



Program Roll-Up

Jul 1, 2026 - Sep 30, 2026



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Child Development Centers	28,174	14,375	35,338	71.39%
CYS Careers	1,811	1,251	2,333	67.42%
Family Child Care	11,231	5,759	12,606	61.28%
Parent Outreach Services	12,034	5,118	14,617	69.75%
School Age Centers	12,931	5,876	16,539	58.09%
School Support Services	15,313	8,456	18,289	53.6%
Youth Centers	13,275	5,576	16,383	66.22%
Youth Sports	36,507	14,918	50,806	72.8%



Views
614,211

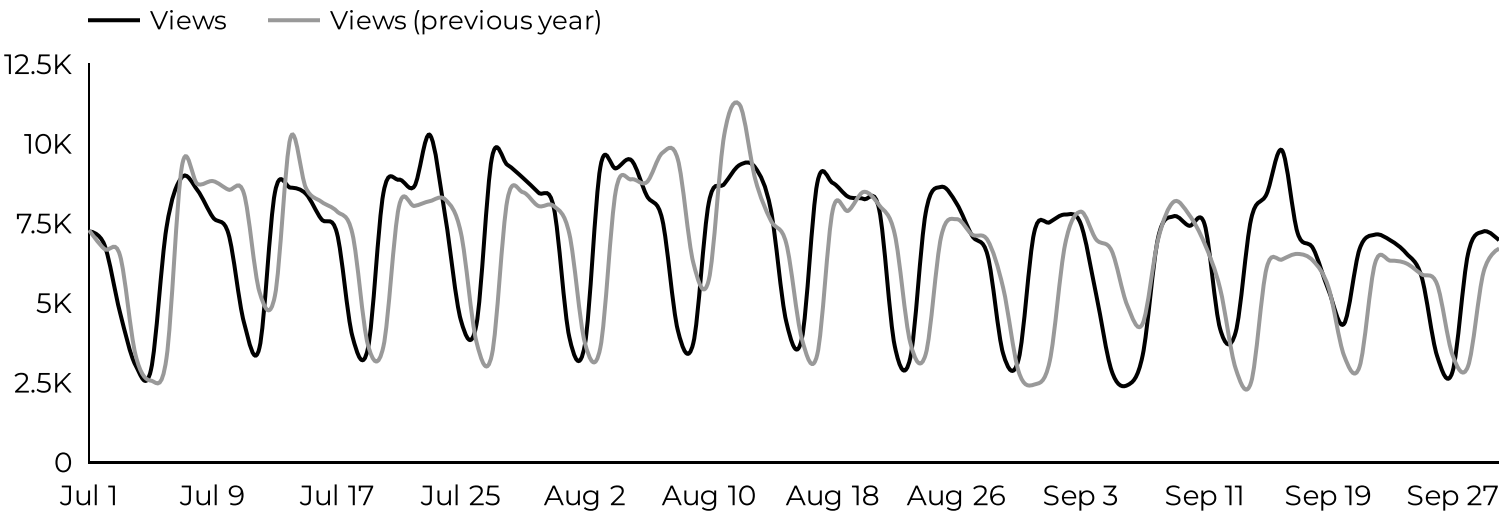
Visits (pageviews) to
your page

Engagement rate
59%

Average time people
are engaged on your
website

Total users
292,432

The total number of users
who visited your website



Visits from social media.

Social Media	Total users ▾	% Δ
Facebook	13,889	-4.3% ↓
X	1,052	39.9% ↑
Instagram	244	-72.6% ↓
LinkedIn	179	231.5% ↑
YouTube	4	0.0%
Reddit	1	-

What programs are
users visiting?

Youth Sports &
Fitness

36,507

Child
Development
Centers

28,174

Family Child
Care

11,231

Youth Centers

13,275

School Support
Services

15,313



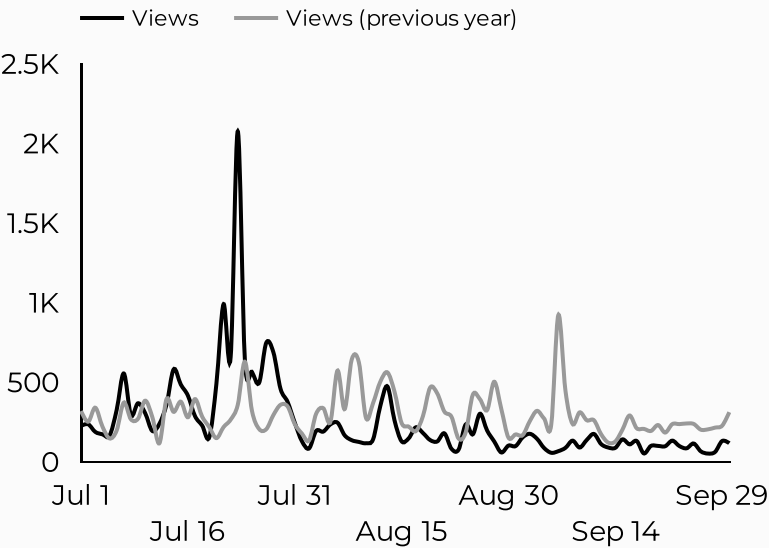
Jul 1, 2026 - Sep 30, 2026

Social Media

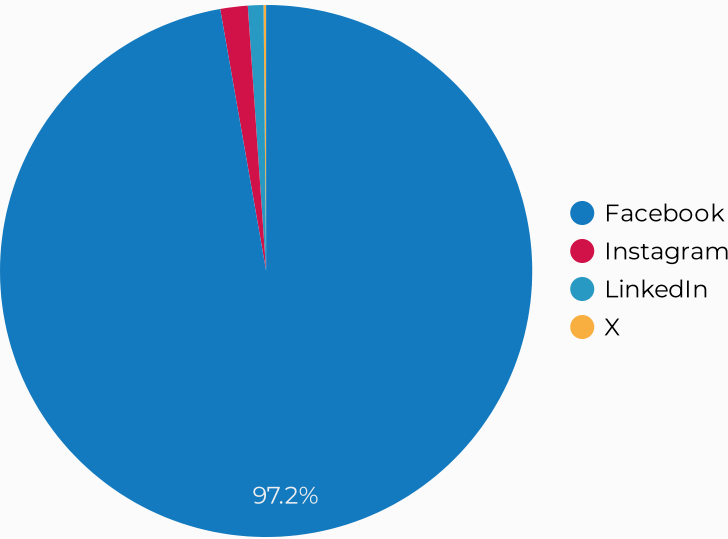
Views	Sessions	Total users	New users	Engagement rate
22,922	16,561	14,661	10,413	54%
↓ -16.5%	↓ -15.8%	↓ -12.0%	↓ -5.5%	↓ -6.3%

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
/programs/family-and-mwr-motion	1,462	38.4% ↑
/programs/youth-sports-and-fitness	1,416	5,144.4%...
/	1,398	64.3% ↑
/happenings/fort-belvoir-family-and-mwr-hiring	1,228	-24.5% ↓
/programs/family-and-mwr-motion/additional-resources	1,183	6,858.8...

Sessions by Platform

Social Media	Sessions	% Δ
Facebook	14,854	-5.4% ↓
X	1,169	37.5% ↑
Instagram	250	-74.8% ↓
LinkedIn	188	229.8% ↑
YouTube	4	0.0%

Actions from Social Visitors

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

Action	Event count	% Δ
links	14,635	-25.5% ↓
downloads	1,215	-51.2% ↓
mail	726	286.2% ↑
phone	320	-15.3% ↓
Grand total	16,896	-25.6% ↓



ARMY MWR

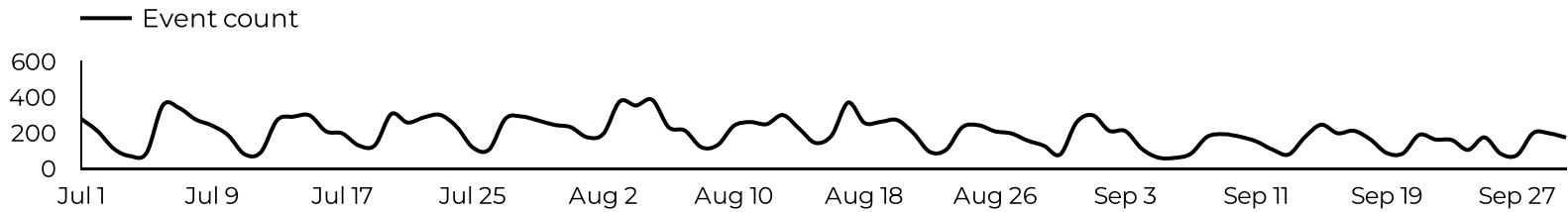
CYS WebTrac KPI Dashboard

Total WebTrac link clicks on CYS pages.

