



Program Roll-Up

Jul 1, 2024 - Sep 30, 2024



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Child Development Centers	13,113	7,242	17,127	70.93%
CYS Careers	2,367	1,203	2,893	72.31%
Family Child Care	9,405	5,033	11,738	65.9%
Parent Outreach Services	7,435	2,768	10,087	73.49%
School Age Centers	2,561	1,057	3,402	68.69%
School Support Services	9,768	4,973	12,395	64.79%
Youth Centers	8,777	3,879	11,091	68.35%
Youth Sports	26,431	12,379	37,495	70.22%



ARMY MWR

Child & Youth Services

Views
551,591

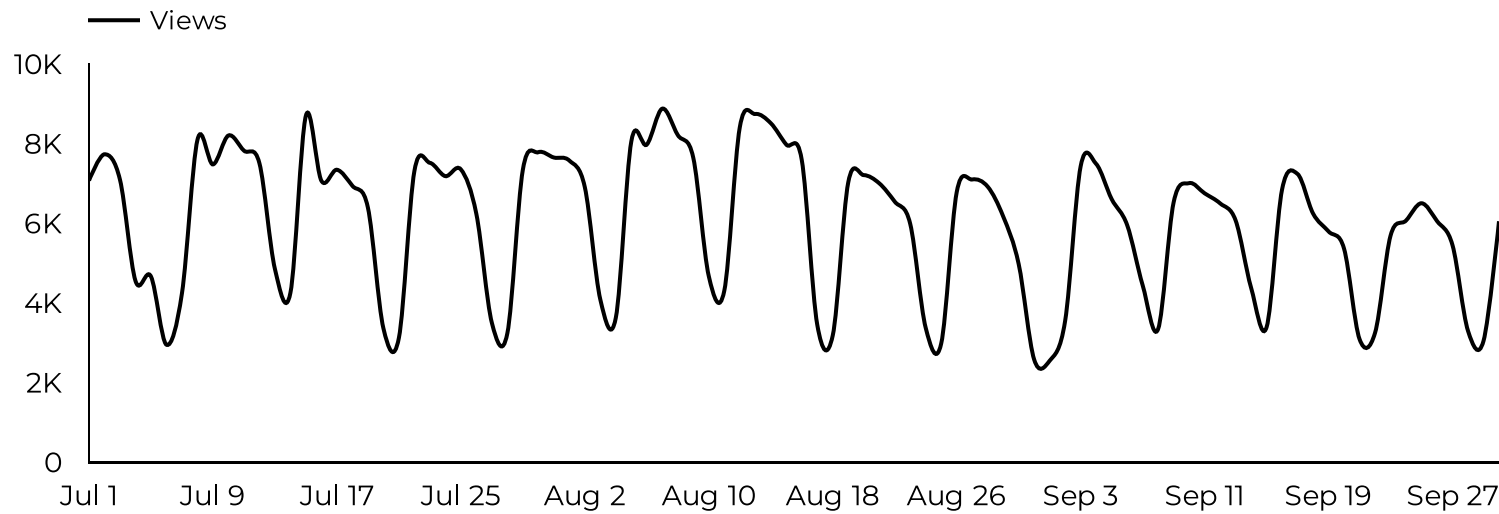
Visits (pageviews) to your page

Engagement rate
61%

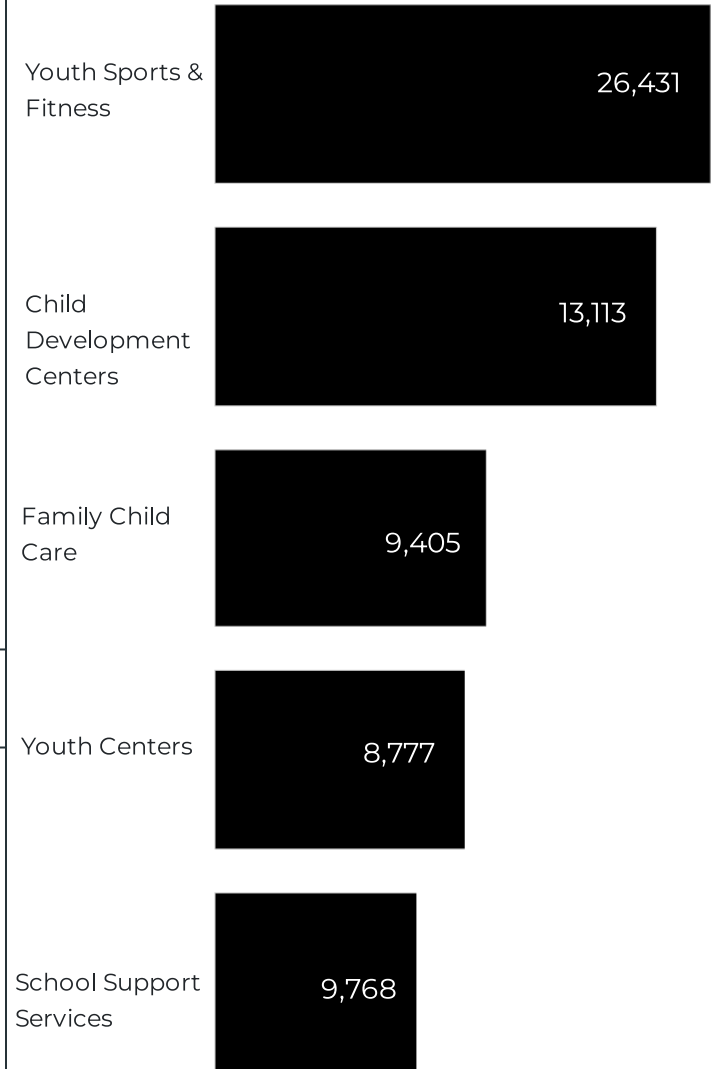
Average time people are engaged on your website

Total users
278,579

The total number of users who visited your website



What programs are users visiting?



Visits from social media.

Social Media	Total users
Facebook	1,275
YouTube	60
Other	36
Instagram	12
Twitter	1



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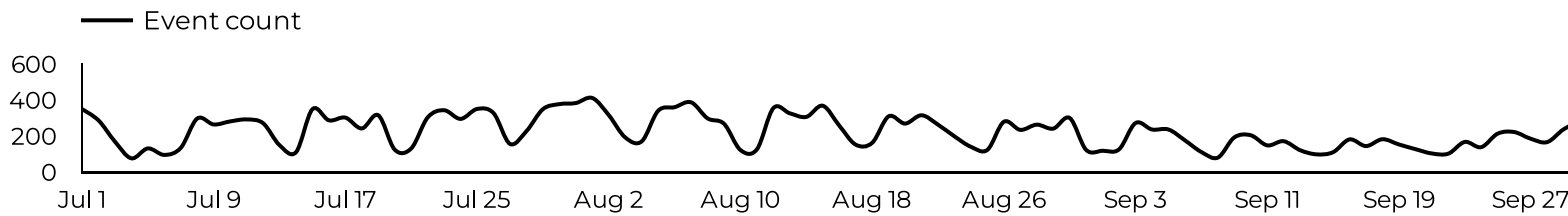
CYS WebTrac KPI Dashboard

Total WebTrac link clicks on CYS pages.

20,923

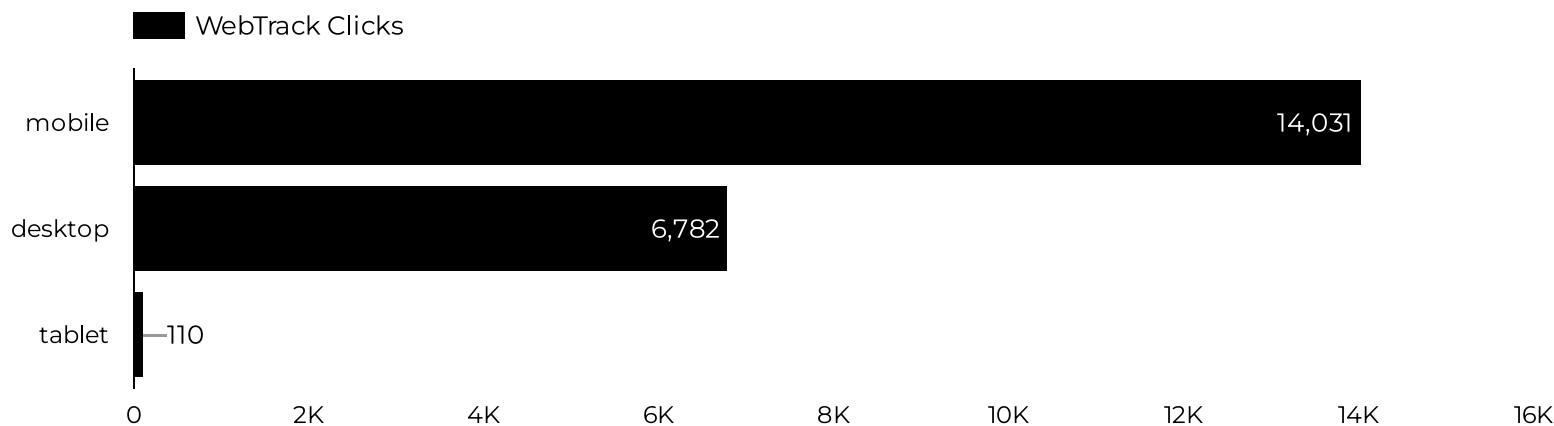
WebTrac trends

Total WebTrac clicks per day.

