sources?

Session source	Total users
google	5,748
(direct)	3,203
bing	1,145
home.army.mil	224
installations.militaryonesource....	216

Which channels are driving traffic?



Users by Device Type

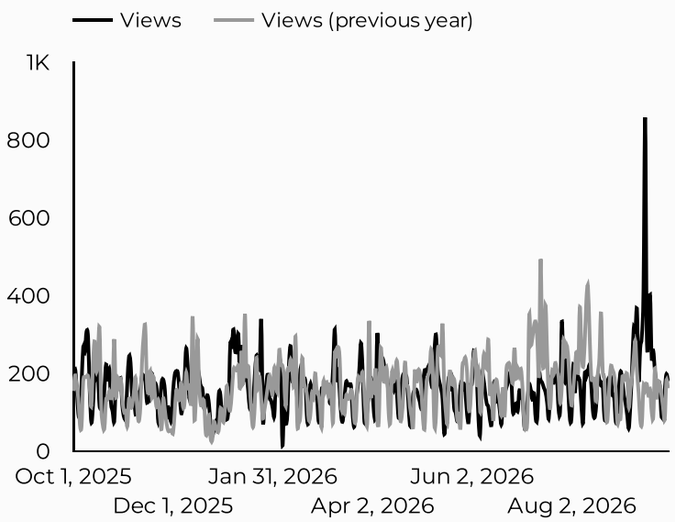


ARMY MWR Family Child Care (FCC)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
59,785	45,333	37,855	19,411	02:00	61%
-2.9%	5.3%	10.0%	22.5%	-22.9%	-11.0%

Compared Y-o-Y

How is site traffic trending?

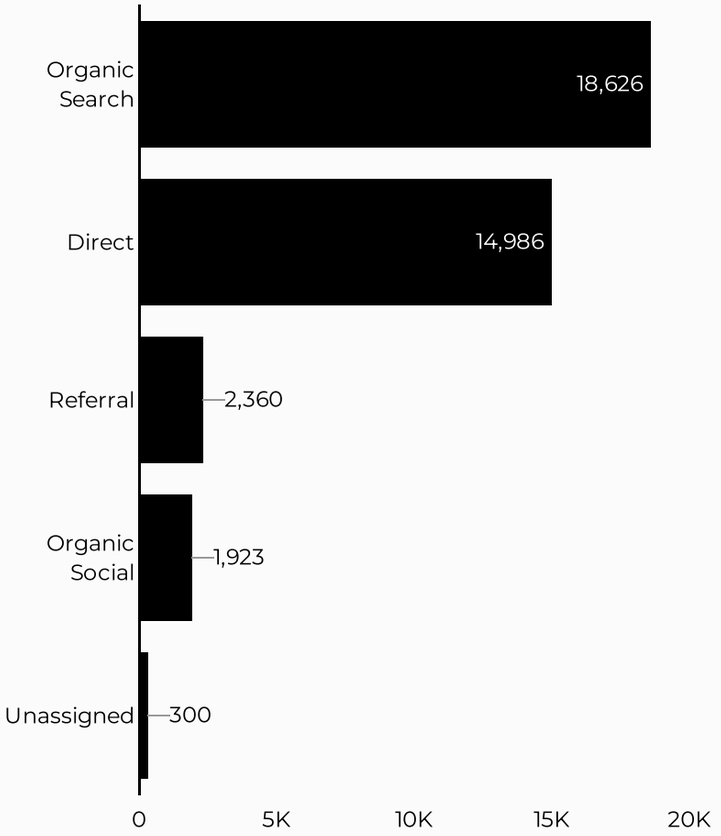


Top Pages

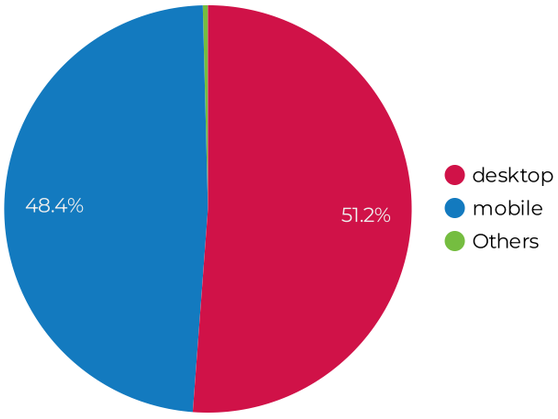
Sorted by Total Users

Top Pages	Total users ▾	% Δ
Family Child Care	42,540	1.0%
Become an FCC Provider	612	12,140.0%
Contact	390	-
Rules and Regulations	368	-
Resources and Support	213	-
Overview	200	-
Incentives and Bonuses for FCC Providers	187	-

Which channels are driving traffic?



Users by Device Type

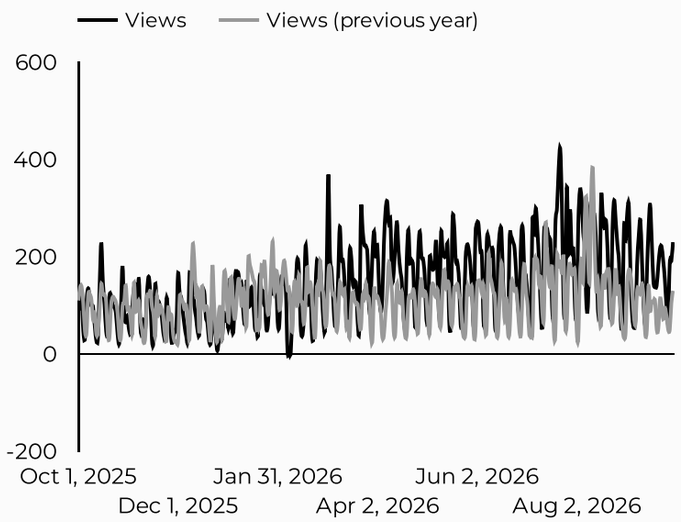


ARMY MWR Parent Outreach Services (PO)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
53,851	43,565	34,666	14,599	02:31	68%
▲ 32.8%	▲ 20.9%	▲ 32.2%	▲ 45.9%	▼ -4.2%	▼ -2.8%

Compared Y-o-Y

How is site traffic trending?