18,347

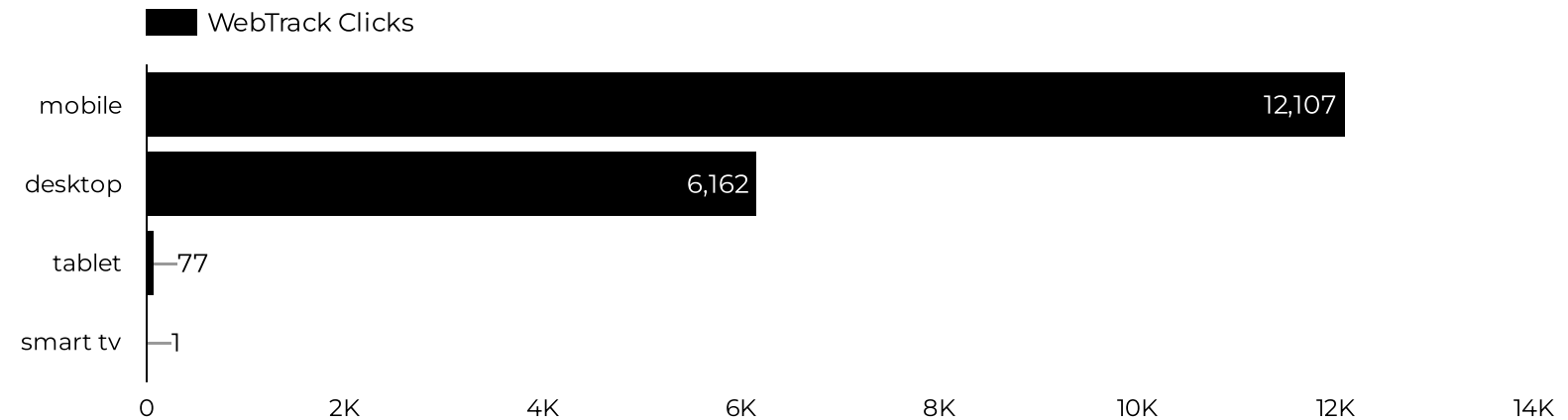
WebTrac trends

Total WebTrac clicks per day.

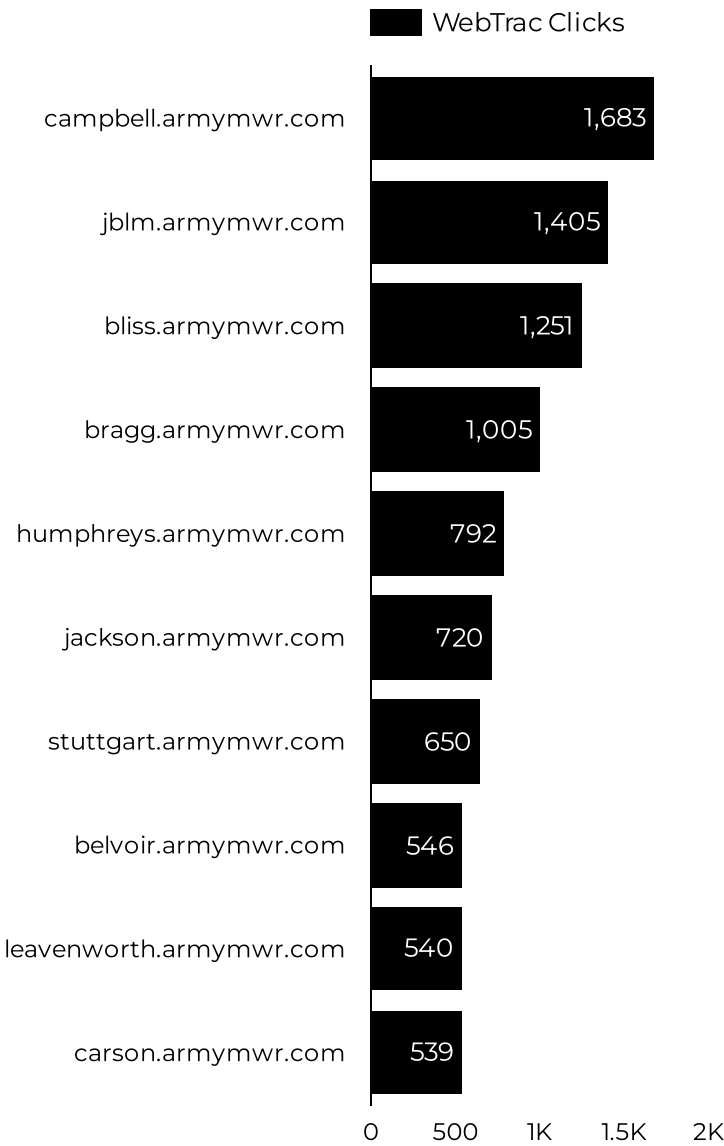


Which devices are driving engagement?

Do parents register on mobile or desktop?



What installations are generating registrations?



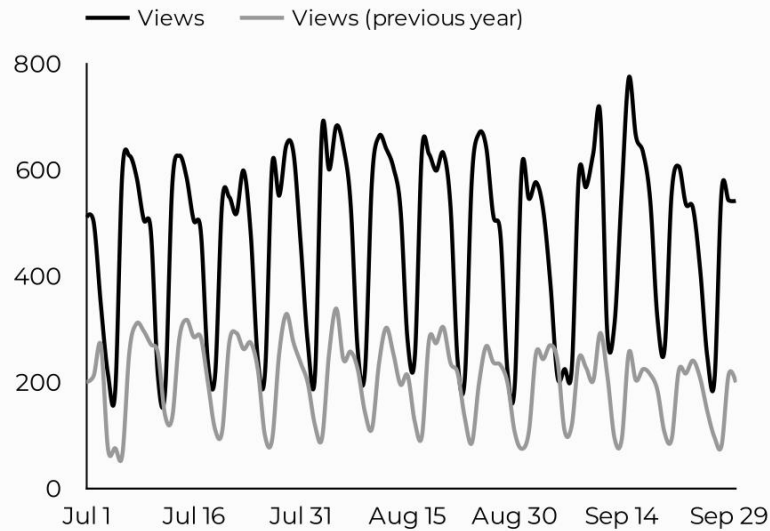


ARMY MWR Child Development Centers (CDC)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
43,531	35,338	28,174	14,375	02:10	71%
↑ 133.1%	↑ 62.8%	↑ 69.0%	↑ 142.5%	↑ 5.5%	↑ 1.6%

Compared Y-o-Y

How is site traffic trending?

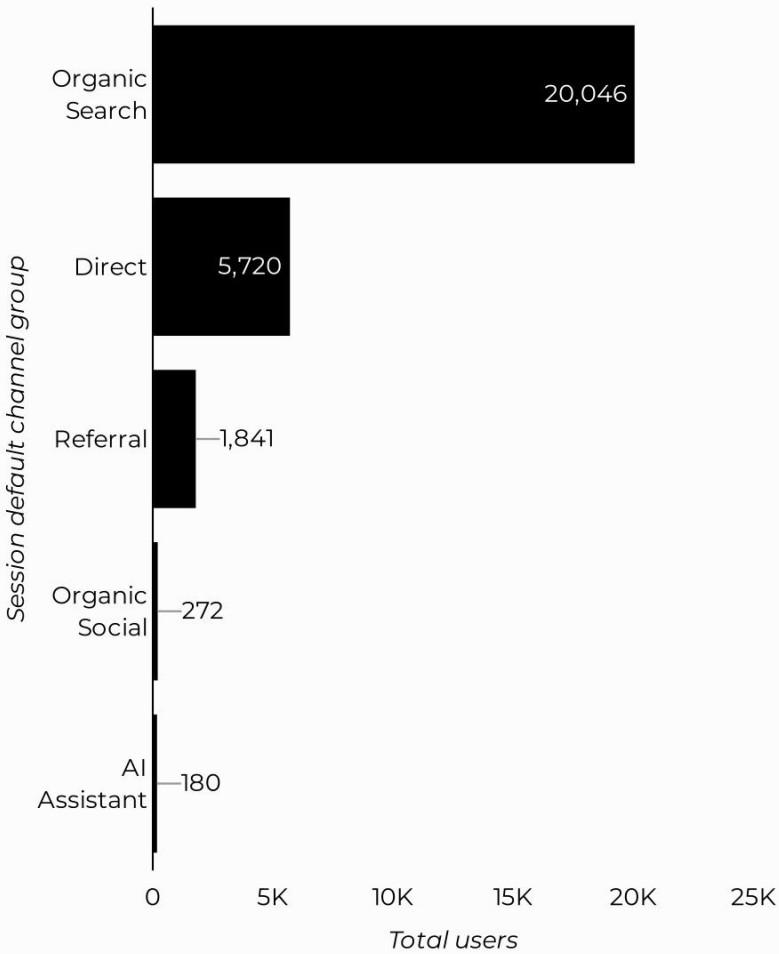


Top Pages

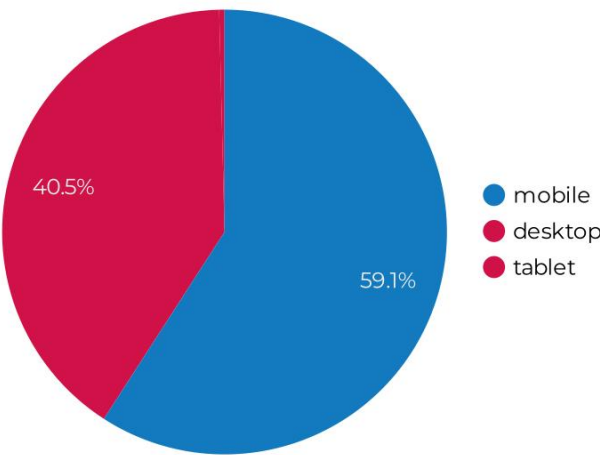
Sorted by Total Users

Page	Total users	% Δ
Child Development Center (CDC)	28,678	61.3% ↑
Contact	2,162	-
Care Options	633	3,231.6% ↑
Parent Resources	342	-
Enrollment and Eligibility	306	-
Special Programs and Partnerships	105	-

Which channels are driving traffic?