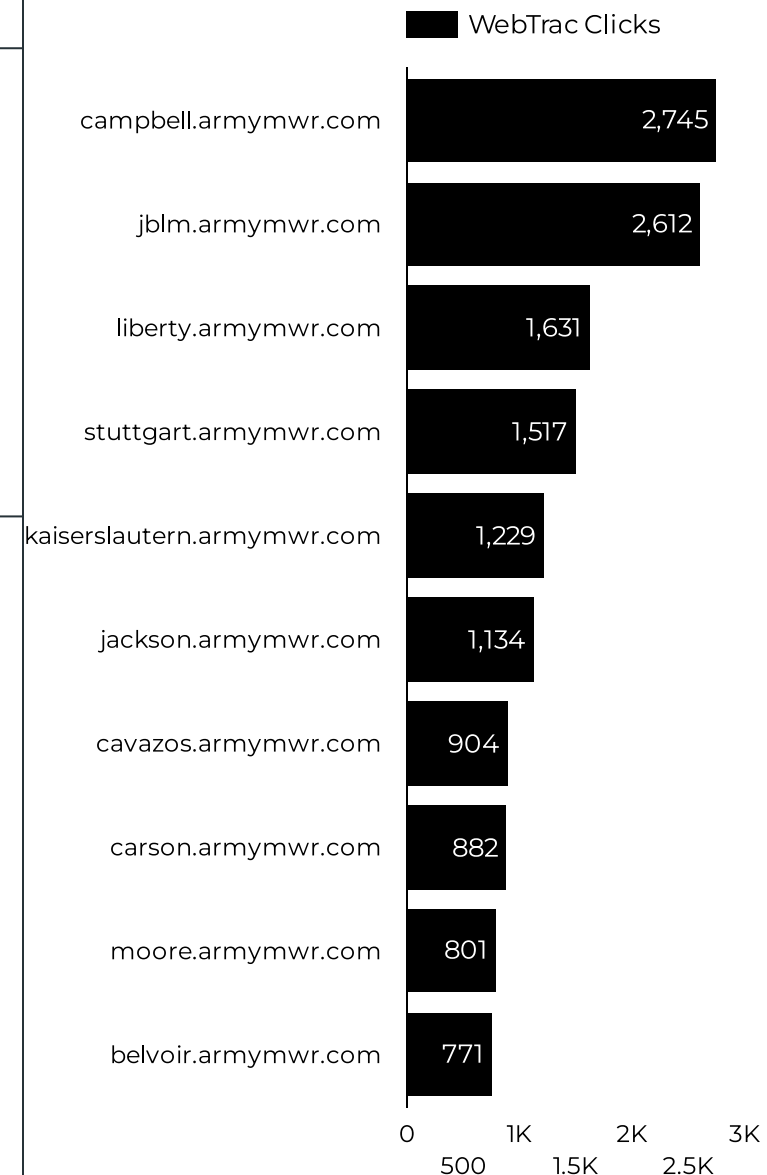


Which devices are driving engagement?

Do parents register on mobile or desktop?



What installations are generating registrations?



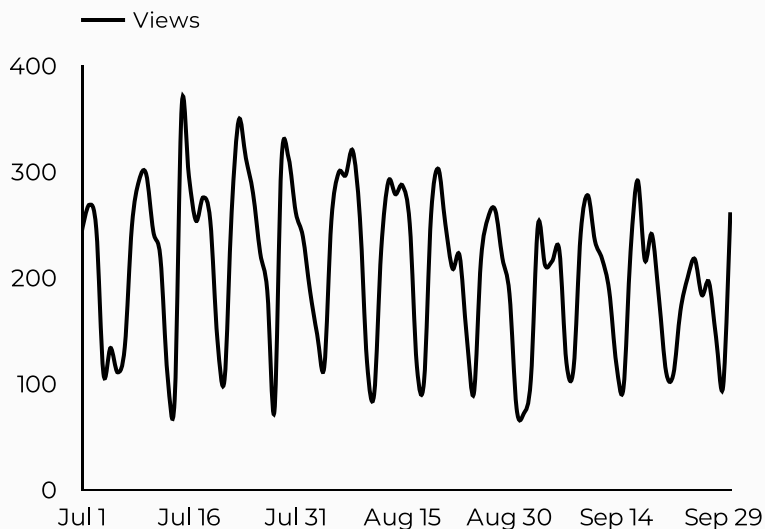


ARMY MWR Child Development Centers (CDC)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
19,128	17,127	13,113	7,242	02:11	71%
↓ -6.5%	↓ -10.4%	↓ -10.1%	↓ -8.5%	↓ -9.5%	↑ 46.7%

Compared Y-o-Y

How is site traffic trending?

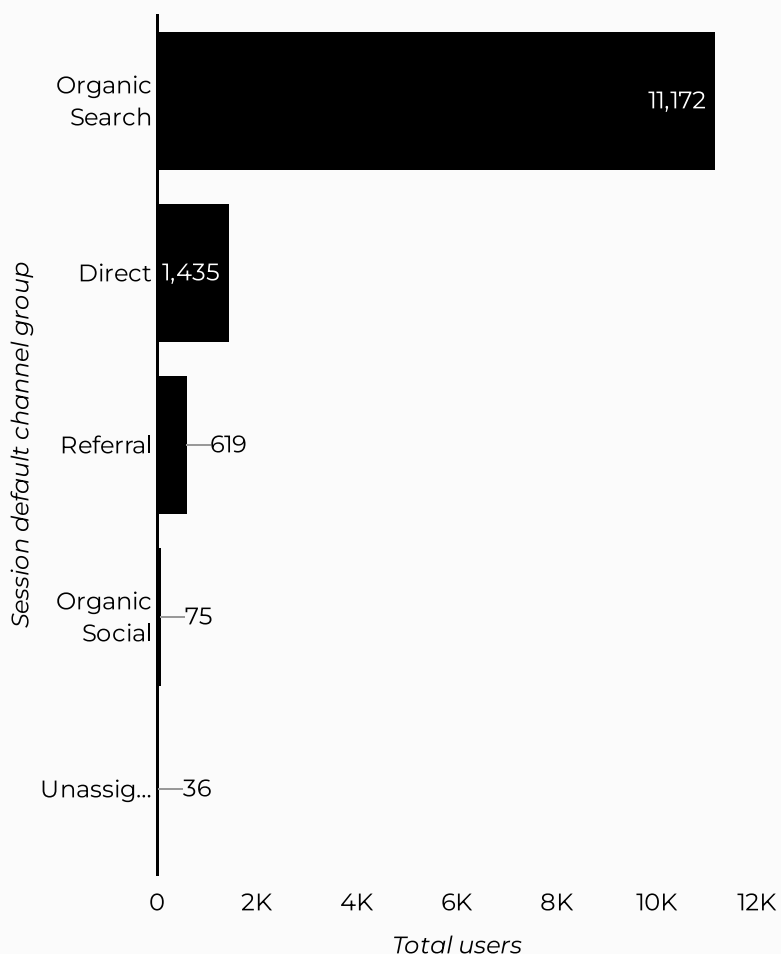


Top US Army Installations

Sorted by Total Users

Installation	Total users
liberty.armymwr.com	2,103
hawaii.armymwr.com	1,992
bliss.armymwr.com	1,439
campbell.armymwr.com	1,392
moore.armymwr.com	1,052
www.armymwr.com	916
riley.armymwr.com	901
drum.armymwr.com	652
stuttgart.armymwr.com	602
aberdeen.armymwr.com	554

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	714
bing	53
(direct)	31
installations.militaryonesource...	14
yahoo	9
home.army.mil	8
safe.menlosecurity.com	7
moore.army.mil	5
nafbenefits.com	4
military.com	3



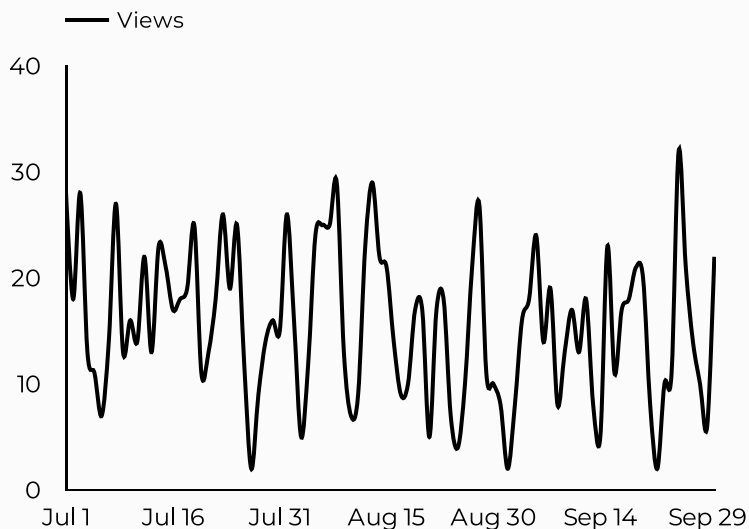
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Child Care Fee Assistance

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,447	1,218	1,039	436	01:38	71%
↓ -43.8%	↓ -42.2%	↓ -38.0%	↓ -55.7%	↓ -24.4%	↑ 63.2%

Compared Y-o-Y

How is site traffic trending?

