



Program Roll-Up

Jul 1, 2024 - Sep 30, 2024



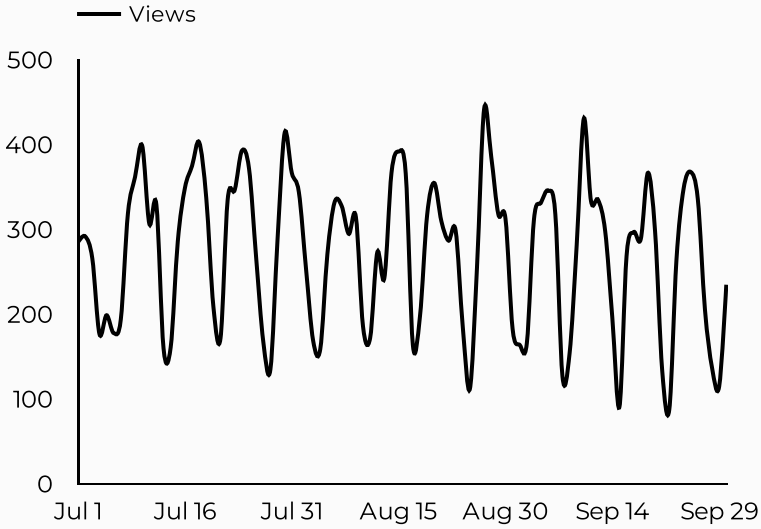
PROGRAM	Total Users	New Users	Sessions	Engagement Rate
NAF Personnel Services	14,391	10,592	16,659	67.55%
CEAT	4,015	863	4,505	81.24%
Home Based Business	6,370	2,746	7,849	67.69%



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
25,073	16,659	14,391	10,592	02:11	68%
↓ -19.4%	↓ -3.7%	↓ -3.2%	↑ 7.6%	↓ -6.0%	↑ 33.5%

Compared Y-o-Y

How is site traffic trending?

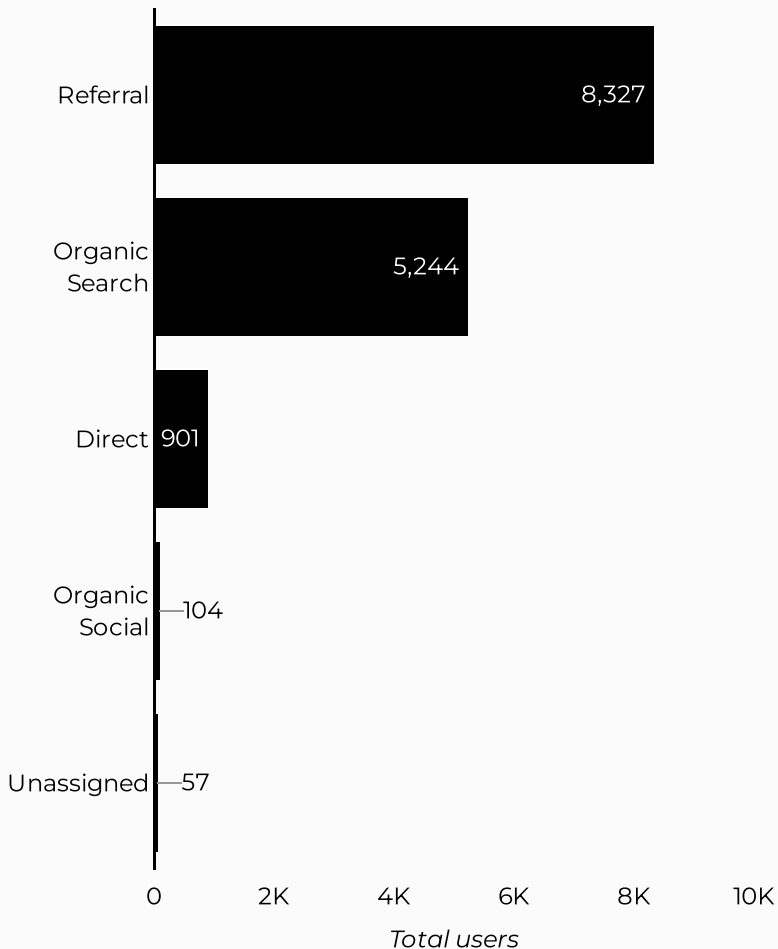


Top Pages

Sorted by Total Users

Page path	Total users
/employee-portal/naf-personnel-services	9,854
/employee-portal/naf-personnel-services/naf-retirement	2,434
/employee-portal/naf-personnel-services/office-locations	1,203
/employee-portal/naf-personnel-services/health-insurance	1,087
/employee-portal/naf-personnel-services/civilian-employment-assignment-tool	733
/employee-portal/college-installation-management	584
/employee-portal/naf-personnel-services/life-insurance	505

Which channels are driving traffic?