Users by Device Type

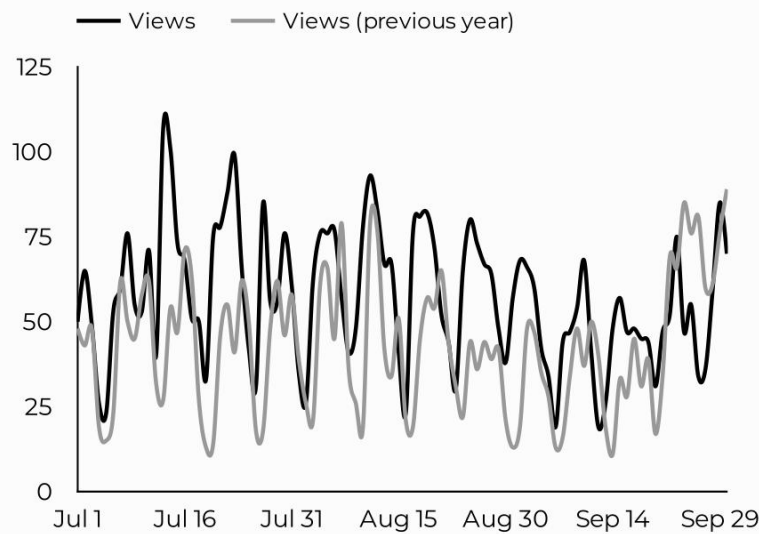




Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
5,264	4,484	3,911	998	02:05	78%
↑ 33.0%	↑ 35.5%	↑ 33.8%	↑ 45.9%	↑ 10.5%	↑ 1.2%

Compared Y-o-Y

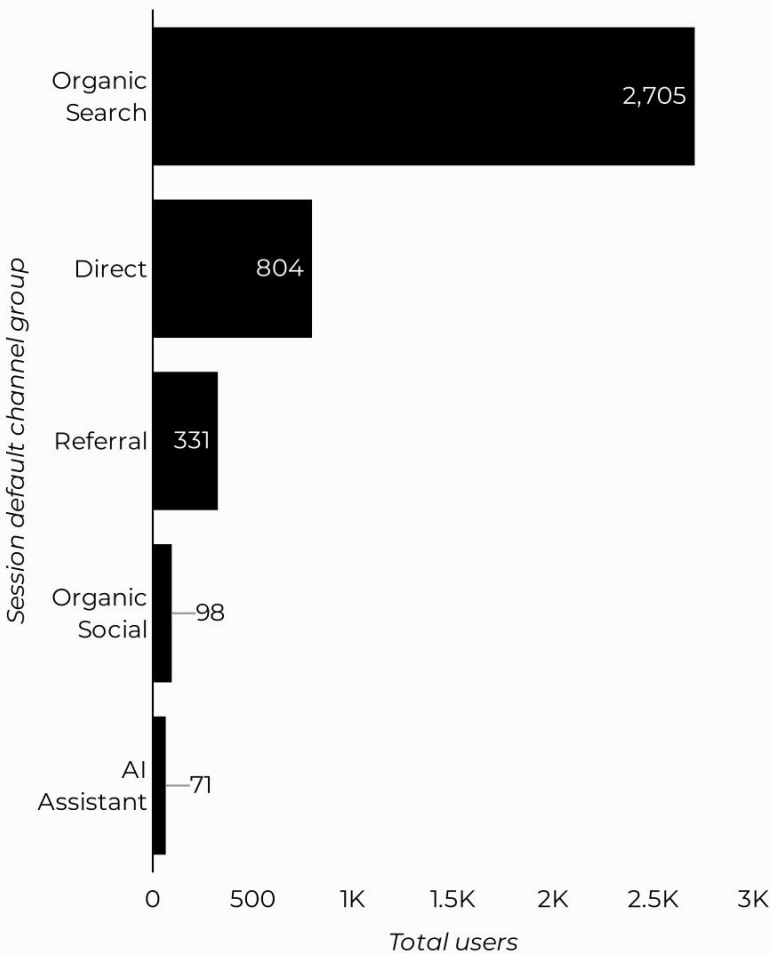
How is site traffic trending?



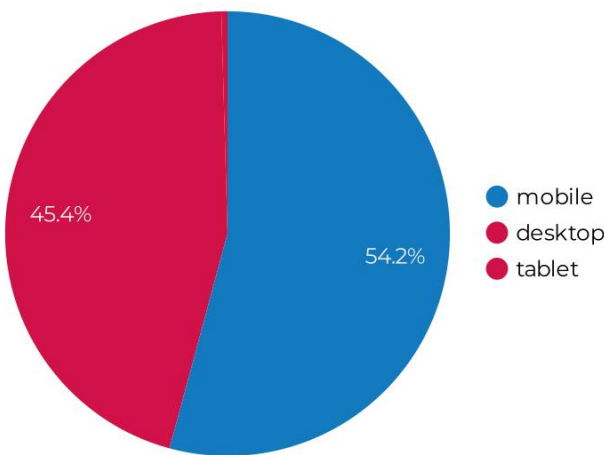
Top Installations

Installation	Total users
www.armymwr.com	2,314
bragg.armymwr.com	195
carson.armymwr.com	107
jblm.armymwr.com	92

Which channels are driving traffic?



Users by Device Type





Views

16,614

↓ -9.0%

Sessions

12,606

↓ -2.3%

Total users

11,231

↑ 7.1%

New users

5,759

↑ 24.0%

Avg. Session Time

02:09

↓ -11.8%

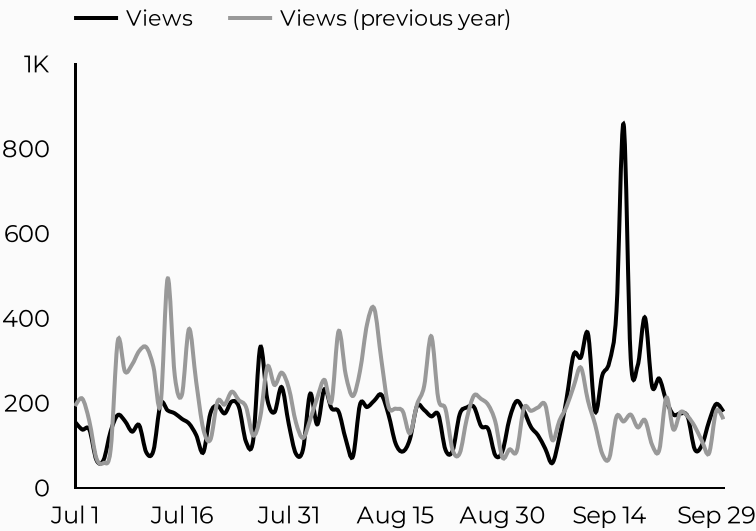
Engagement rate

61%

↓ -9.1%

Compared Y-o-Y

How is site traffic trending?