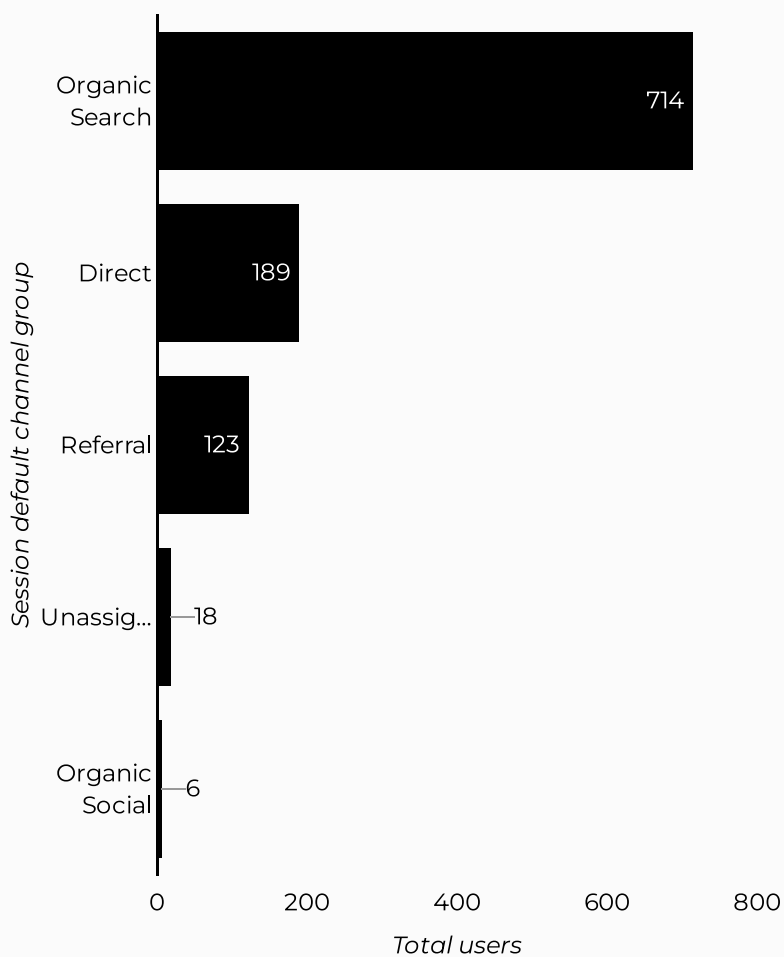


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,023
parks.armymwr.com	17

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	621
(direct)	189
bing	75
myarmybenefits.us.army...	68
(not set)	18
home.army.mil	13
army.mil	11
yahoo	10
duckduckgo	7
installations.militaryone...	5



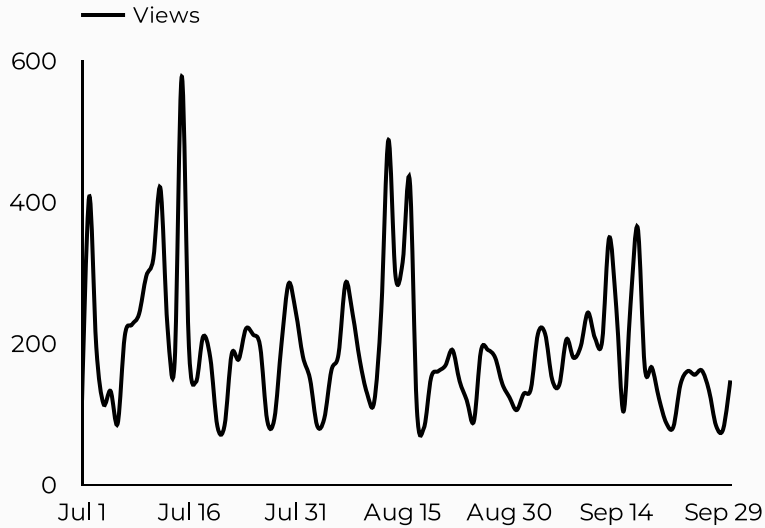
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Family Child Care (FCC)

Views 17,526 ↑ 15.7%	Sessions 11,738 ↑ 2.2%	Total users 9,405 ↑ 5.2%	New users 5,033 ↑ 22.9%	Avg. Session Time 02:08 ↓ -14.8%	Engagement rate 66% ↑ 57.5%
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Compared Y-o-Y

How is site traffic trending?

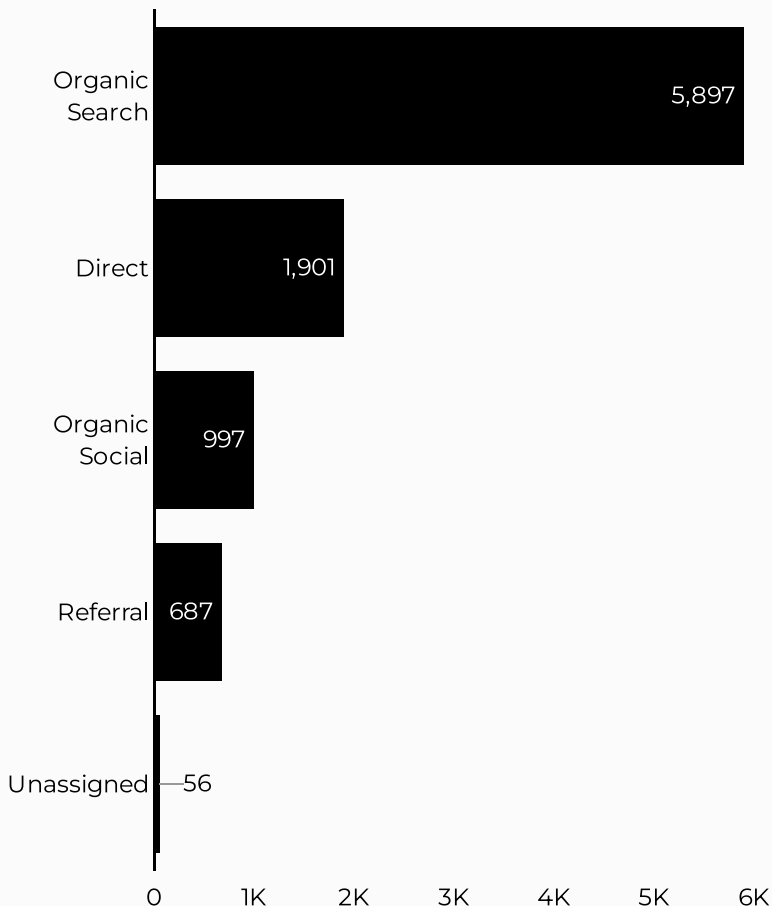


FCC Provider Application (DA 5219)

Installation FCC Provider Application (DA 5219) form downloads.

Installation	Downloads	% Δ
www.armymwr.com	362	-4.2% ↓
campbell.armymw...	130	14.0% ↑
liberty.armymwr.c...	74	94.7% ↑
bliss.armymwr.com	48	26.3% ↑
drum.armymwr.co...	42	-8.7% ↓
stewarhunter.arm...	38	72.7% ↑
carson.armymwr.c...	32	-40.7% ↓
hawaii.armymwr.c...	32	-20.0% ↓
leonardwood.army...	30	15.4% ↑
riley.armymwr.com	30	-37.5% ↓
sill.armymwr.com	30	200.0% ↑
cavazos.armymwr....	25	-37.5% ↓
gregg-adams.arm...	20	100.0% ↑
presidio.armymwr....	16	700.0% ↑
novosel.armymwr....	14	40.0% ↑
meade.armymwr.c...	10	-44.4% ↓
belvoir.armymwr.c...	8	-
eisenhower.armym...	8	-
irwin.armymwr.com	8	-50.0% ↓
johnson.armymwr....	8	-66.7% ↓
leavenworth.army...	6	-
huachuca.armymw...	5	-16.7% ↓
knox.armymwr.com	4	-50.0% ↓
westpoint.armym...	2	-50.0% ↓

Which channels are driving traffic?