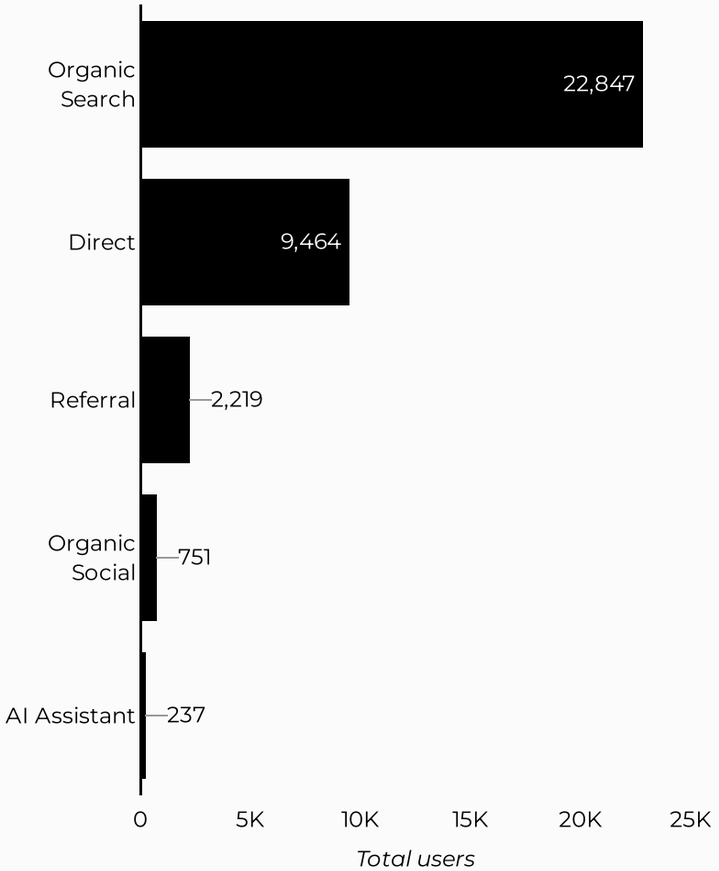


Top Pages

Sorted by Total Users

Page	Total users	% Δ
Parent Outreach Services	26,989	4.6% ▲
Programs for Children and Youth	3,431	798.2% ▲
Fees	2,842	1,733.5% ▲
Contact	2,476	-
Child Care Options	2,139	948.5% ▲
Finding and Requesting Child Care	975	747.8% ▲
Military Family Support and Relocation	739	537.1% ▲
Special Needs and Accommodations	635	472.1% ▲

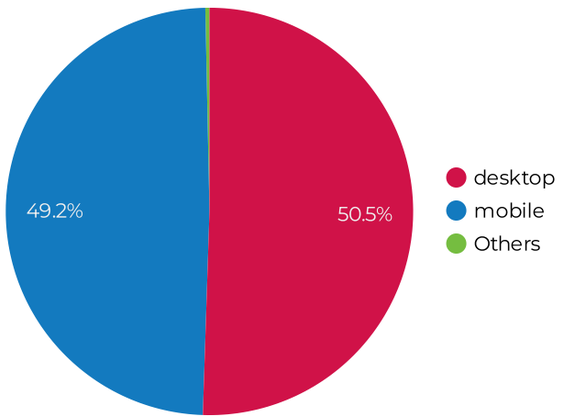
Which channels are driving traffic?



What are the top sources?

Source	Sessions
google	1,512
bing	317
(direct)	248
installations.militaryonesource....	101

Users by Device Type

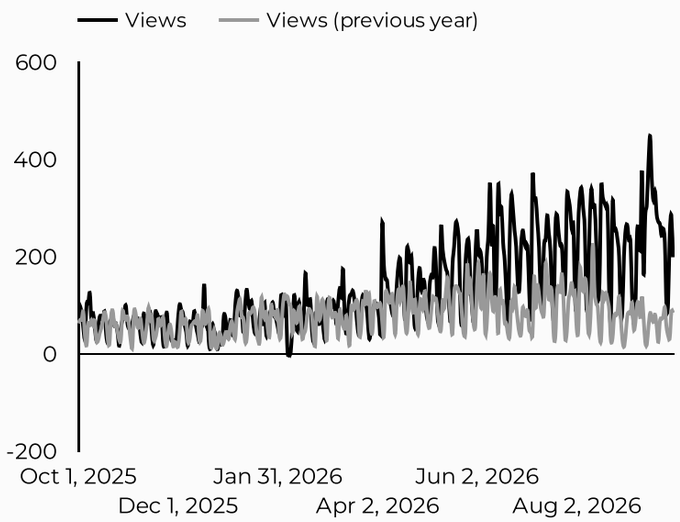


ARMY MWR School Age Centers

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
49,720	39,312	29,927	12,076	02:26	64%
▲ 73.7%	▲ 57.1%	▲ 66.2%	▲ 66.0%	▼ -17.9%	▼ -9.7%

Compared Y-o-Y

How is site traffic trending?