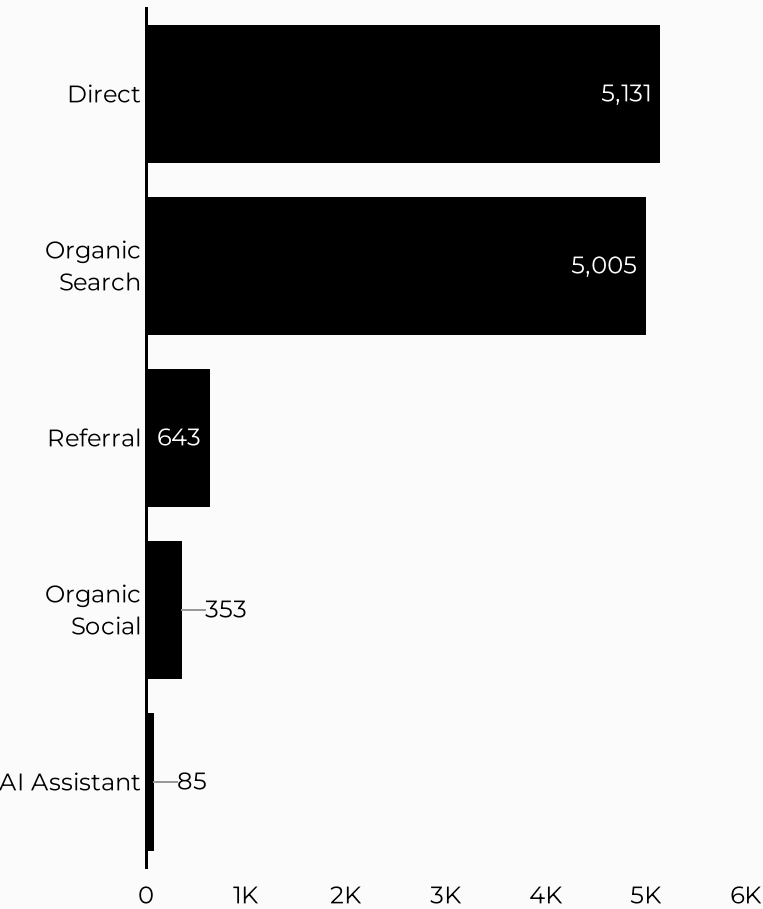


Top Pages

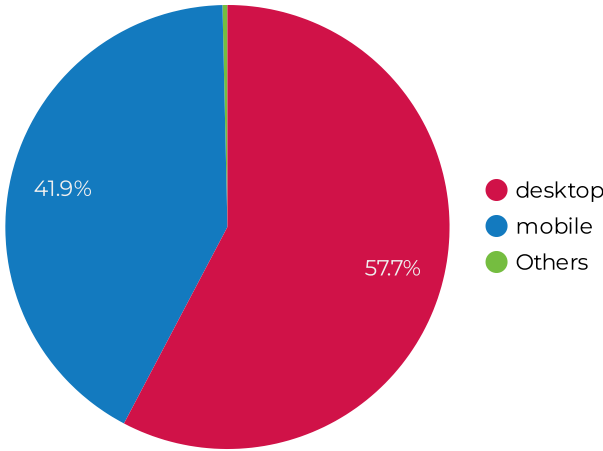
Sorted by Total Users

Top Pages	Total users ▾	% Δ
Family Child Care	11,158	-12.0% ↓
Become an FCC Provider	611	15,175.0% ↑
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





Views

18,462

↑ 52.9%

Sessions

14,617

↑ 41.0%

Total users

12,034

↑ 57.0%

New users

5,118

↑ 96.8%

Avg. Session Time

02:31

↓ -4.6%

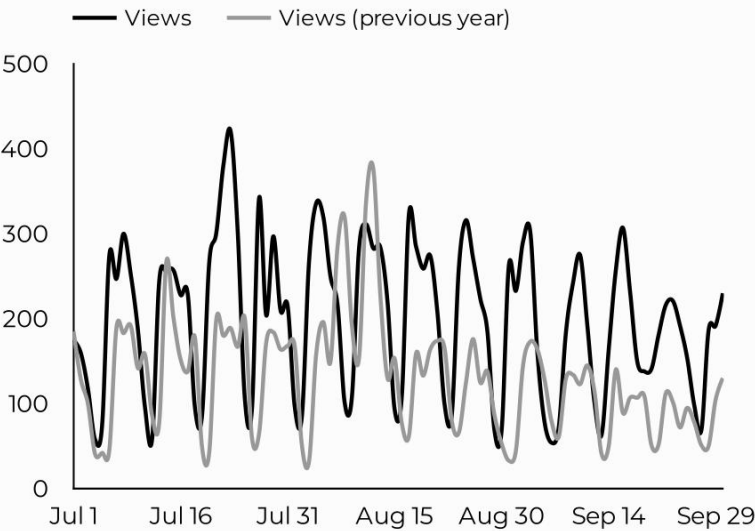
Engagement rate

70%

↓ -2.6%

Compared Y-o-Y

How is site traffic trending?

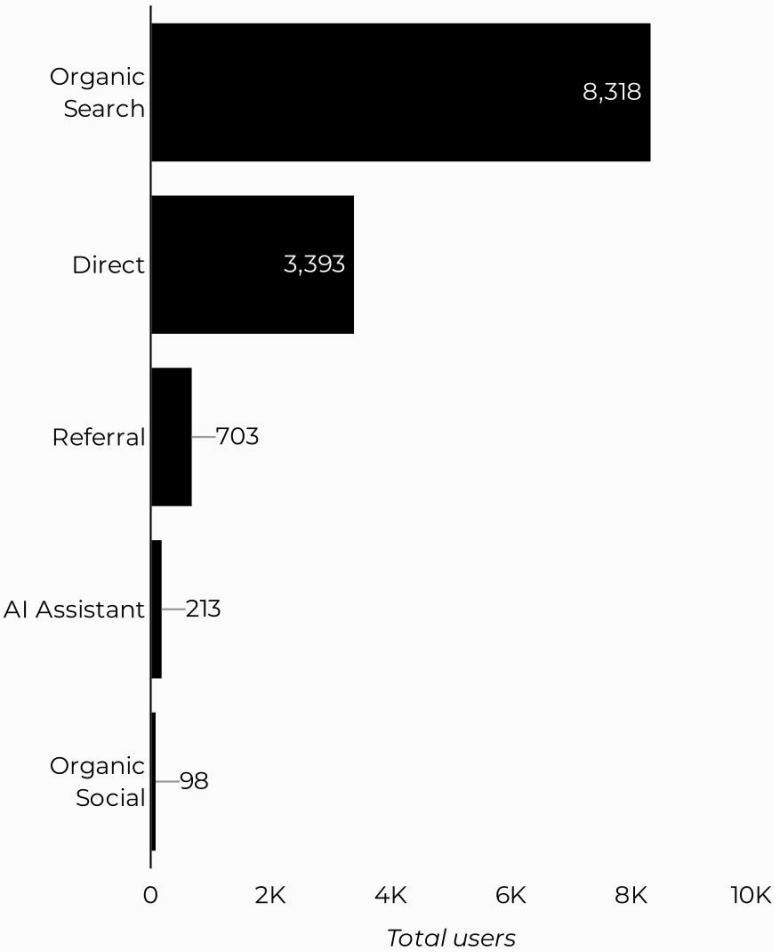


Top Pages

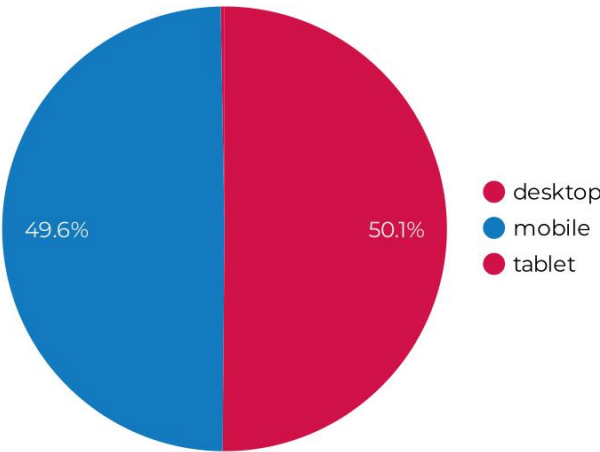
Sorted by Total Users

Page	Total users	% Δ
Parent Outreach Services	7,824	10.7% ↑
Fees	1,660	977.9% ↑
Programs for Children and Youth	1,564	314.9% ↑
Contact	1,152	-
Child Care Options	1,048	418.8% ↑
Finding and Requesting Child Care	447	292.1% ↑
Military Family Support and Relocation	320	178.3% ↑
Special Needs and Accommodations	288	159.5% ↑

Which channels are driving traffic?



Users by Device Type

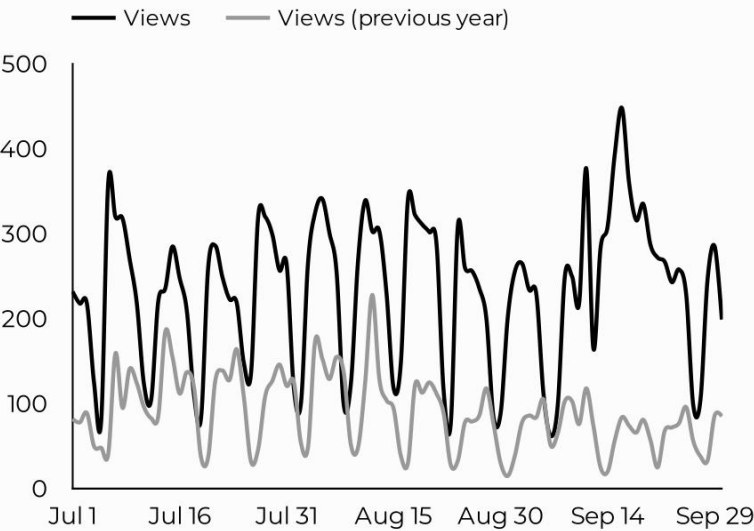




Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
21,435	16,539	12,931	5,876	02:24	58%
↑ 161.0%	↑ 128.4%	↑ 138.3%	↑ 202.9%	↓ -8.2%	↓ -16.6%

Compared Y-o-Y

How is site traffic trending?