Grand total **982** **-1.4% ↓**



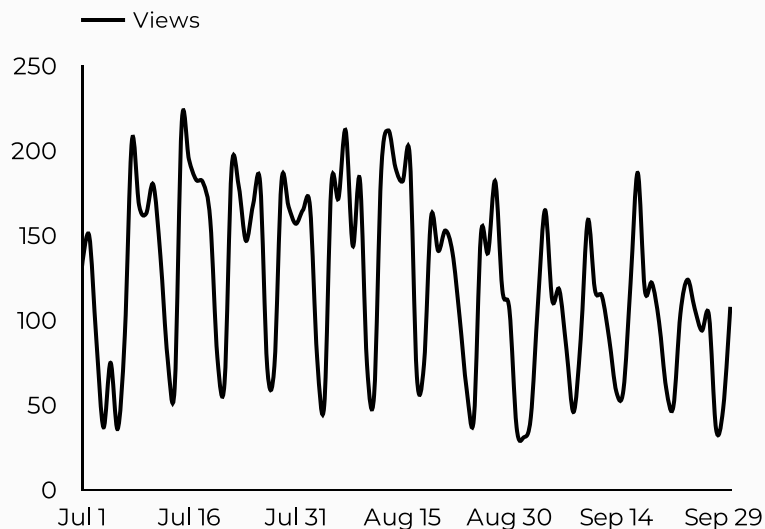
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Parent Outreach Services (PO)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
11,193	10,087	7,435	2,768	02:32	73%
↓ -23.3%	↓ -23.6%	↓ -20.3%	↓ -23.4%	↓ -14.1%	↑ 84.6%

Compared Y-o-Y

How is site traffic trending?

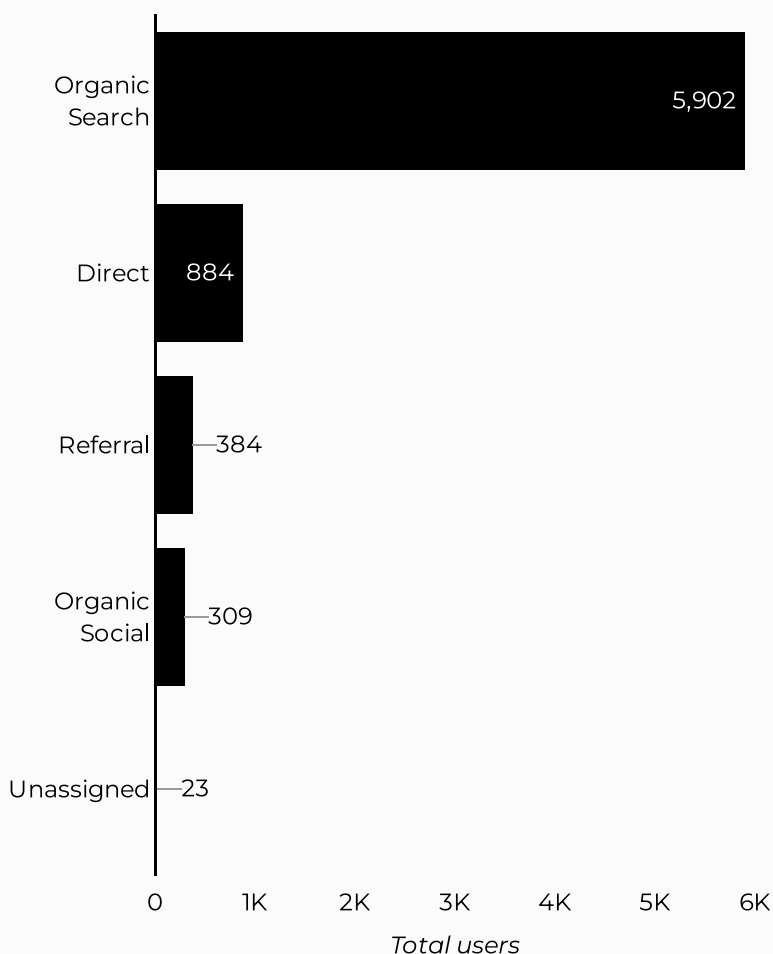


Top US Army Installations

Sorted by Total Users

Installation	Total users
riley.armymwr.com	1,266
bliss.armymwr.com	1,105
liberty.armymwr.com	960
cavazos.armymwr.com	644
meade.armymwr.com	572
belvoir.armymwr.com	366
gregg-adams.armymwr...	306
eisenhower.armymwr.co...	275
westpoint.armymwr.com	256
www.armymwr.com	205

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	1,083
m.facebook.com	101
installations.militaryonesource...	77
bing	76
(direct)	50
home.army.mil	28
l.facebook.com	17
yahoo	17
lm.facebook.com	11
duckduckgo	10



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School Age Centers

Views
3,786
↑ 2.0%

Sessions
3,402
↓ -0.1%

Total users
2,561
↑ 0.6%

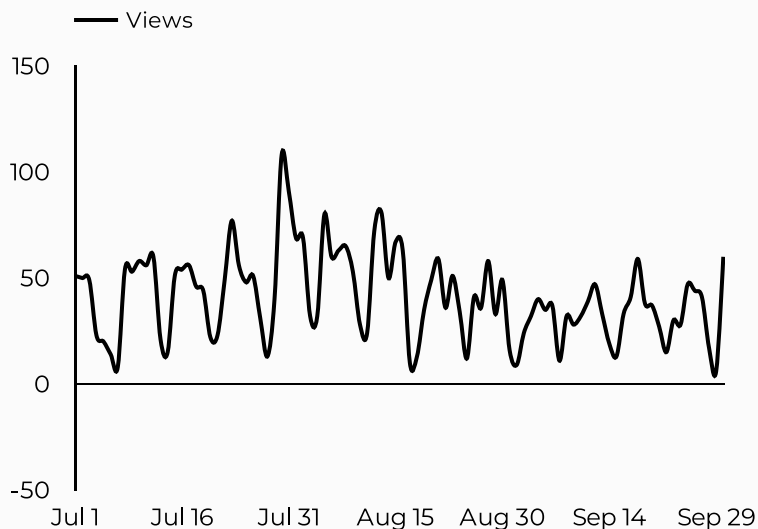
New users
1,057
↑ 3.7%

Avg. Session Time
02:28
↓ -6.9%

Engagement rate
69%
↑ 70.5%

Compared Y-o-Y

How is site traffic trending?

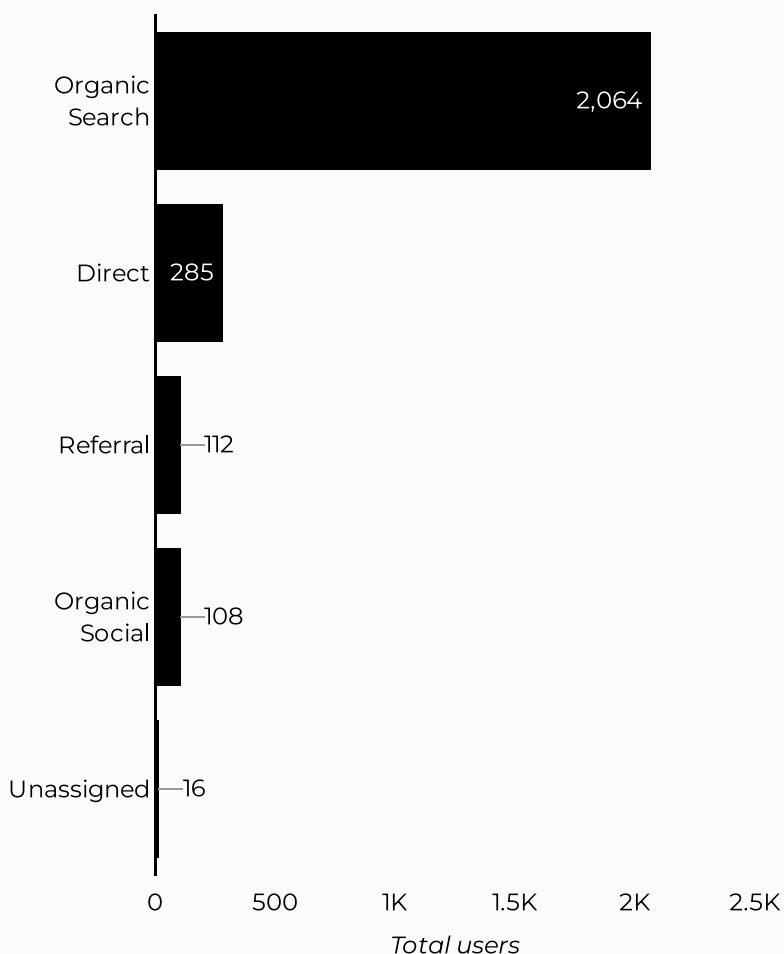


Top US Army Installations

Sorted by Total Users

Installation	Total users
hawaii.armymwr.com	598
liberty.armymwr.com	540
campbell.armymwr.com	509
www.armymwr.com	381
stewarhunter.armymwr...	309
bliss.armymwr.com	242
hohenfels.armymwr.com	2
webcache.googleuserco...	2
cavazos.armymwr.com	1
www-armymwr-com.tra...	1

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	75
bing	7
l.facebook.com	2
military.com	2
fortcampbellhousing.com	1
home.army.mil	1
installations.militaryonesource...	1
safe.menlosecurity.com	1
yahoo	1