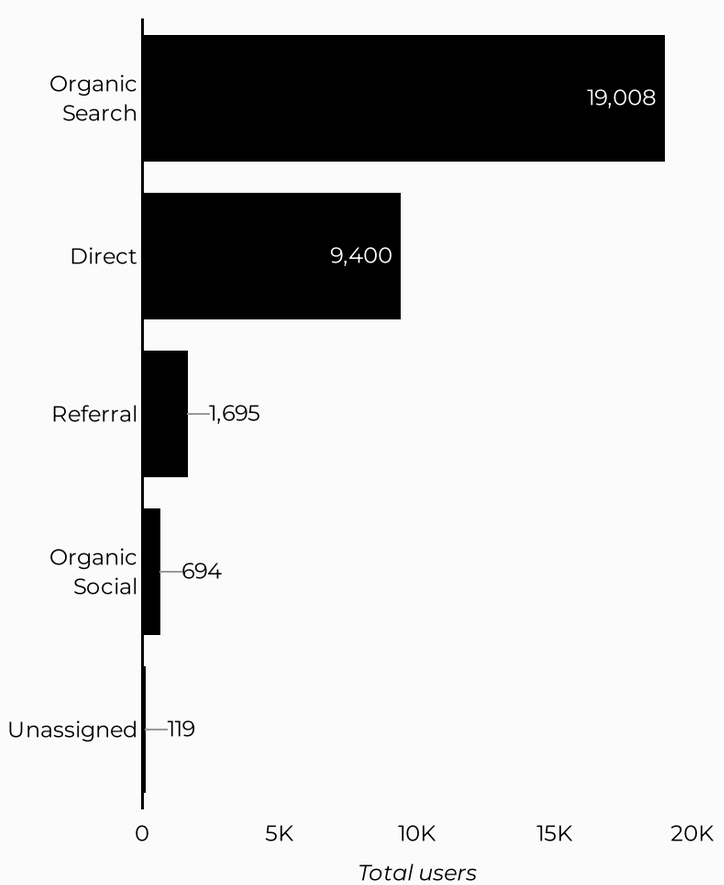


Top Pages

Sorted by Total Users

Page	Total users	% Δ
School Age Centers	29,2...	60.5% ▲
Registration and Fees	2,798	-
Contact	1,647	-
Programs and Services	1,231	-
Transportation	787	-
Accreditation & Quality	304	-

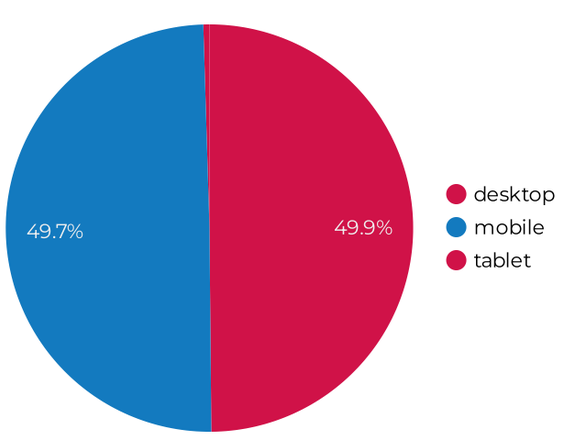
Which channels are driving traffic?



What are the top sources?

Source	Total users
google	919
bing	110
(direct)	84
installations.militaryonesource....	36

Users by Device Type

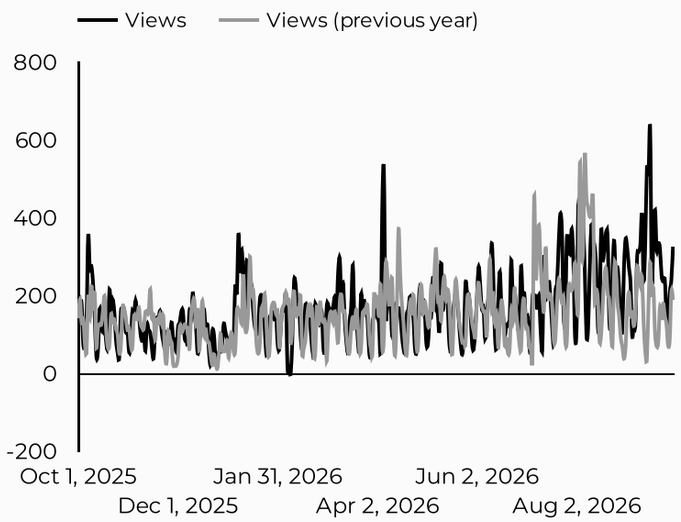


ARMY MWR School Support Services

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
62,700	53,144	43,255	22,741	02:27	58%
▲ 13.3%	▲ 21.4%	▲ 23.8%	▲ 22.3%	▼ -2.3%	▼ -10.3%

Compared Y-o-Y

How is site traffic trending?