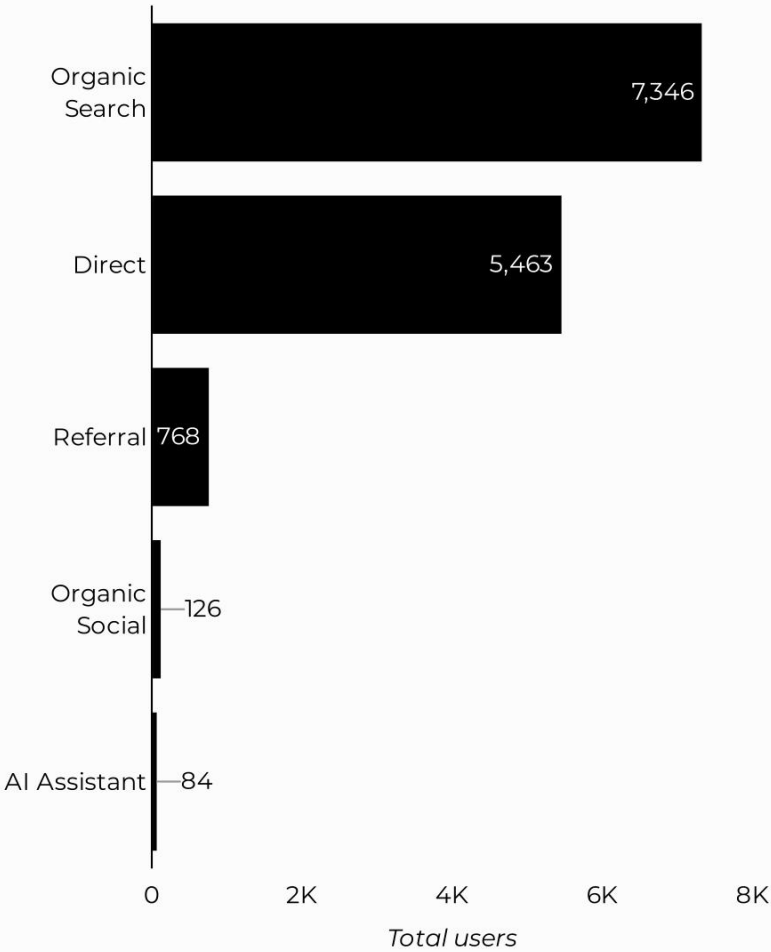


Top Pages

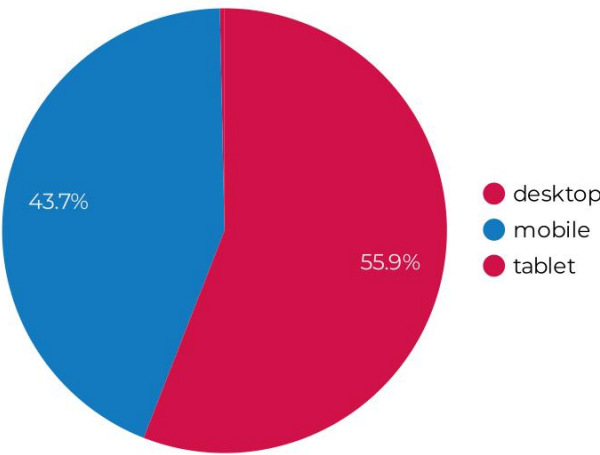
Sorted by Total Users

Page	Total users	% Δ
School Age Centers	12,059	119.7% ↑
Registration and Fees	1,931	-
Contact	1,196	-
Programs and Services	755	-
Transportation	585	-
Accreditation & Quality	205	-

Which channels are driving traffic?



Users by Device Type





Views

23,435

↑ 27.4%

Sessions

18,289

↑ 26.7%

Total users

15,313

↑ 25.6%

New users

8,456

↑ 38.0%

Avg. Session Time

02:21

↑ 5.3%

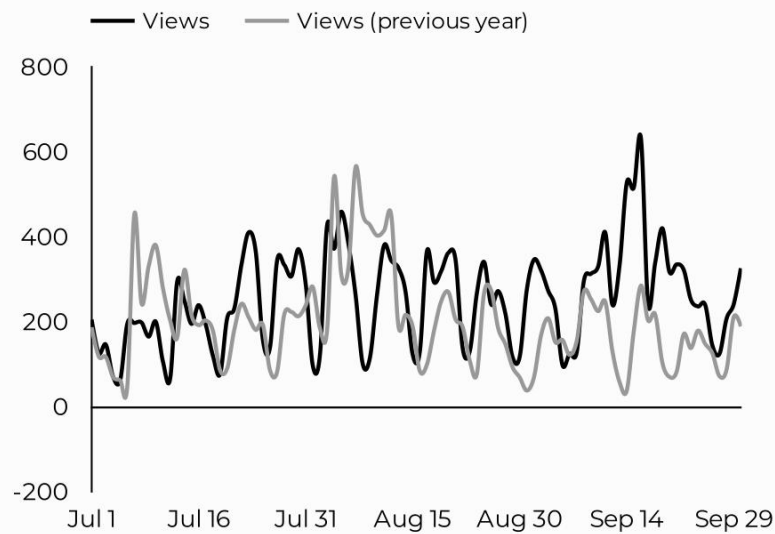
Engagement rate

54%

↓ -15.0%

Compared Y-o-Y

How is site traffic trending?

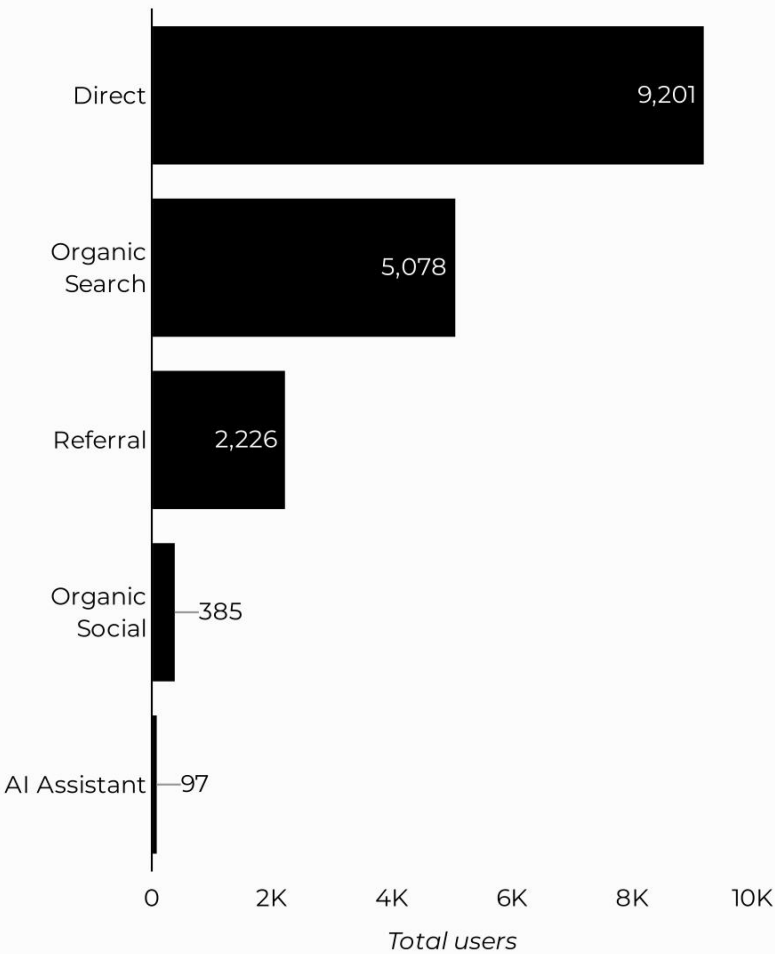


Top Pages

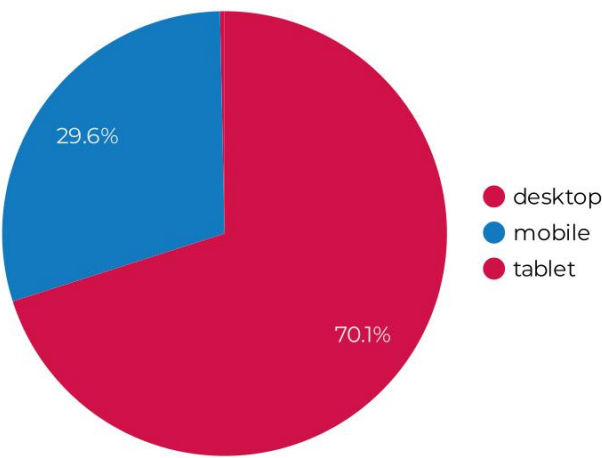
Sorted by Total Users

Top Pages	Total users	% Δ
School Support Services	13,541	2.9% ↑
Contact	1,351	-
Finding a School	966	448.9% ↑
Public Schools	644	-
Youth Sponsorship Program	506	1,345.7% ↑

Which channels are driving traffic?