What are the top sources?

Session source	Total users
nafbenefits.com	7,936
google	4,500
(direct)	901
bing	615
usajobs.gov	108
yahoo	96
home.army.mil	62
m.facebook.com	57
(not set)	54
safe.menlosecurity.com	35



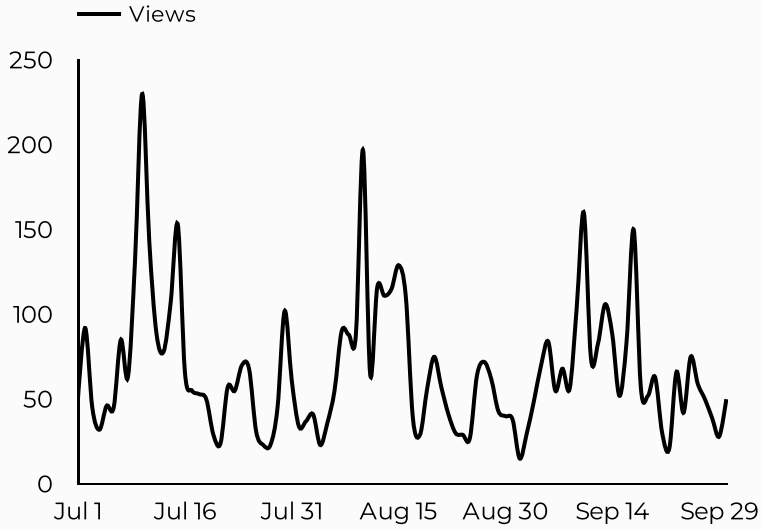
ARMY MWR

CEAT

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
6,201	4,505	4,015	863	01:23	81%
↑ 32.6%	↑ 5.9%	↑ 8.8%	↑ 7.7%	↓ -12.4%	↑ 220.4%

Compared Y-o-Y

How is site traffic trending?

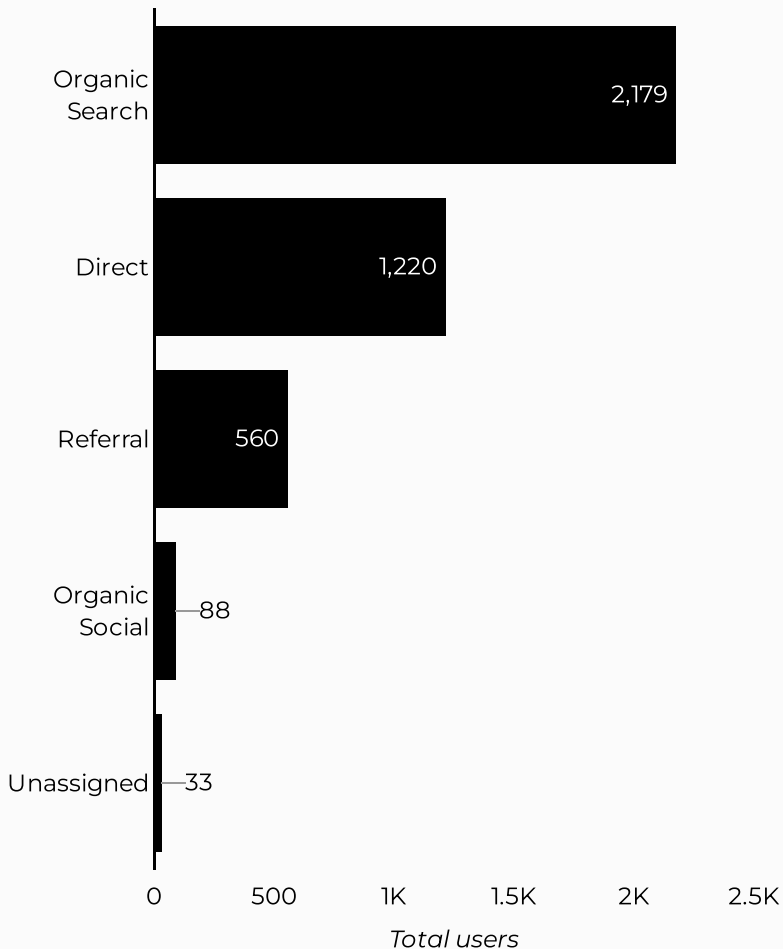


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,639
stewarthunter.armymwr.com	154
liberty.armymwr.com	129
cavazos.armymwr.com	88
bliss.armymwr.com	79
redstone.armymwr.com	76
belvoir.armymwr.com	65
campbell.armymwr.com	63
wiesbaden.armymwr.com	63
baumholder.armymwr.com	62

