



Senior Commander Briefing ESMC 3.0

Speaker Notes

February, 2026

Slide 1 - Introduction

Slide 2 - Designed with Program Leaders, Built for Families

Speaker notes:

- ESMC 2.0 focused on safe content publishing.
- ESMC 3.0 focuses on clarity, consistency, and access.

We redesigned and standardized 10 core program pages and implemented 4 new navigation dropdowns, impacting over 820 pages enterprise-wide. Standardization eliminated redundant work and saved garrison website managers more than two months of content development time.

We interviewed program managers across Employment, Childcare, Housing, and Healthcare to align content with operational priorities and recurring customer needs.

We shifted from organizing content by internal structure to organizing it around customer actions: enrolling, paying a bill, requesting assistance, or determining eligibility.

This was not a cosmetic update. It was structural modernization designed to strengthen mission support for Soldiers and Families.

Slide 3 - New Employment Readiness Pages After Action Report

Speaker notes:

In April 2025, we launched a dedicated Employment landing page, introduced a streamlined dropdown menu, and created six focused subpages aligned to readiness, spouse employment, federal hiring, transition services, and small business support.

The new Employment landing page is performing exceptionally well, **with 9 out of 10 visitors engaging once they arrive**, confirming it is serving as an effective primary entry point. **216,219 customers accessed employment resources**, a **+31.9 percent increase** year over year.

At the same time, employment-related searches declined by **+60%**, indicating users are finding Employment Readiness resources more directly through navigation rather than relying on repeated searches.

Overall, the update reduced friction, improved clarity, and supported faster task completion for employment-related needs. This indicates improved first-click success. Navigation updates improved discoverability and supported faster task completion for Employment Readiness services.

Slide 4 - Army Answers Expanding Direct Access to Trusted Information

We launched Answers.ArmyMWR.com as a centralized, moderated knowledge platform integrated directly into ArmyMWR navigation and search to support the enterprise goal of consistent, trusted information delivery. Rather than relying on fragmented FAQs or informal networks, Army Answers creates a structured, searchable knowledge base aligned to the Army's digital modernization strategy.

Since Launch **933 customers submitted questions**, generating **18,484 total pageviews from 14,641 unique visitors**. Questions received their first **approved response in an average of two days**, demonstrating a responsive moderation workflow and operational oversight.

Each answered question becomes a reusable enterprise asset. Instead of repeating responses across installations or relying on unofficial sources, program knowledge is standardized, moderated, and scalable. This reduces duplication, strengthens message consistency, and improves first-click success.

Army Answers directly supports digital governance objectives by centralizing content control, improving search alignment, and reducing redundant inquiries. It strengthens digital readiness by ensuring Soldiers and Families can access verified, installation-relevant guidance quickly and consistently.

Army Answers advances enterprise knowledge management by improving discoverability, standardizing information delivery, and scaling trusted Army MWR program guidance across installations.

Slide 5 - Improving How Customers Find Programs

ESMC 3.0 represents a shift from content publishing to enterprise-level access and information governance.

By modernizing navigation, standardizing page structure, and organizing services around customer actions rather than departmental ownership, we improved clarity, consistency, and speed to information. Soldiers and Families are reaching the correct starting point faster and engaging with content at a higher rate.

Across Healthcare, Childcare, Housing, and Employment, redesigned landing pages generated **526,799 views from 306,162 users. Engagement remains strong at 78 percent**, indicating alignment between navigation structure and user intent.

Most importantly, across Employment, Housing, Childcare, and Healthcare, users initiated **251,768 direct task-based navigation actions** to priority program areas. That reflects intentional service selection rather than passive browsing.

This is digital modernization aligned to readiness. When families can quickly locate employment support, childcare enrollment, housing information, and healthcare resources, it strengthens operational stability and mission performance.

We will continue expanding this standardized model across remaining services to ensure consistent access, scalable governance, and measurable outcomes across Army MWR.