Users by Device Type





Views

24,399

↑ 102.7%

Sessions

16,383

↑ 49.4%

Total users

13,275

↑ 56.6%

New users

5,576

↑ 84.9%

Avg. Session Time

02:03

↓ -21.9%

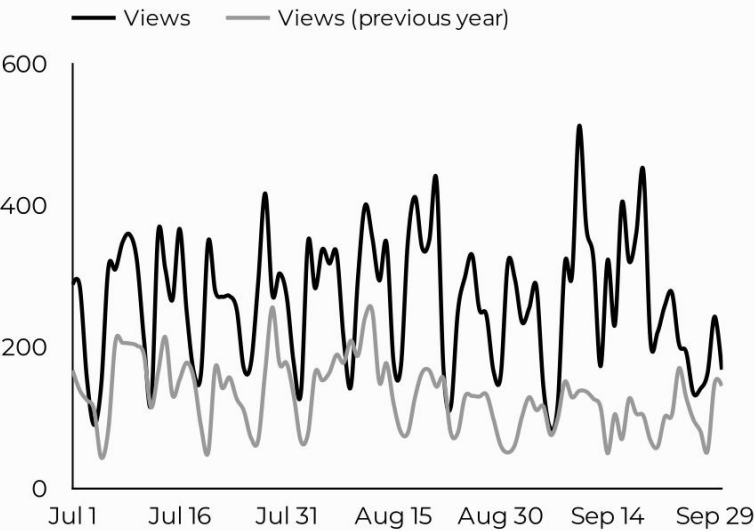
Engagement rate

66%

↓ -1.9%

Compared Y-o-Y

How is site traffic trending?

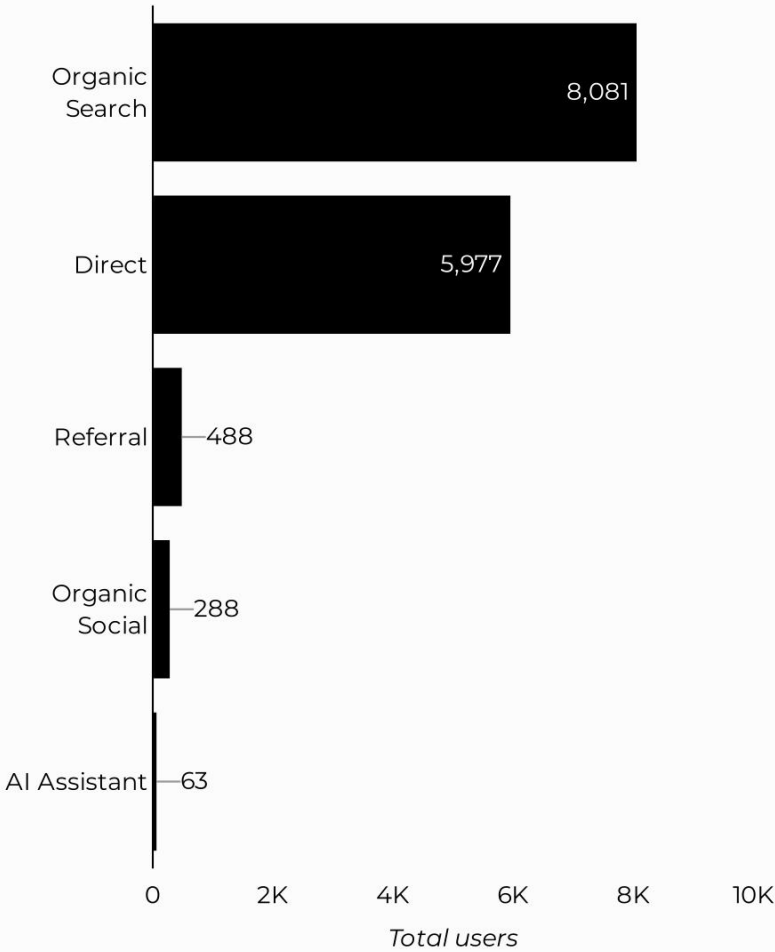


Top US Army Installations

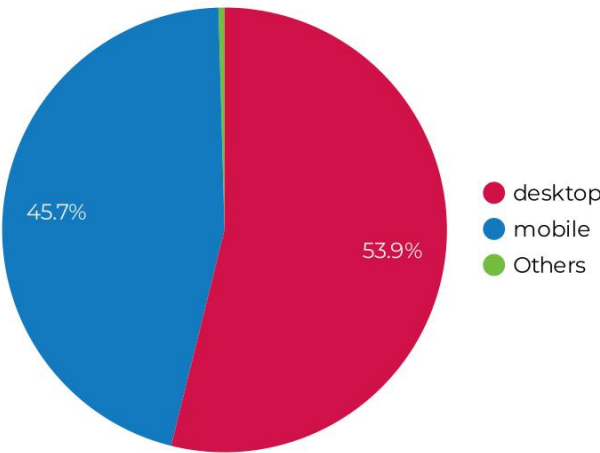
Sorted by Total Users

Page	Total users ▾	% Δ
Youth Center	15,260	81.7% ↑
Recreation and Leisure	497	34.7% ↑
Leadership and Clubs	441	-
Contact	381	-
Volunteer and Community Service	325	-
Academic and Career Support	294	-
How to Register	45	-

Which channels are driving traffic?



Users by Device Type





Views

91,475

↑ 75.1%

Sessions

50,806

↑ 31.3%

Total users

36,507

↑ 39.6%

New users

14,918

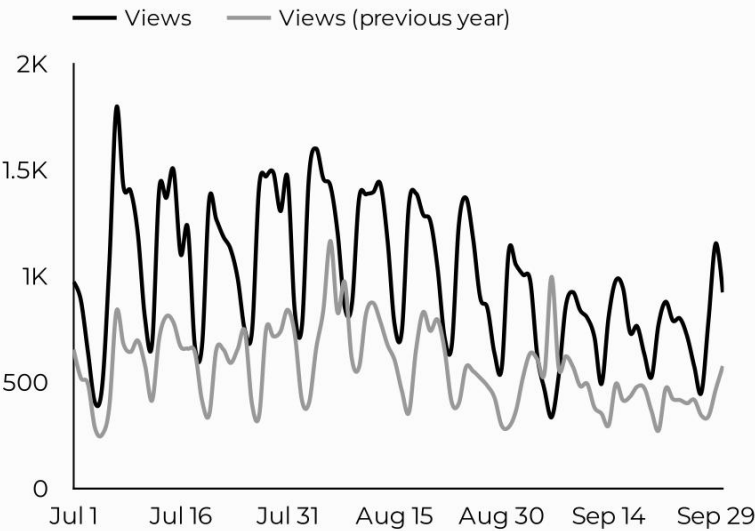
↑ 36.3%

Engagement rate

73%

↑ 5.5%

How is site traffic trending?

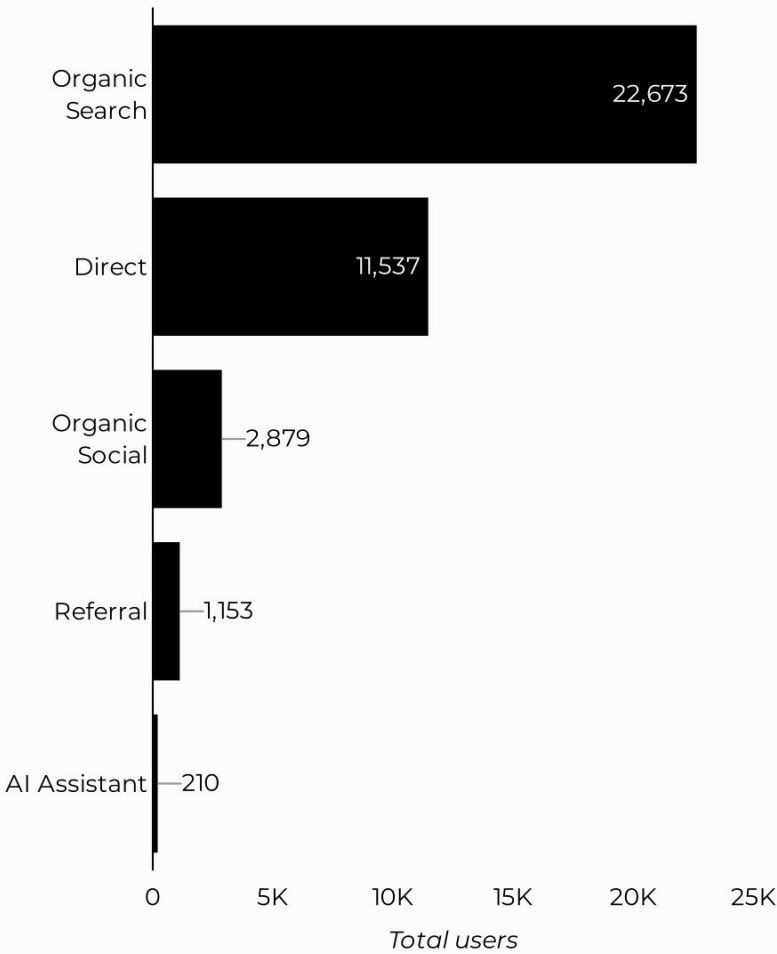


Top Pages

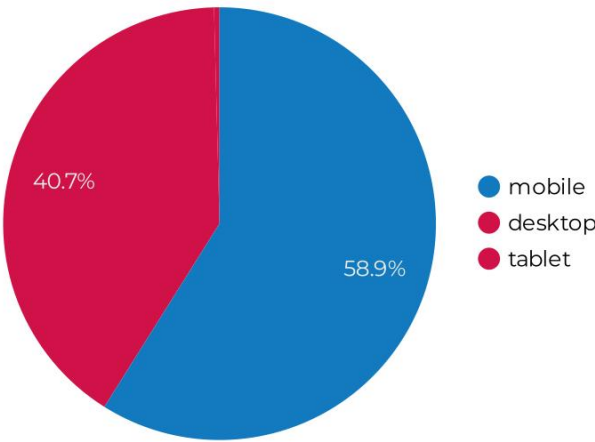
Sorted by Total Users

Page	Total users ▾	% Δ
Youth Sports and Fitness	36,288	24.3% ↑
Sports and Activities Offered	12,312	2,845.5% ↑
Register and Get Started	3,101	1,652.0% ↑
Contact	2,664	-
Fees	1,837	937.9% ↑
Volunteer and Coaching Opportunities	1,087	592.4% ↑
Parent and Participant Expectations	440	556.7% ↑

Which channels are driving traffic?