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,809
(direct)	1,220
bing	277
nafbenefits.com	163
home.army.mil	100
yahoo	71
usajobs.gov	55
m.facebook.com	47
(not set)	33
installations.militaryonesource.mil	26



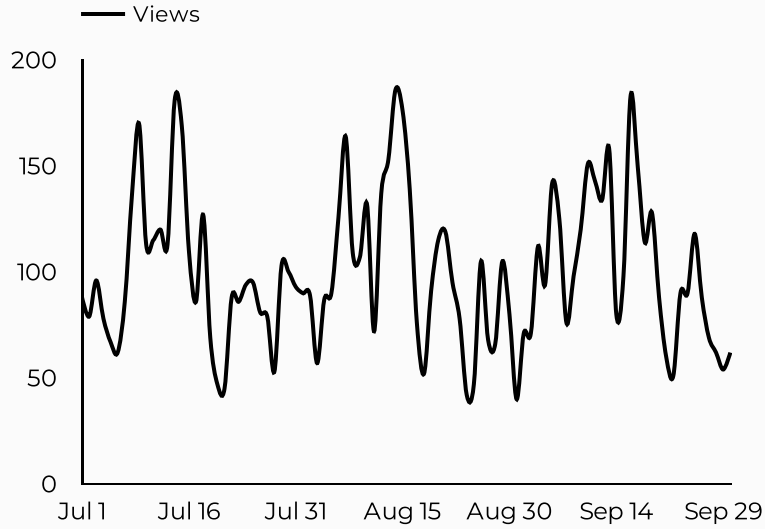
ARMY MWR

Home Based Business (HBB)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
9,202	7,849	6,370	2,746	01:50	68%
↑ 12.3%	↑ 9.1%	↑ 11.9%	↑ 17.4%	↓ -19.6%	↑ 82.2%

Compared Y-o-Y

How is site traffic trending?

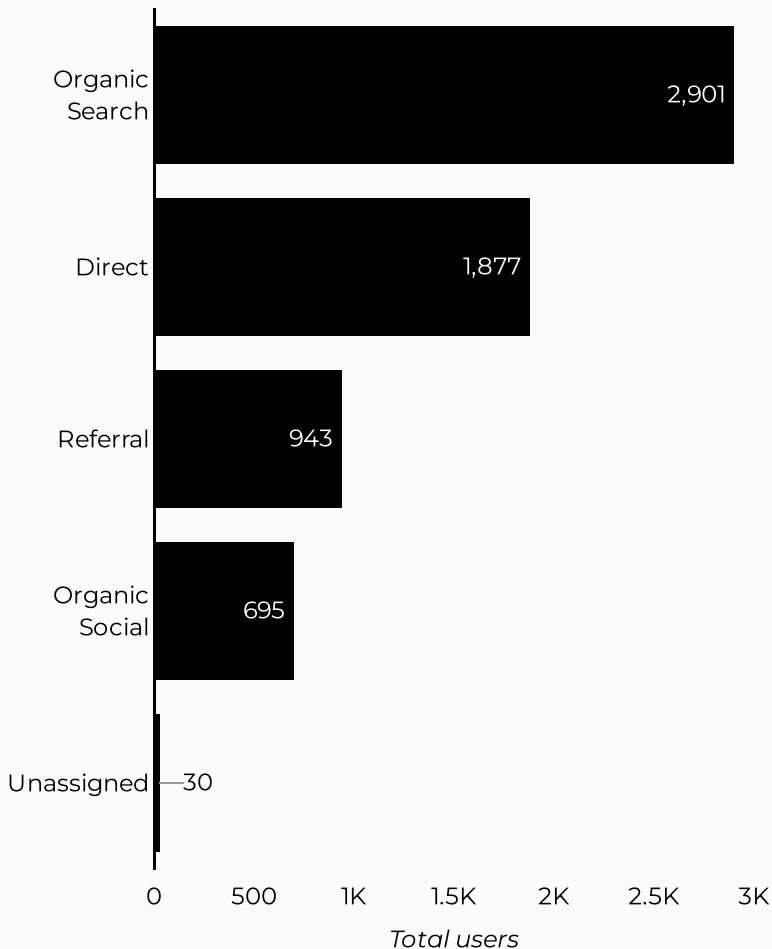


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,417
grafenwoehr.armymwr.com	602
stuttgart.armymwr.com	502
jblm.armymwr.com	304
johnson.armymwr.com	290
humphreys.armymwr.com	274
irwin.armymwr.com	258
kaiserslautern.armymwr.com	141
liberty.armymwr.com	141
bliss.armymwr.com	136

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	2,664
(direct)	1,877
home.army.mil	749
m.facebook.com	441
bing	179
lm.facebook.com	113
facebook.com	86
l.facebook.com	46
yahoo	29
(not set)	28

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NAF Personnel Services

Learn more about your [health](#) and [life insurance](#) benefits.