Top Pages

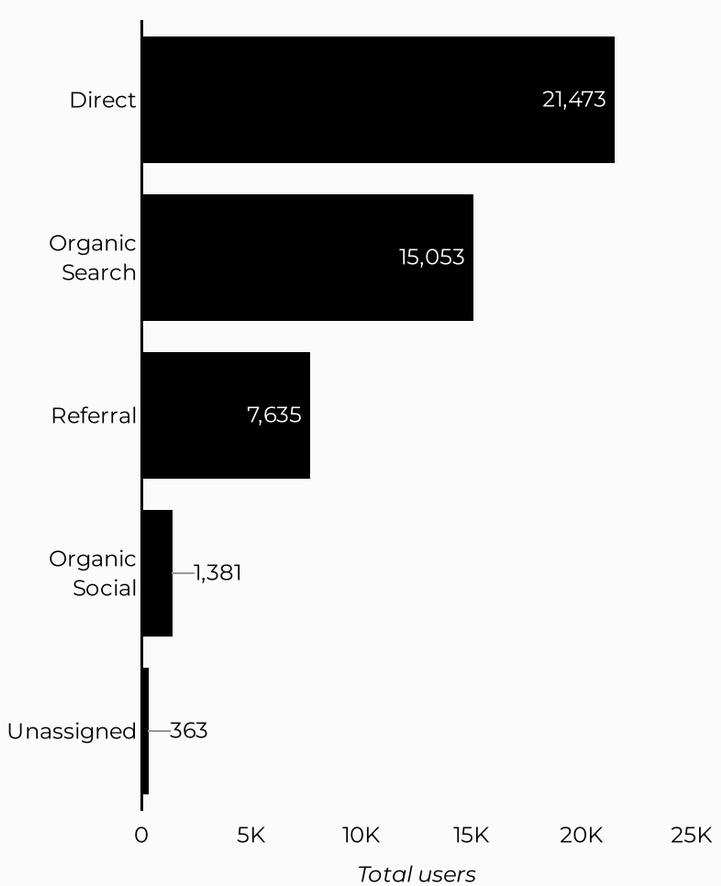
Sorted by Total Users

Top Pages	Total users	% Δ
School Support Services	43,640	14.2% ▲
Contact	1,353	-
Finding a School	1,258	293.1% ▲
Public Schools	667	-
Youth Sponsorship Program	612	530.9% ▲

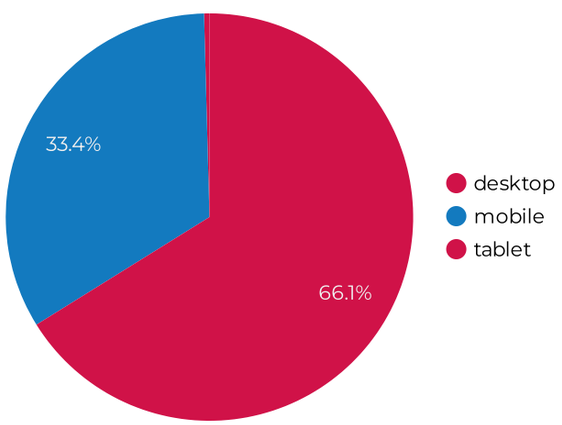
What are the top sources?

Source	Total users
google	1,761
installations.militaryonesource....	583
(direct)	495
home.army.mil	363

Which channels are driving traffic?



Users by Device Type



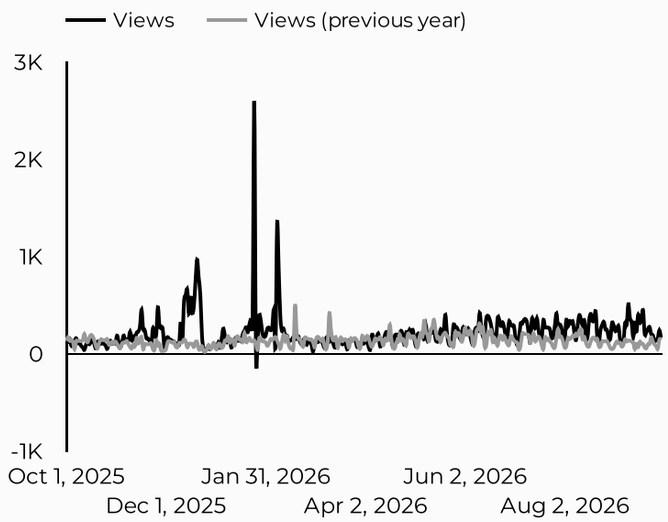
ARMY MWR

Youth Centers

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
80,877	71,882	62,842	35,666	01:22	43%
▲ 62.7%	▲ 61.9%	▲ 90.3%	▲ 146.9%	▼ -40.9%	▼ -37.8%

Compared Y-o-Y

How is site traffic trending?

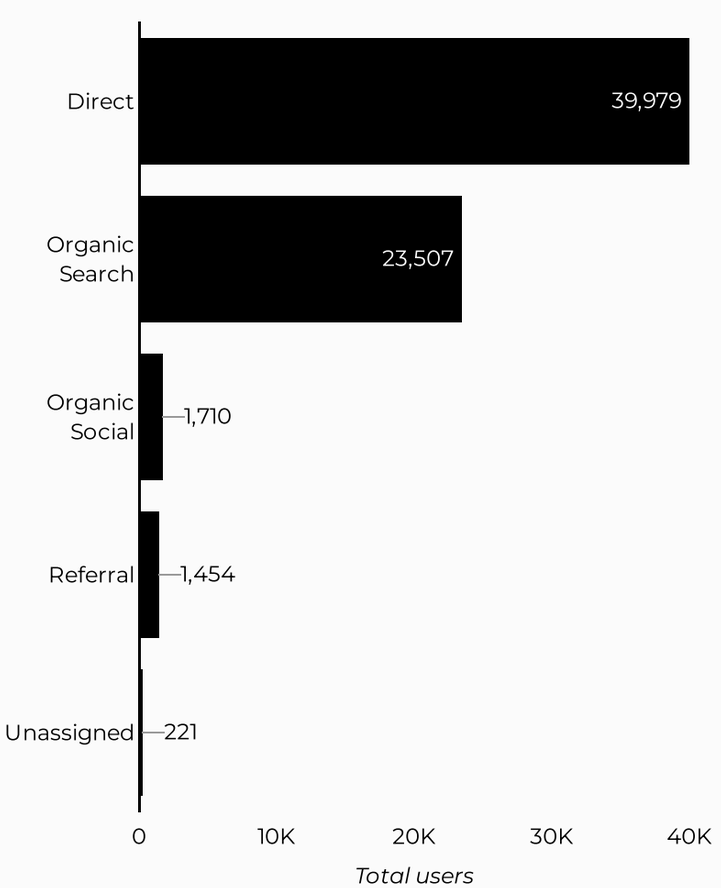


Top US Army Installations

Sorted by Total Users

Page	Total users ▾	% Δ
Youth Center	40,765	22.4% ▲
Recreation and Leisure	27,088	2,499.6%...
Leadership and Clubs	659	-
Contact	509	-
Volunteer and Community Service	477	-
Academic and Career Support	451	-
How to Register	75	-