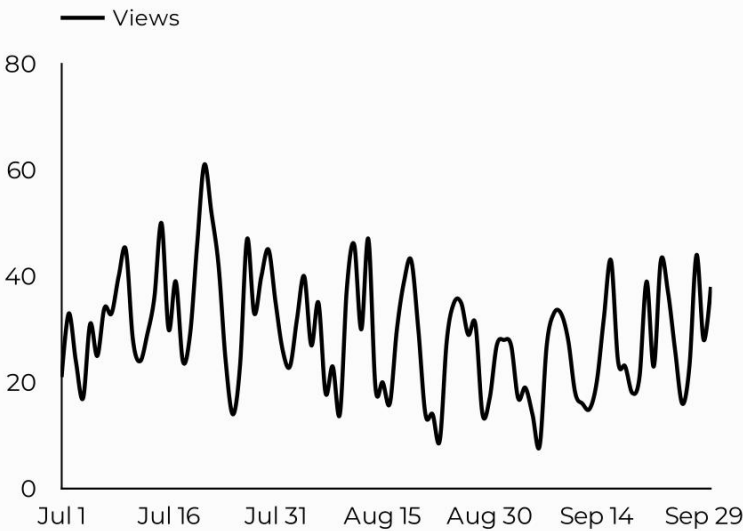
Users by Device Type





Views	Sessions	Total users	New users	Engagement rate
2,684	2,333	1,811	1,251	67%
↓ -35.5%	↓ -35.2%	↓ -36.9%	↓ -23.4%	↓ -3.0%

How is site traffic trending?



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

KPI link clicks to USAJOBS.gov.

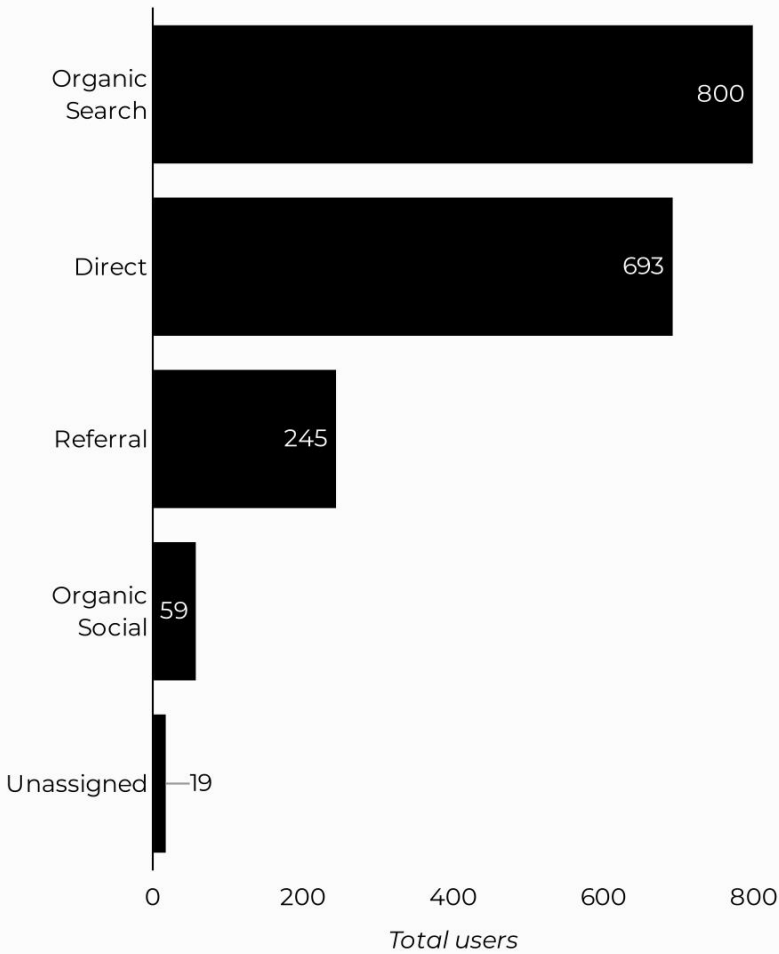
Name	Link Clicks
(not set)	805

How many people took action and downloaded a PDF?

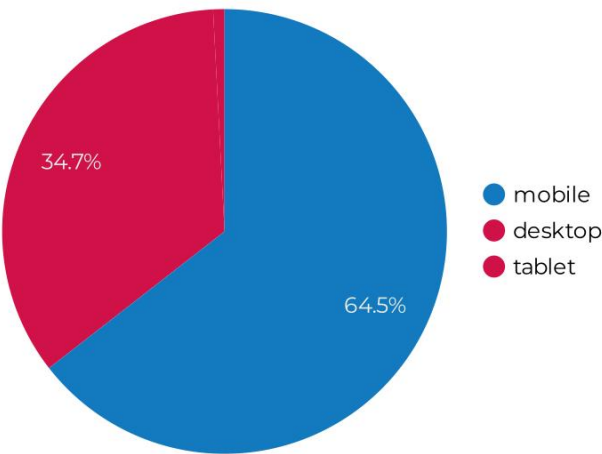
KPI downloads of the CYS Career Guide and Rack Card.

Name	Downloads
CYS Career Guide	226
Rack Card	24

Which channels are driving traffic?



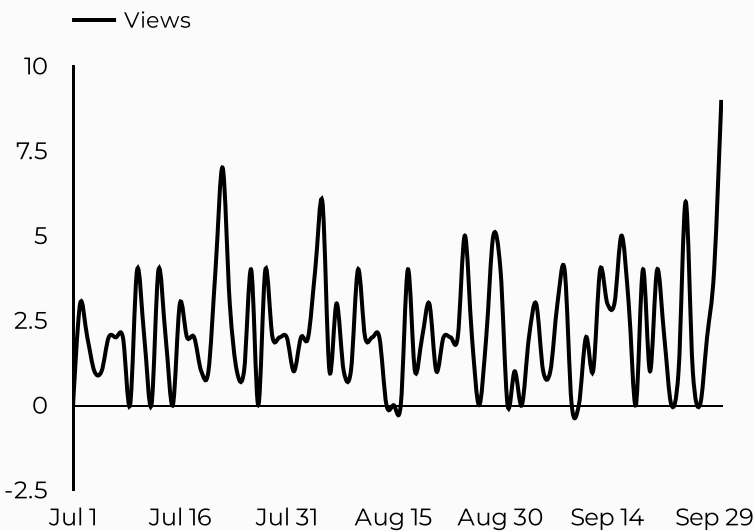
Users by Device Type





Views	Sessions	Total users	New users	Engagement rate
200	205	181	74	79%
↓ -55.7%	↓ -55.5%	↓ -55.2%	↓ -57.2% from previous year	↓ -1.3%

How is site traffic trending?



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

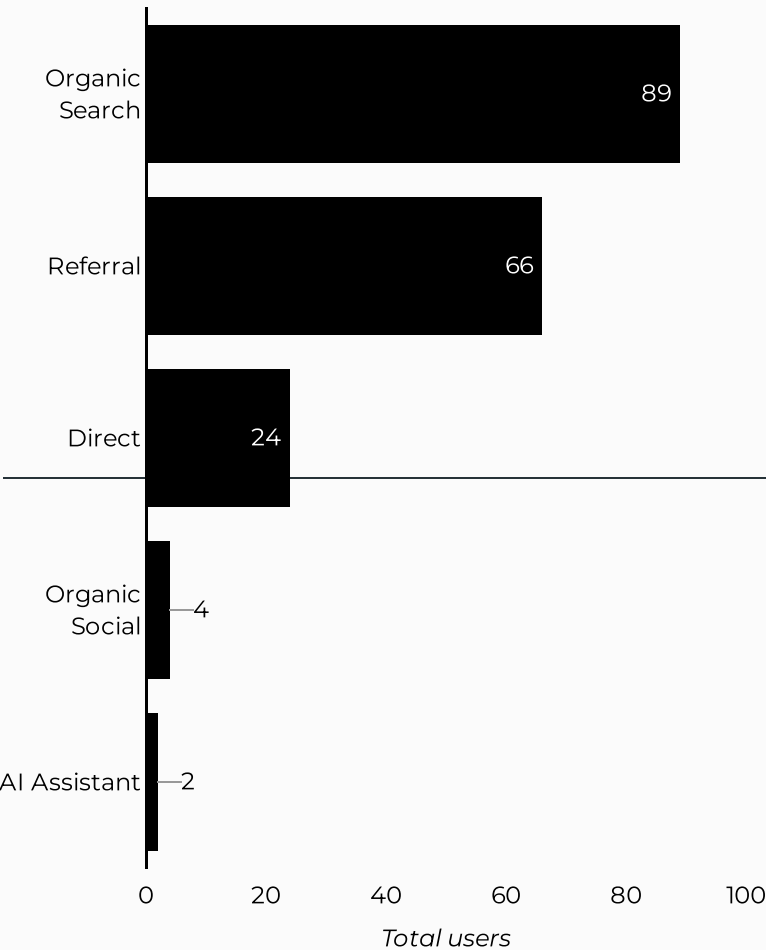
KPI link clicks to USAJOBS.gov.

click_text	Link Clicks
USAJOBS.gov	30
https://www.usajobs.gov/	2

How many people pushed play to watch a video?