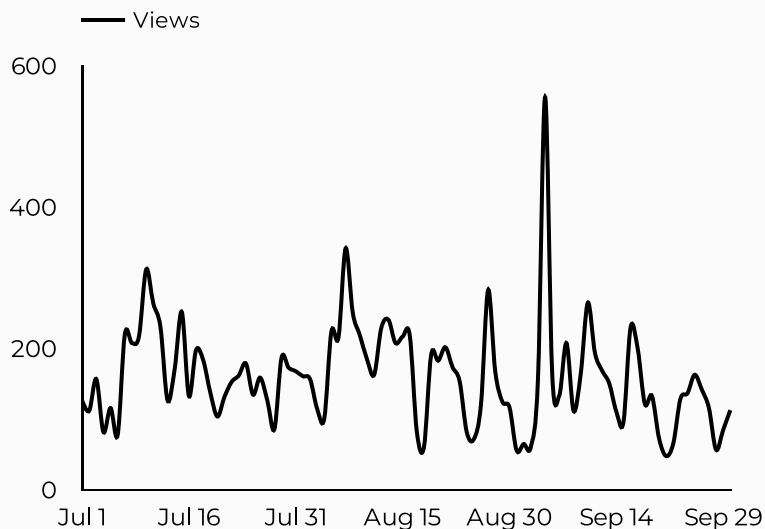
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School Support Services

Views 14,833 ↑ 34.2%	Sessions 12,395 ↑ 34.9%	Total users 9,768 ↑ 32.9%	New users 4,973 ↑ 14.8%	Avg. Session Time 02:09 ↓ -17.9%	Engagement rate 65% ↑ 29.9%
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Compared Y-o-Y

How is site traffic trending?

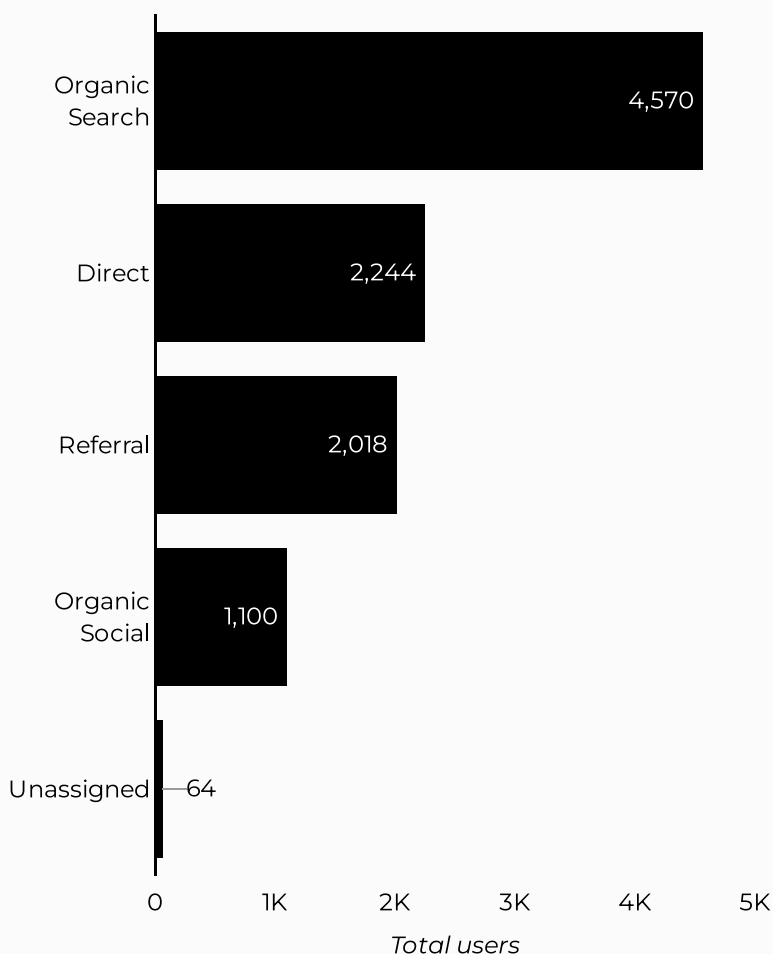


Top US Army Installations

Sorted by Total Users

Installation	Total users
kaiserslautern.armymwr...	1,422
italy.armymwr.com	683
jblm.armymwr.com	614
liberty.armymwr.com	537
bliss.armymwr.com	529
hawaii.armymwr.com	422
carson.armymwr.com	412
www.armymwr.com	409
campbell.armymwr.com	399
moore.armymwr.com	387

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	494
installations.militaryonesource...	131
(direct)	106
home.army.mil	70
bing	50
m.facebook.com	41
l.facebook.com	25
hawaiipublicschools.org	20
fcps.edu	17
lm.facebook.com	10



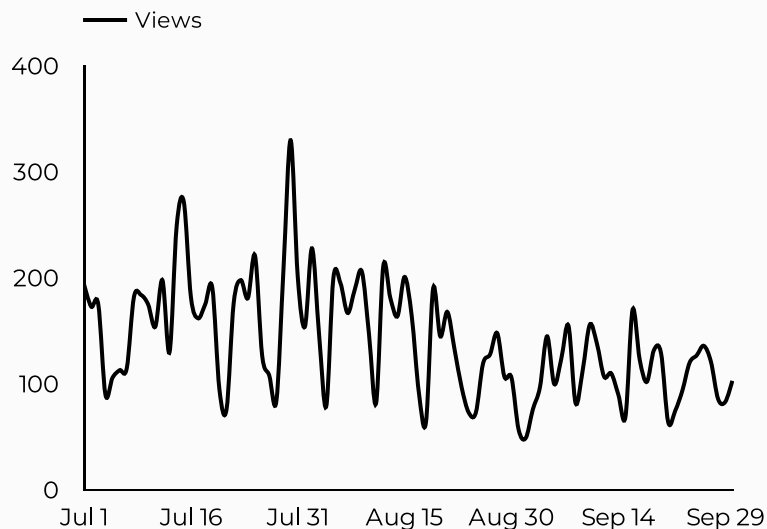
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Youth Centers

Views 12,916 ↑ 3.5%	Sessions 11,091 ↑ 1.9%	Total users 8,777 ↑ 7.7%	New users 3,879 ↑ 4.0%	Avg. Session Time 02:04 ↓ -11.6%	Engagement rate 68% ↑ 54.4%
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Compared Y-o-Y

How is site traffic trending?

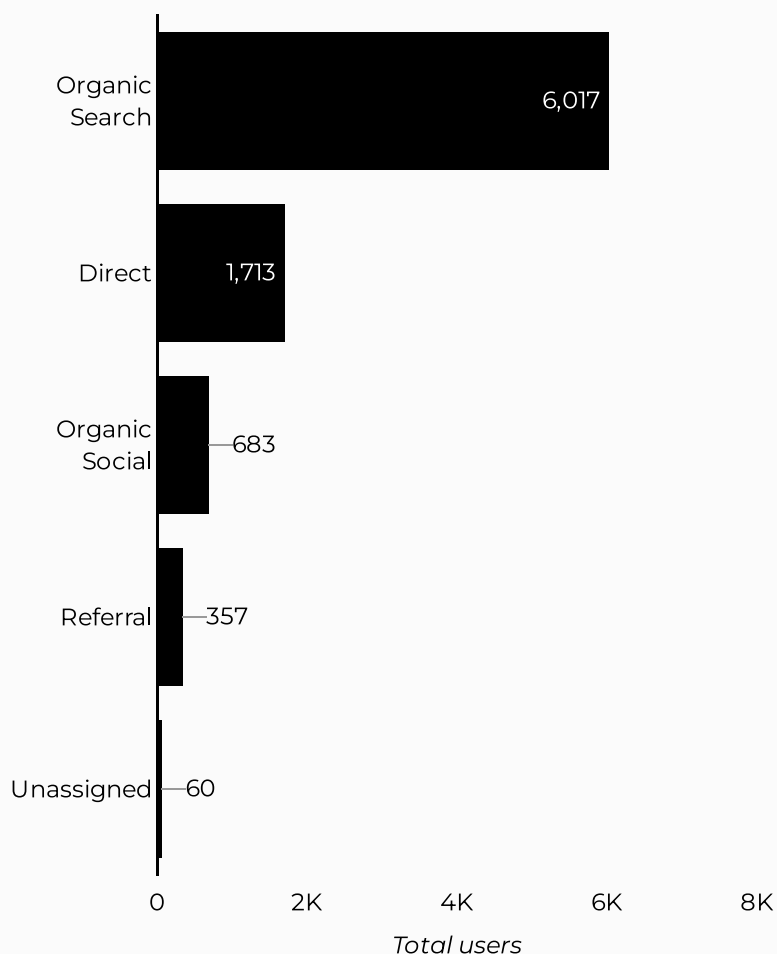


Top US Army Installations

Sorted by Total Users

Installation	Total users
liberty.armymwr.com	686
stuttgart.armymwr.com	662
bliss.armymwr.com	565
www.armymwr.com	563
belvoir.armymwr.com	445
hawaii.armymwr.com	440
carson.armymwr.com	406
presidio.armymwr.com	395
humphreys.armymwr.com	313
kaiserslautern.armymwr.com	313