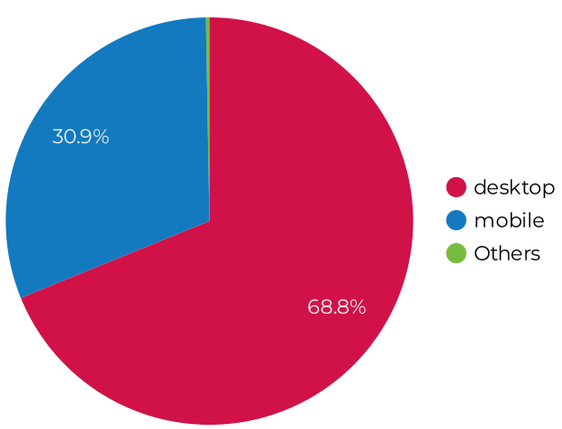
Which channels are driving traffic?



What are the top sources?

Source	Total users ▾
google	1,592
bing	168
(direct)	151
m.facebook.com	64

Users by Device Type

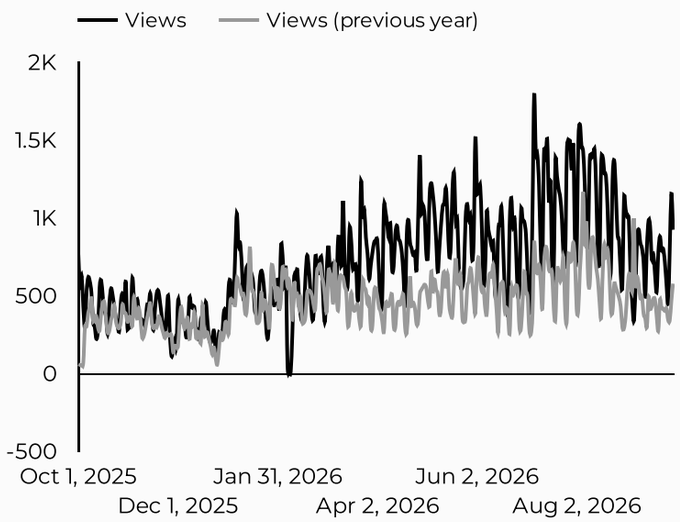


ARMY MWR

Youth Sports

Views	Sessions	Total users	New users	Engagement rate
260,996	160,244	113,247	49,317	69%
▲ 55.5%	▲ 24.4%	▲ 34.8%	▲ 22.8%	▼ -1.7%

How is site traffic trending?

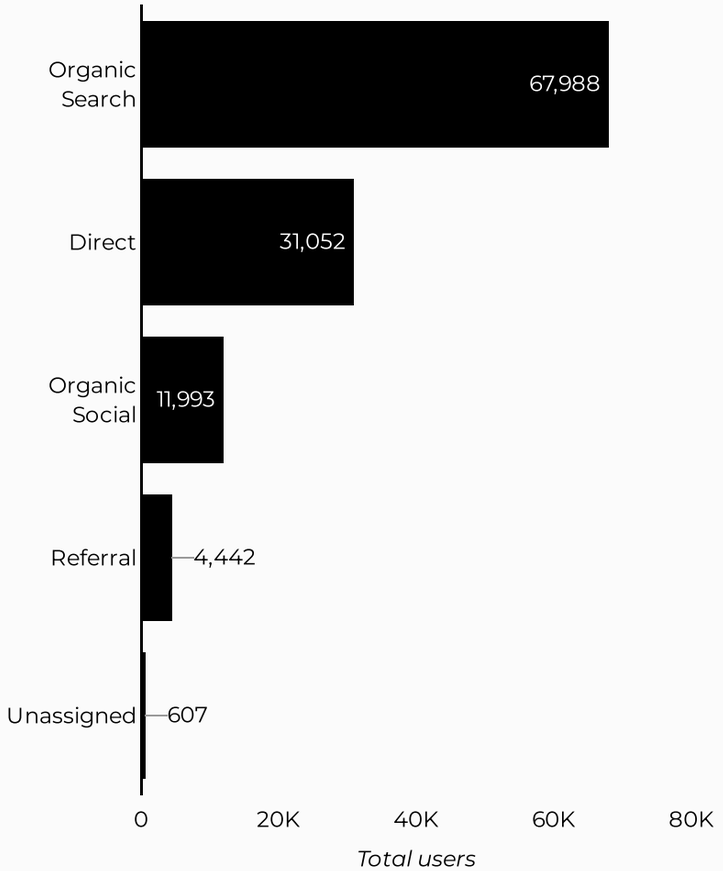


Top Pages

Sorted by Total Users

Page	Total users ▼	% Δ
Youth Sports and Fitness	120,176	25.2% ▲
Sports and Activities Offered	24,304	5,461.6% ▲
Register and Get Started	5,957	3,120.0% ▲
Contact	5,177	-
Fees	3,719	1,787.8% ▲
Volunteer and Coaching Opportunities	2,279	1,281.2% ▲
Parent and Participant Expectations	996	1,245.9% ▲

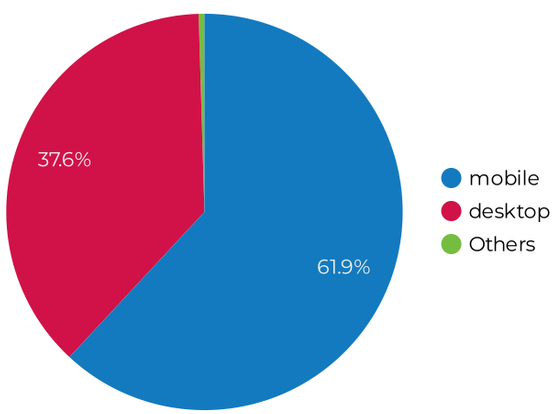
Which channels are driving traffic?