Video Name	Total
No data	

Which channels are driving traffic?





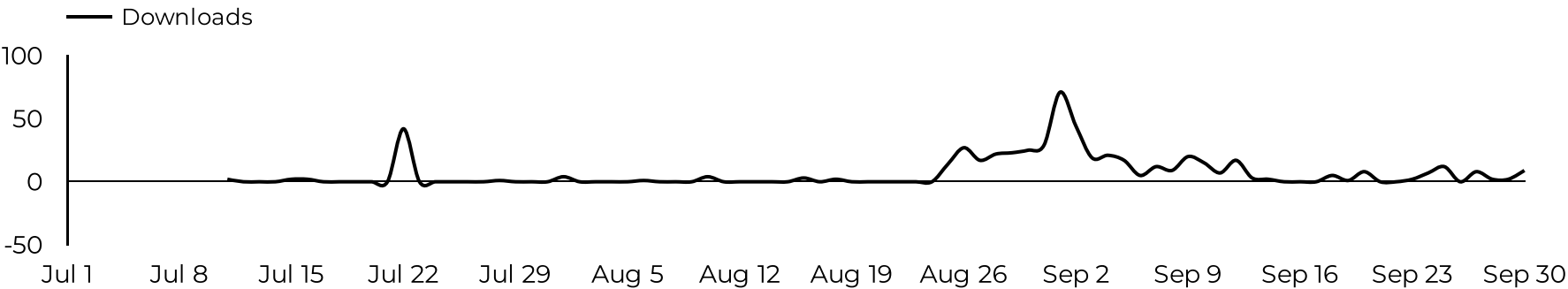
Jul 1, 2026 - Sep 30, 2026

ARMY MWR

CYS Profession Campaign

Downloads
538

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
jblm.armymwr.com/calendar/event/madden-26-tournament/7425699/113539	60
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
buchanan.armymwr.com/fort-buchanan-mwr-events-programs/fort-buchanan-mwr-events-programs-calendar/halloween-story-time/7425692/113534	14
meade.armymwr.com/calendar/event/glass-blowing-class/7425696/113537?fbclid=IwVERDUAUDxo5wZG9mAWV4dG4DYWVtAjEwAHNyGGMGYXBwX2lkDDM1MDY4NTUzMTCyOAABHkUdgErB5ljDKQ4Kv0F5XgINVsvTHBJJxKdlFX2j7kxKdc9BWocL4lFgm8e_aem__xNW73oCla1uel3GXRNJsA	8
www.armymwr.com/travel/armed-forces-hotels-resorts?lid=i5mImmvv5lrz&br_cid=450012566801438&mi_emcp=09.24.2026_HOLIDAY_LODGING_NAVY&mi_u=450012566801438	8
buchanan.armymwr.com/fort-buchanan-mwr-events-programs/fort-buchanan-mwr-events-programs-calendar/halloween-story-time/7425692/113534?hl=en-US	4
Grand total	538



Views

972

↑ 122.9%

Sessions

1,082

↑ 160.1%

Total users

939

↑ 151.1%

New users

510

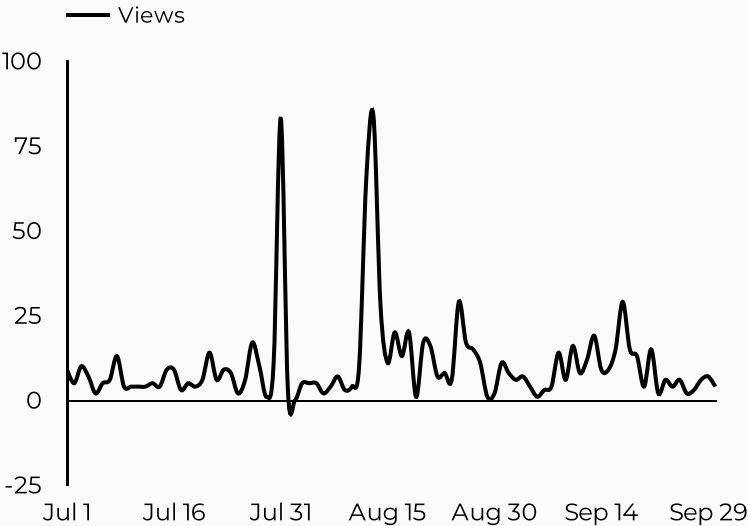
↑ 189.8%

Engagement rate

63%

↑ 7.3%

How is site traffic trending?

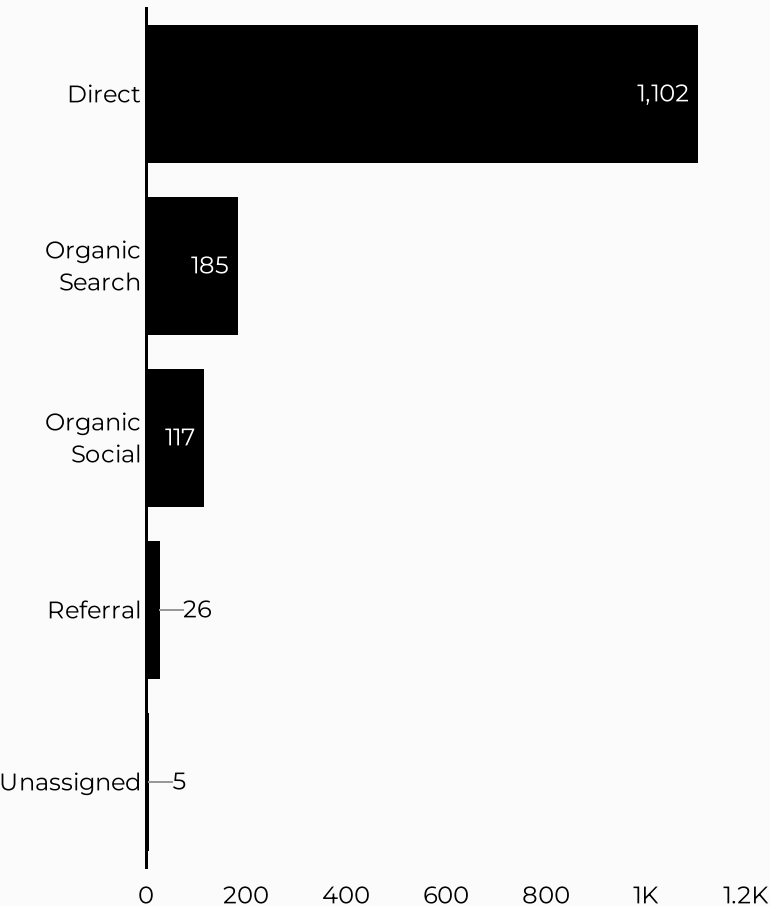


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	410	137.0% ↑
leonardwood.armymwr.com	99	1,137.5%...
campbell.armymwr.com	58	427.3% ↑
wainwright.armymwr.com	54	800.0%...
stewarthunter.armymwr.c...	29	383.3% ↑
belvoir.armymwr.com	19	216.7% ↑
jblm.armymwr.com	19	216.7% ↑
carson.armymwr.com	18	80.0% ↑
riley.armymwr.com	17	112.5% ↑
carlisle.armymwr.com	15	150.0% ↑

Which channels are driving traffic?



Top link clicks

click_url	Event c...
#	120
/application/files/6817/8551/4424/Jaidyn_Alvarez_Video_Overall_Winner.mov	39
/application/files/1617/8551/4241/Eden_Moore_Video_Grade_9-12.mov	25
/application/files/7917/8551/1942/Camila_Cano-Alva_Grades_2-3.png	20
(not set)	15
/application/files/5717/8551/2072/Alton_DeFlippo_Age_5-Grade_1_003.jpg	15
/application/files/7917/8551/2166/Oliver_Paradis_Ages_3-4.jpg	10
/application/files/7717/8551/5979/Essay2.pdf	9
Grand total	302