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	602
bing	55
(direct)	41
m.facebook.com	36
l.facebook.com	23
home.army.mil	20
duckduckgo	7
yahoo	7
installations.militaryonesource...	6
lm.facebook.com	5



Views
50,432
↑ 7.7%

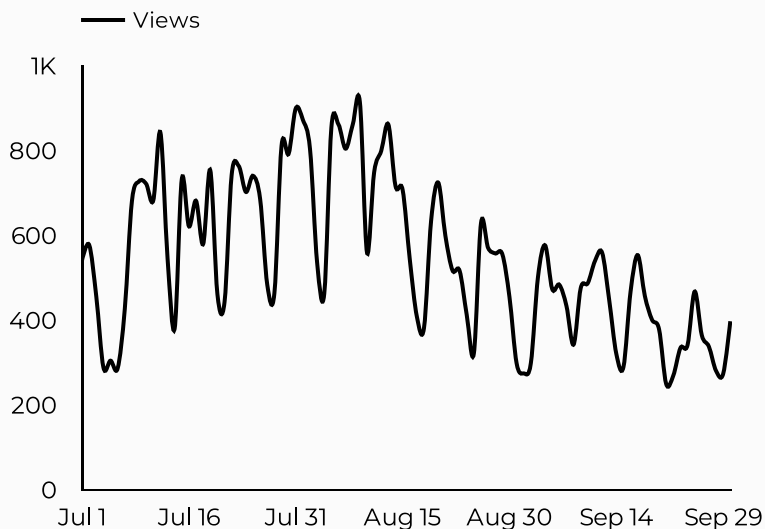
Sessions
37,495
↓ -0.4%

Total users
26,431
↑ 4.7%

New users
12,379
↑ 6.6% from previous year

Engagement rate
70%
↑ 64.1%

How is site traffic trending?

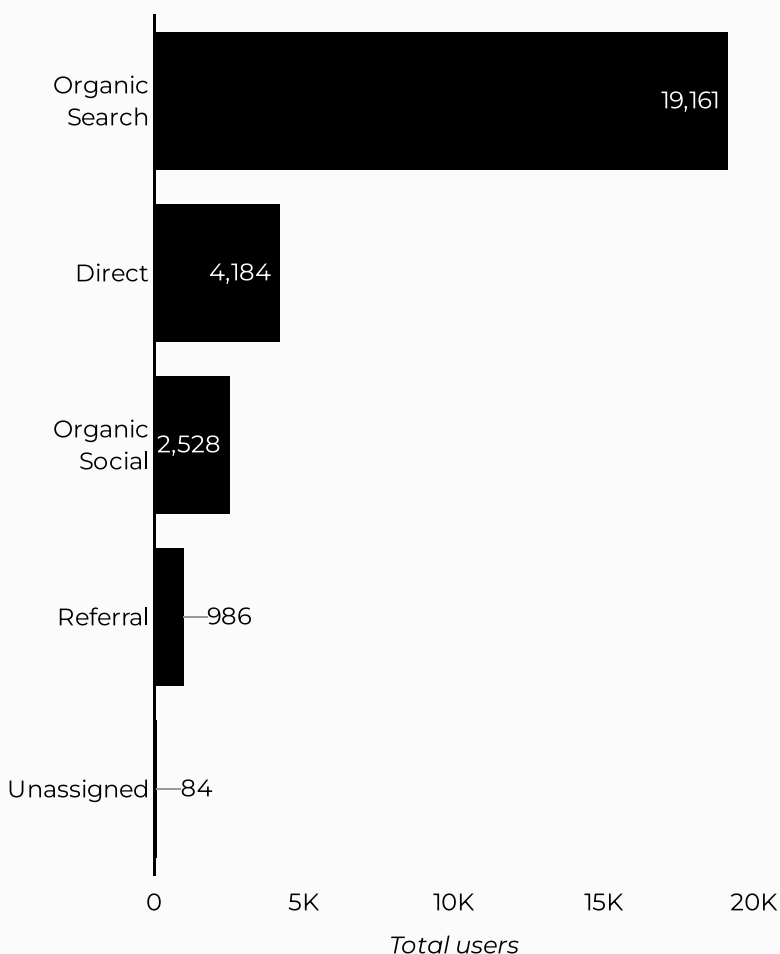


Top US Army Installations

Sorted by Total Users

Installation	Total users
campbell.armymwr.com	2,506
jblm.armymwr.com	2,238
hawaii.armymwr.com	2,019
bliss.armymwr.com	1,921
belvoir.armymwr.com	1,802
moore.armymwr.com	1,391
www.armymwr.com	1,103
liberty.armymwr.com	1,042
stewarhunter.armymwr.com	1,014
cavazos.armymwr.com	872

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	3,846
m.facebook.com	245
(direct)	185
bing	172
l.facebook.com	94
yahoo	66
home.army.mil	65
lm.facebook.com	41
nflflag.com	36
webtrac.mwr.army.mil	29



Views
3,438
↓ -43.7%

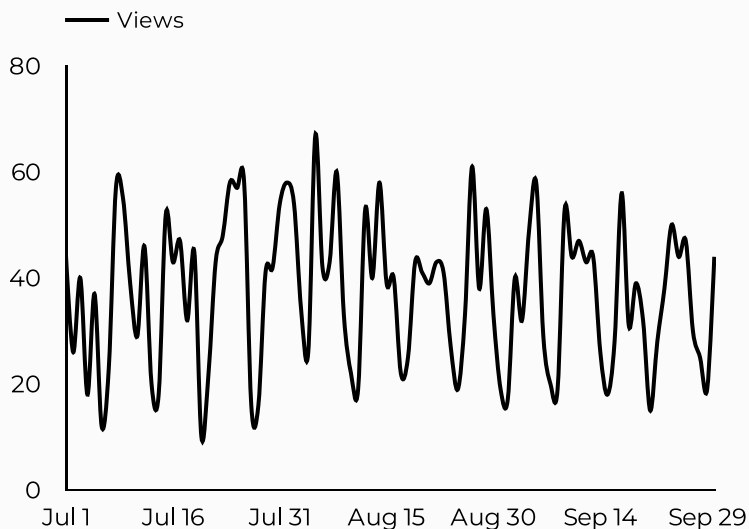
Sessions
2,893
↓ -43.4%

Total users
2,367
↓ -43.3%

New users
1,203
↓ -55.1%

Engagement rate
72%
↑ 58.8%

How is site traffic trending?



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

KPI link clicks to USAJOBS.gov.

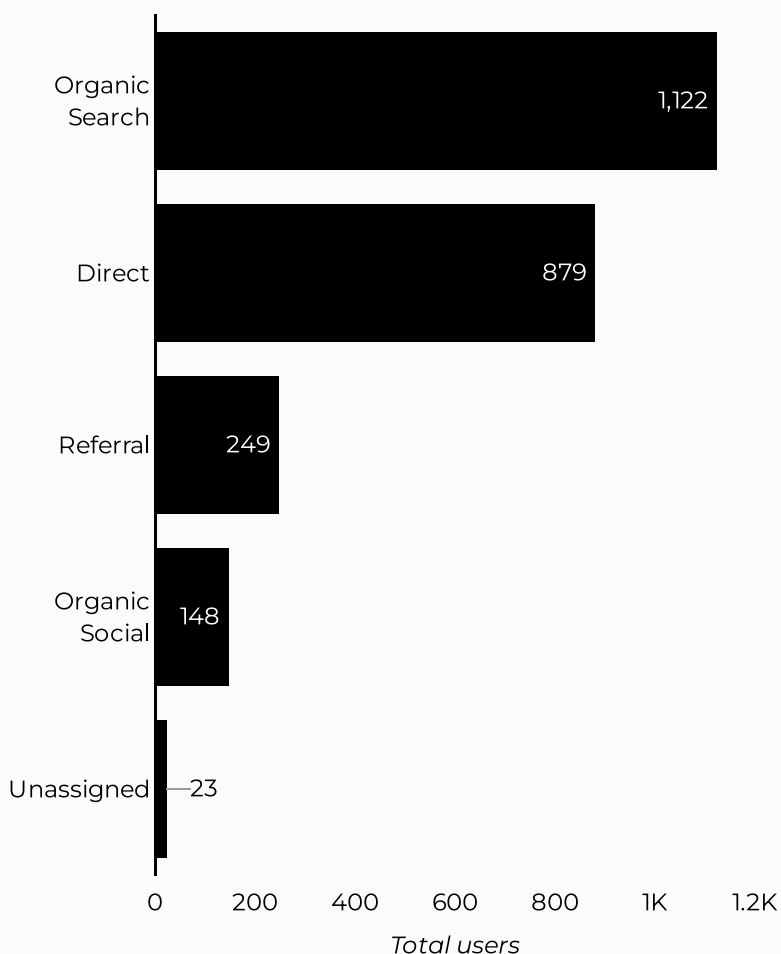
Name	Link Clicks
USAJOBS.gov	1,172

How many people took action and downloaded a PDF?