What are the top sources?

Source	Total users ▼
google	6,215
(direct)	602
bing	599
m.facebook.com	368

Users by Device Type

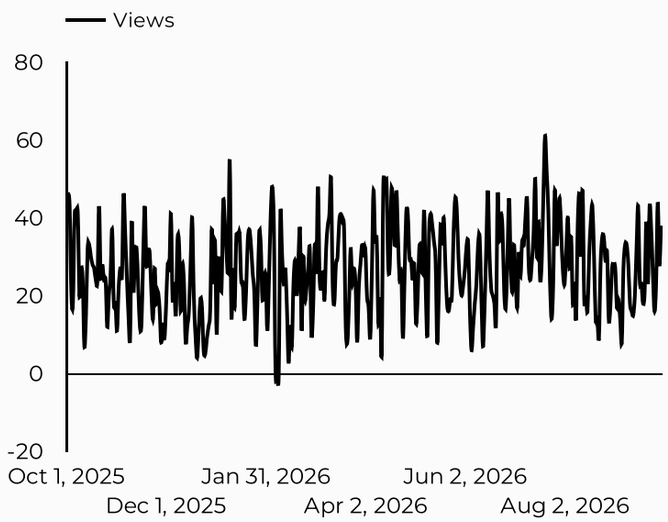


ARMY MWR

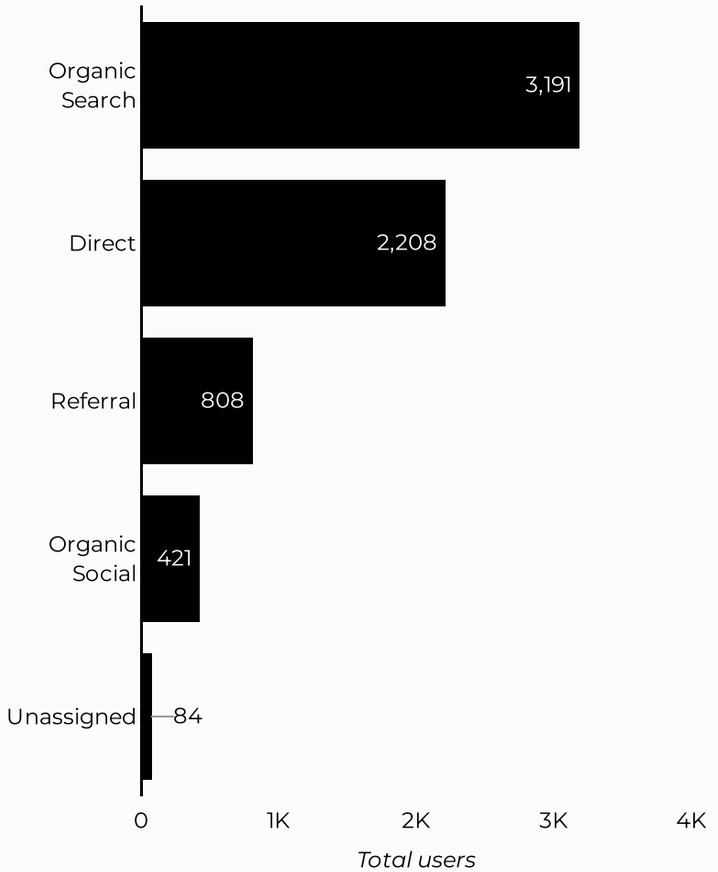
CYS Careers

Views	Sessions	Total users	New users	Engagement rate
9,753	8,720	6,664	4,282	67%
-30.2%	-26.5%	-29.7%	-16.1%	-5.7%

How is site traffic trending?



Which channels are driving traffic?



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

KPI link clicks to USAJOBS.gov.

Name	Link Clicks
USAJOBS.gov	2,706

How many people took action and downloaded a PDF?

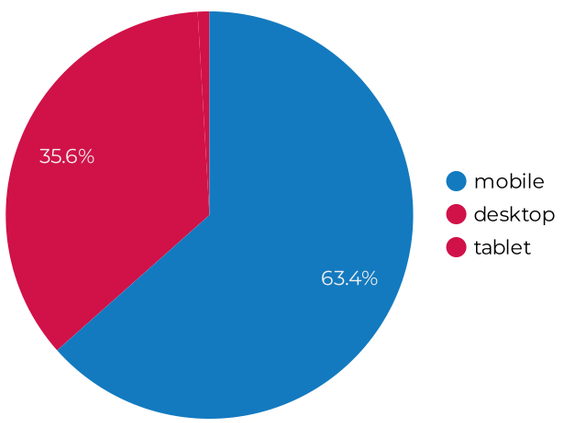
KPI downloads of the CYS Career Guide and Rack Card.

Name	Downloads
CYS Career Guide	930
Rack Card	151

What are the top sources?