KPI downloads of the CYS Career Guide and Rack Card.

Name	Downloads
CYS Career Guide	562
Rack Card	84

Which channels are driving traffic?





Views

621

↓ -28.9%

Sessions

604

↓ -25.3%

Total users

536

↓ -24.7%

New users

244

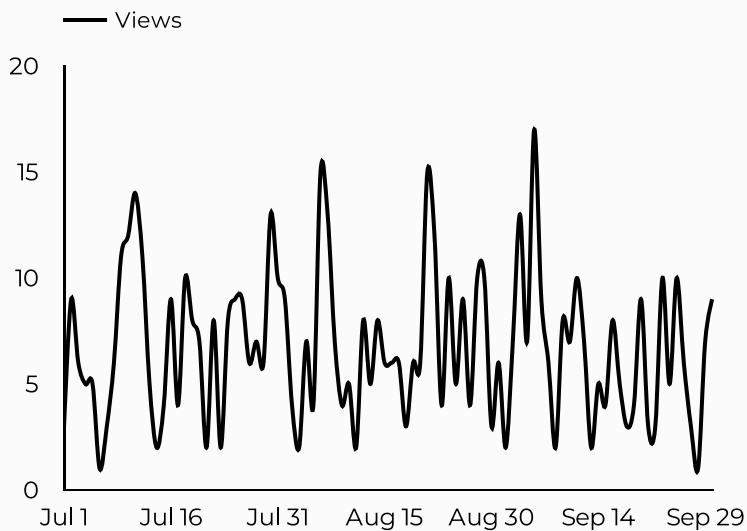
↓ -33.0% from previous year

Engagement rate

83%

↑ 53.5%

How is site traffic trending?



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

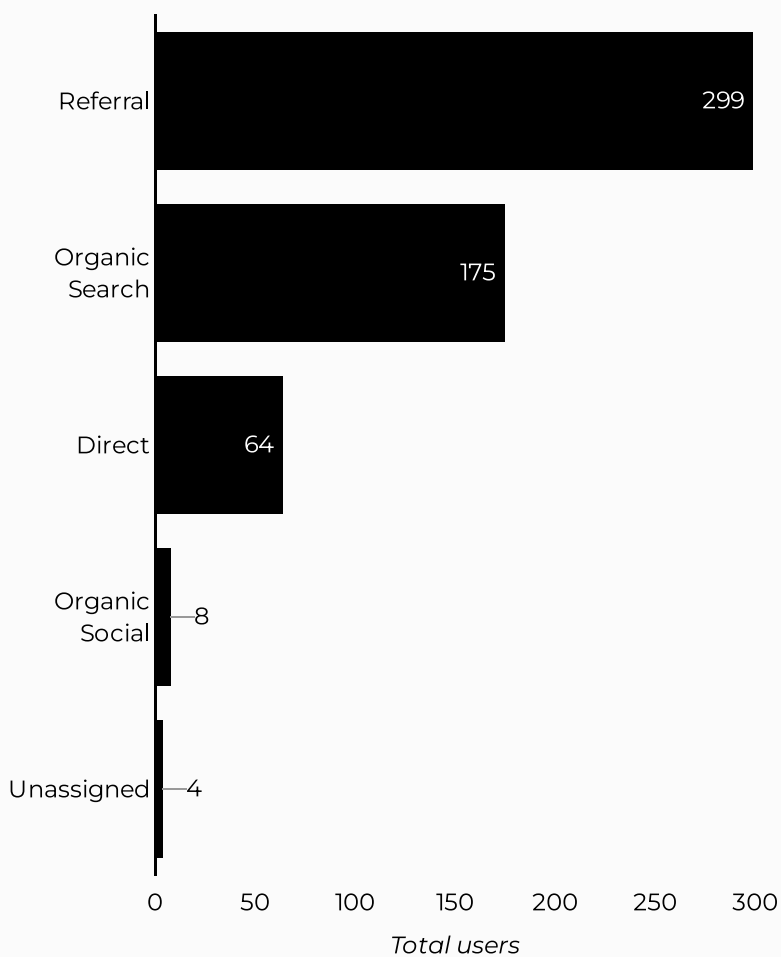
KPI link clicks to USAJOBS.gov.

click_text	Link Clicks
USAJOBS.gov	106
https://www.usajobs.gov/	4

How many people pushed play to watch a video?

Video Name	Total
CYS Profession: Alicia Exum	138

Which channels are driving traffic?





Views

762

↑ 30.9%

Sessions

500

↑ 4.4%

Total users

360

↓ -11.3%

New users

145

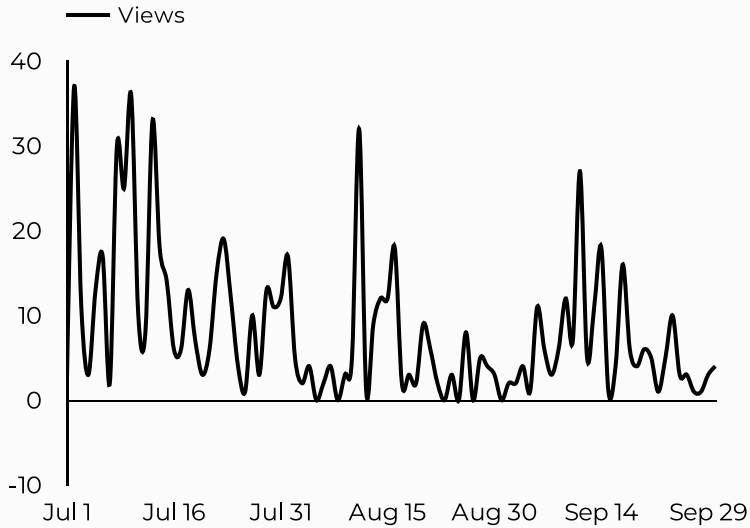
↓ -31.9%

Engagement rate

68%

↑ 38.4%

How is site traffic trending?

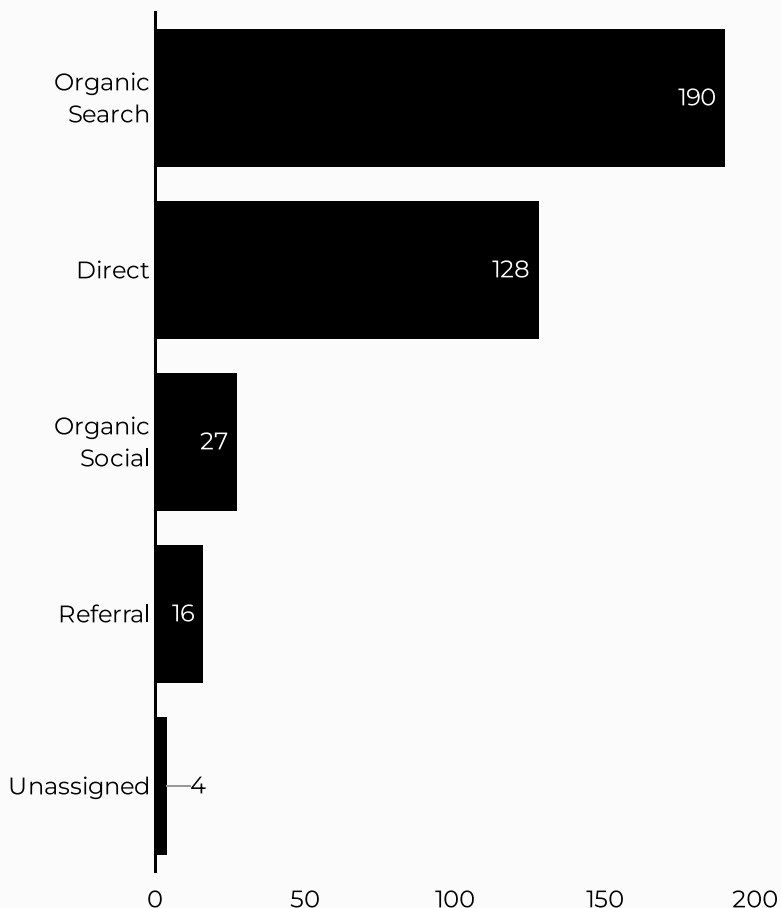


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	165
wainwright.armymwr.com	38
miami.armymwr.com	30
campbell.armymwr.com	26
carson.armymwr.com	19
leavenworth.armymwr.com	13
gregg-adams.armymwr.com	11
stuttgart.armymwr.com	10
leonardwood.armymwr.com	8
zama.armymwr.com	5

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	7
(direct)	1
army.mil	1
l.facebook.com	1

Grand total 9



	Search	Total Searches ▾	Total users	Search Count Per User	Bounce rate
1.	cys	148	109	1.36	3.51%
2.	sports	75	70	1.07	0%
3.	jobs	67	60	1.12	4.84%
4.	gymnastics	67	55	1.22	0%
5.	youth sports	63	54	1.17	3.45%
6.	discovery	50	38	1.32	0%
7.	soccer	50	40	1.25	0%
8.	cdc	50	44	1.14	2.17%
9.	child care	49	31	1.58	0%
10.	webtrac	43	41	1.05	0%
11.	careers	40	36	1.11	0%
12.	teaching strategies	38	25	1.52	6.06%
13.	skies	37	33	1.12	5.71%
14.	football	32	27	1.19	0%
15.	childcare	31	23	1.35	0%
16.	flag football	30	21	1.43	9.09%
17.	teen center	29	10	2.9	8.33%
18.	parent central	28	26	1.08	14.81%
19.	child	28	24	1.17	4.17%
20.	employment	25	22	1.14	0%
21.	babysitting	25	19	1.32	0%
22.	forms	24	21	1.14	0%
23.	volleyball	23	20	1.15	0%
24.	family	23	13	1.77	35%
25.	family day	22	12	1.83	0%
26.	family care plan	22	11	2	0%
27.	dance	22	19	1.16	0%
28.	parents night out	22	13	1.69	0%
29.	fcc	22	21	1.05	0%
30.	child support	21	5	4.2	0%
31.	job	20	20	1	0%
32.	basketball	20	19	1.05	0%
	Grand total	4,990	3,532	1.41	2.24%

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Family Child Care (FCC)

The Family Child Care (FCC) program is an integral part of the Child and Youth Services (CYS) child care system available on Army garrisons. FCC provides quality home based care for children 4 weeks to 12 years old and is offered in government owned and government leased housing located on post.

FCC has unique qualities that make it a preferred choice for many Families. It offers flexible hours: full-day, part-day, extended /overnight, weekend and hourly care in a comfortable home setting. FCC also offers a 15% cost savings compared to Child Development Centers and School Age Care fees.

FCC Providers are vetted and only the best qualified candidates are recommended for certification. Providers must complete background checks and regular home inspections as a part of certification. They also receive paid ongoing training for professional development.

Army policy requires that anyone providing care on a regular basis for more than 10 hours per week must be certified through Child and Youth Services as an FCC provider.

Providing unauthorized child care in government owned/leased housing puts you at risk of losing your housing privileges. Unauthorized child care by an uncertified person puts your child at risk.

For more information on how to register your children in the FCC Program visit MCCOLM.

ARMY FAMILY CHILD CARE (FCC)

Higher starting income!
 Opportunities to increase your income!* Training included!

Earn a \$1k recruitment or relocation BONUS*, too!

Work at home - Start a great career - Own your own business with FCC!

www.ArmyMWR.com/FCC

*Conditions apply

Announcing New Bonuses for FCC Providers!

We're offering two bonuses to qualified FCC providers!

Relocation Bonus: Up to a \$1000 relocation bonus will be provided to FCC providers who successfully relocate their home business to a gaining installation. Providers will receive payments over a twelve month period. Payments will begin upon home certification and enrollment of at least two children who are unrelated to the provider. Payments will be disbursed monthly with an initial payment of \$120 and \$80 thereafter (for the next eleven months). If the home closes or certification is lost during this time, all remaining payments will be forfeited.

Recruitment Bonus: Up to a \$1000 recruitment bonus will be provided to FCC Providers who successfully open their homes. Providers will receive payments over a twelve month period. Payments will begin upon home certification and enrollment of at least two children who are unrelated to the provider. Payments will be disbursed monthly with an initial payment of \$120 and \$80 thereafter (for the next eleven months). If the home closes or certification is lost during this time, all remaining payments will be forfeited. This is a one-time incentive.

Talk with your local CYS for more details!

To begin the Family Child Care (FCC) Certification Process

Please download, complete and sign the [FCC Provider Application \(DA 5219\)](#). Return the completed application to local your Child and Youth Services Family Child Care (FCC) Office.

Already an FCC provider?

Transferring your FCC business from one post to another is a snap!

Find My Installation

Location

FAMILY CHILD CARE (FCC)

How can I become a certified FCC Provider?

Bonuses for FCC Providers!

FCC Home Virtual Tour

Frequently Asked Questions

ARMY TEN-MILER AUSA

RUN THE ARMY'S RACE AT THE PENTAGON!
 Registration Open to the Public!

OCT. 13, 2024 #TheArmysRace

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[Find out more](#)
Savings versus Go5G or Go5G Plus. Verify military status w/in 45 days or pay up to \$20/mo more per month. Qualifying credit req'd.
PAID ADVERTISEMENT. NO FEDERAL ENDORSEMENT IMPLIED.

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Family Child Care (FCC)

The Family Child Care (FCC) program is an integral part of the Child and Youth Services (CYS) child care system available on Army garrisons. FCC provides quality home based care for children 4 weeks to 12 years old and is offered in government owned and government leased housing located on post.

FCC has unique qualities that make it a preferred choice for many Families. It offers flexible hours: full-day, part-day, extended /overnight, weekend and hourly care in a comfortable home setting. FCC also offers a 15% cost savings compared to Child Development Centers and School Age Care fees.

FCC Providers are vetted and only the best qualified candidates are recommended for certification. Providers must complete background checks and regular home inspections as a part of certification. They also receive paid ongoing training for professional development.

Army policy requires that anyone providing care on a regular basis for more than 10 hours per week must be certified through Child and Youth Services as an FCC provider.

Providing unauthorized child care in government owned/leased housing puts you at risk of losing your housing privileges. Unauthorized child care by an uncertified person puts your child at risk.

For more information on how to register your children in the FCC Program visit MCC.COM.

ARMY FAMILY CHILD CARE (FCC)

Higher starting income!
Opportunities to increase your income!® Training included!

Earn a \$1k recruitment or relocation BONUS®, too!

Work at home - Start a great career -
Own your own business with FCC!

www.ArmyMWR.com/FCC

*Conditions apply

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FAMILY CHILD CARE (FCC)

How can I become a certified FCC Provider?

Bonuses for FCC Providers!

FCC Home Virtual Tour

Frequently Asked Questions

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Announcing New Bonuses for FCC Providers!

We're offering two bonuses to qualified FCC providers!

Relocation Bonus: Up to a \$1000 relocation bonus will be provided to FCC providers who successfully relocate their home business to a gaining installation. Providers will receive payments over a twelve month period. Payments will begin upon home certification and enrollment of at least two children who are unrelated to the provider. Payments will be disbursed monthly with an initial payment of \$120 and \$80 thereafter (for the next eleven months). If the home closes or certification is lost during this time, all remaining payments will be forfeited.

Recruitment Bonus: Up to a \$1000 recruitment bonus will be provided to FCC Providers who successfully open their homes. Providers will receive payments over a twelve month period. Payments will begin upon home certification and enrollment of at least two children who are unrelated to the provider. Payments will be disbursed monthly with an initial payment of \$120 and \$80 thereafter (for the next eleven months). If the home closes or certification is lost during this time, all remaining payments will be forfeited. This is a one-time incentive.

Talk with your local CYS for more details!

To begin the Family Child Care (FCC) Certification Process

Please download, complete and sign the [FCC Provider Application \(DA 5219\)](#). Return the completed application to local your Child and Youth Services Family Child Care (FCC) Office.

Already an FCC provider?

Transferring your FCC business from one post to another is a snap!

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Child & Youth Services (CYS) recognizes the challenges of our Soldiers and their Families. By offering quality programs for children, youth and students, CYS supports the Army Family by reducing the conflict between mission readiness and parental responsibility.



UNITED STATES ARMY
CHILD & YOUTH SERVICES

At CYS, we have the most important clients in the world: military Families and their kids. Along with you, our 11,000 staff members serve over 200,000 children globally.

Members of our well-trained, professional staff work hard to make sure we deliver our Families:

- **QUALITY** programs and child care
- **AVAILABILITY** of child care options and youth programs
- **AFFORDABILITY** for Soldiers and the Army
- **ACCOUNTABILITY** for our actions and outputs

DOD Policy Letter



Child Care Fee Assistance

Child, Youth & School Services is helping Army Families find affordable child care that suits their unique needs.



Child Development Centers

Child Development Centers (CDCs) are on-post child care centers that offer full-day, part-day and hourly care for children in nationally accredited environments.



Family Child Care (FCC)

The Army FCC Program is a child care option offered in homes on post by authorized Military Family members and qualified civilians working as independent contractors.



School-Age Centers

School-Age Centers (Ages 6-12 years) offers before and after school programs, weekend activities during the school year, and summer care and camps during school vacations.



Youth Centers

Youth Centers offer comprehensive, supervised program options and affordable, quality, predictable services that are easily accessible for eligible youth in grades 6 through 12.



Youth Sports & Fitness Programs

Ages 3-18 years offers developmentally appropriate opportunities for children and youth to be engaged in individual and team sports, competitions, skill building clinics, and nutrition and health classes that foster development of life-long healthy habits.



School Support Services

The mission of Army School Support Services is to support the readiness and well-being of Army Families by reducing the conflict between military mission requirements and parental responsibilities related to K-12 education.



Parent & Outreach Services

We offer registration, enrollment, records transfer, parent education classes, and babysitter training and referral services for Families with children up to 18 years old.

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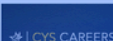
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CYS Careers

CYS Professionals: Where Passion Meets Purpose

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