Source	Total users
google	166
(direct)	69
bing	53
public.militarychildcare.csd.disa...	14

Users by Device Type

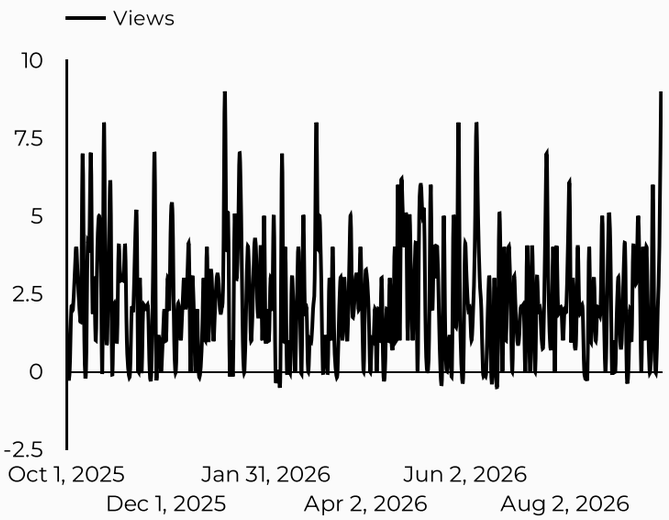


ARMY MWR

CYS Profession

Views	Sessions	Total users	New users	Engagement rate
835	853	739	263	77%
-62.7%	-60.8%	-61.4%	-68.8% from previous year	-5.2%

How is site traffic trending?



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

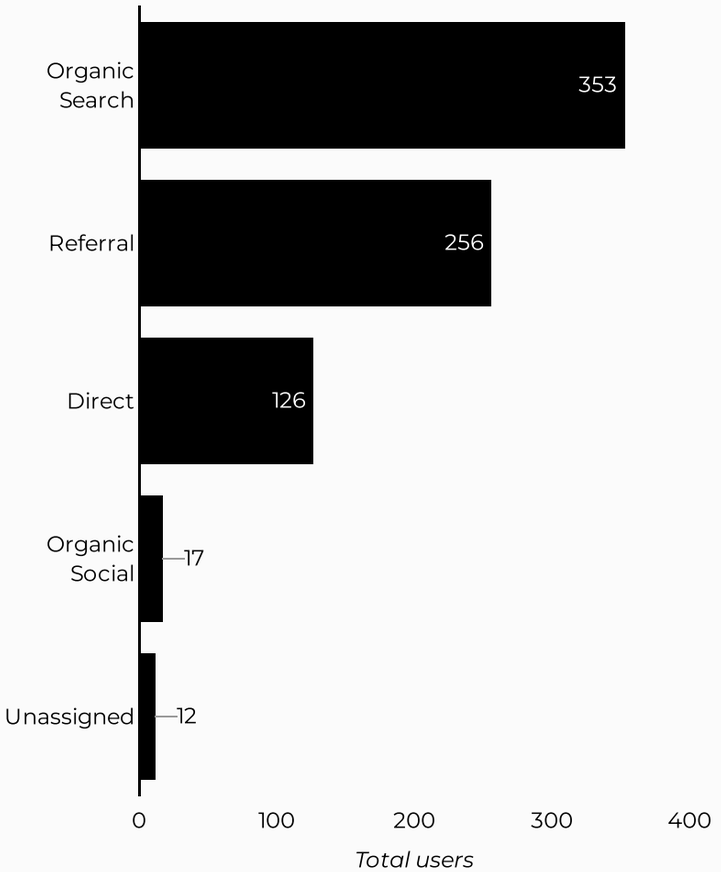
KPI link clicks to USAJOBS.gov.

click_text	Link Clicks
USAJOBS.gov	150
https://www.usajobs.gov/	11

How many people pushed play to watch a video?

Video Name	Total
CYS Profession: Alicia Exum	54

Which channels are driving traffic?

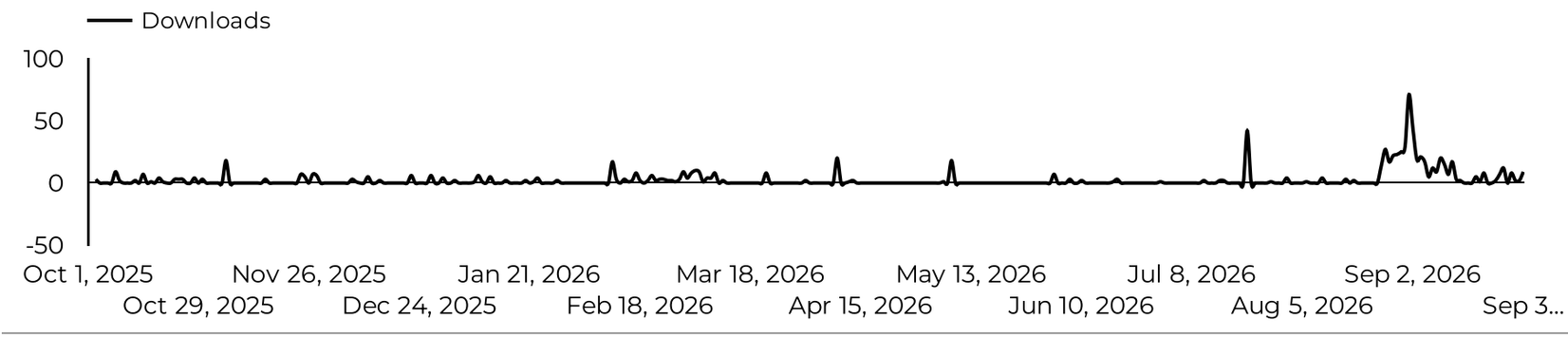


ARMY MWR CYS Profession Campaign

Downloads

870

Downloads over time



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

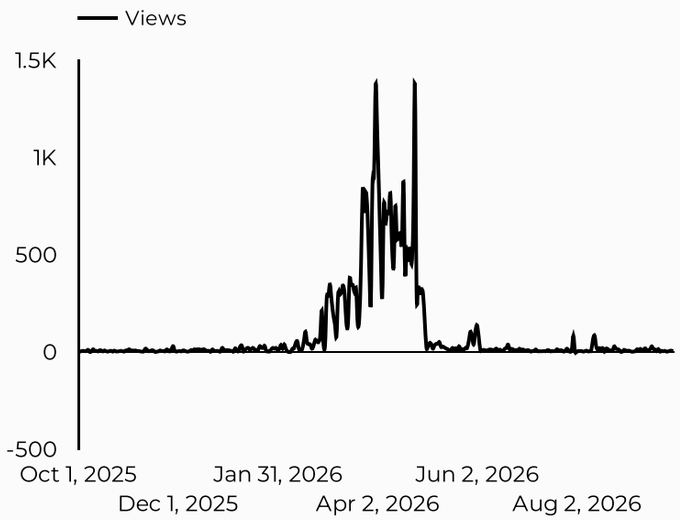
Full page URL	Downloads
meade.armymwr.com/calendar/event/glass-blowing-class/7425696/113537	242
riley.armymwr.com/calendar/event/right-arm-night/7425694/113535	81
irwin.armymwr.com/calendar/event/levy-briefing/6025668/80089	68
jblm.armymwr.com/calendar/event/madden-26-tournament/7425699/113539	60
italy.armymwr.com/calendar/event/skisnowboard-trip-outdoor-rec/7125699/49521	54
meade.armymwr.com/calendar/event/walk-ceramics/7425668/110158	43
www.armymwr.com/travel/armed-forces-hotels-resorts?lid=94iu779fa84e&br_cid=306032566709771&mi_emcp=07.20.2026_SUMMERLODGING_ARMY&mi_u=306032566709771	42
irwin.armymwr.com/calendar/event/levy-briefing/6025692/80089	22
campbell.armymwr.com/calendar/event/friday-night-fun-trivia-and-karaoke-warrior-zone/7025694/98662	18
leavenworth.armymwr.com/view-event/play-morning/6256998/63916	15
brussels.armymwr.com/calendar/event/first-friday-fun-3-star/5256968/60349	14
Grand total	**870**

ARMY MWR

Month of the Military Child

Views	Sessions	Total users	New users	Engagement rate
35,129	28,095	22,017	12,842	57%
▲ 34.0%	▲ 31.7%	▲ 33.0%	▲ 34.7%	▼ -1.7%

How is site traffic trending?

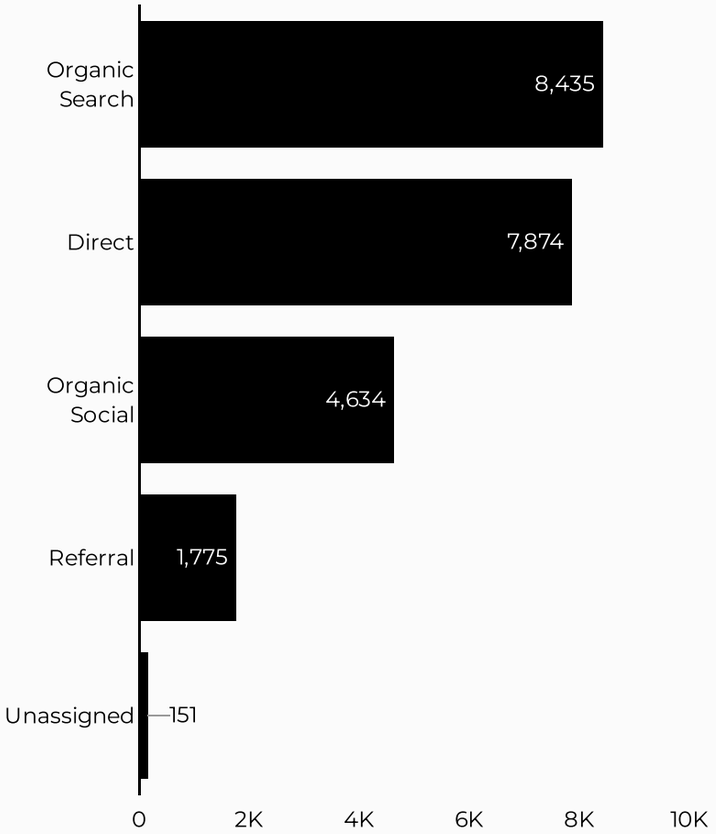


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	7,968	101.5% ▲
campbell.armymwr.com	3,322	-16.8% ▼
leonardwood.armymwr.com	1,775	15.5% ▲
bliss.armymwr.com	1,037	96.0% ▲
belvoir.armymwr.com	906	28.5% ▲
hood.armymwr.com	764	0.4% ▲
jblm.armymwr.com	746	118.1% ▲
humphreys.armymwr.com	655	-44.1% ▼
sill.armymwr.com	481	774.5% ▲
polk.armymwr.com	400	52.7% ▲

Which channels are driving traffic?



Top link clicks

Link	Clicks
Image clicks	2,251
https://webtrac.mwr.army.mil/webtrac103/wbwsc/campbellrectrac.wsc/wbsearch.html?wbp=1&xxmod=AR&xxcim	961
https://babymonstersink.com/product/mwr-momc-26/	465
https://webtrac.mwr.army.mil/webtrac103/wbwsc/sillrectrac.wsc/wbsearch.html?wbsi=f3557be1-03ec-acb2-	222
https://momc2026.itemorder.com/	177
https://www.naeyc.org/events/woyc	83
Grand total	**5,983**