Think Ahead. Plan Now.

We know that the quality of your employee benefits plan is as important to you as they are to us.

That's why we've created a comprehensive and competitive set of benefit plans so you can choose what's right for you and your family. Please visit the [Office Locations](#) tab for contact information.

NAF Open Enrollment is November 1-30, 2023:

Learn more about NAF Open Enrollment and the changes for calendar year 2024.

- [Open Enrollment Brochure \(PDF\)](#)
- [Calendar Year 2024 Premiums \(PDF\)](#)

The IRS recently announced that the Health Flexible Spending Account contribution limit for 2024 is increasing from \$3,050 to \$3,200.

They also announced that the 401(k) contribution limit is increasing from \$22,500 to \$23,000, and the catch-up amount for those age 50 years and over will remain the same at \$7,500.

Tax Year 2021 information:

[Retiree Update: Tax/Employer Identification Number on the 1099R/1042S Tax Forms for Calendar Year 2021](#)

[Retiree Annuity Information Update: learn more about your tax reporting for 2021](#)

Find My Installation

- Location
- NAF PERSONNEL SERVICES**
- Life Insurance
- Health Insurance
- NAF Retirement
- Human Resources
- News and Tips
- Office Locations
- Civilian Employment Assignment Tool

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- IMCOM Website
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- ICE
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Find My Installation

Location

NAF PERSONNEL SERVICES

[Life Insurance](#)

[Health Insurance](#)

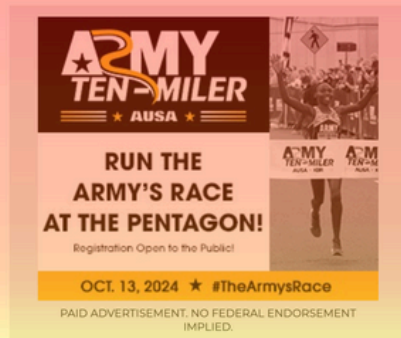
[NAF Retirement](#)

[Human Resources](#)

[News and Tips](#)

[Office Locations](#)

[Civilian Employment Assignment Tool](#)

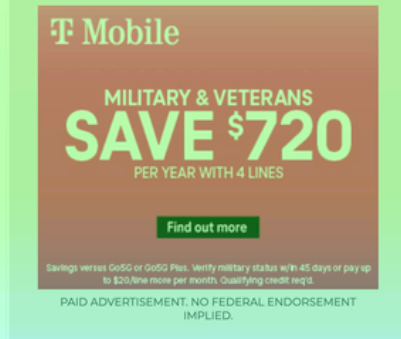


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Home Based Businesses (HBBs)



HOME BASED BUSINESS
Build & Enhance
YOUR CAREER

Home Based Businesses (HBBs) are an important contributor to Army Family quality of life – new changes to procedures make it easier and quicker to gain approval to operate an on-post HBB.

HBBs allow Families to work from their Army quarters, developing rewarding careers that follow them through PCS moves. The wide span of HBBs operated by Army Families includes:

- Car repair/service
- Hairdressing and hairstyling
- Pet grooming and pet sitting
- Massage therapy
- Retail sales from home

HBB owners need to obtain approval from the garrison commander or senior commander. We've recently streamlined the process to make it quicker and easier.

Not everyone who works from home operates an HBB though. If you work remotely from your home, you probably don't need approval. Other examples of businesses that don't need approval are:

- Bookkeeping and tax preparation
- Personal training conducted outside the home
- Photography, graphic design, and advertising services
- Tutoring and music instruction
- Entertainment or travel planning
- Housecleaning and lawn care

Find My Installation

Location

HOME BASED BUSINESSES (HBBs)



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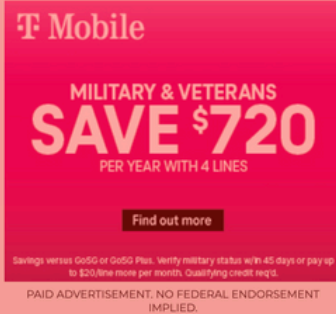
- Bookkeeping and tax preparation
- Personal training conducted outside the home
- Photography, graphic design, and advertising services
- Tutoring and music instruction
- Entertainment or travel planning
- Housecleaning and lawn care
- Selling items from multi-level marketing (MLM) companies

Home Based Business approval is quick and easy!

The Army's new standardized HBB application template streamlines the approval process. Of course, installations are still required to adhere to local and state laws and regulations

Find My Installation

HOME BASED BUSINESSES (HBBS)



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Come Work for Us!

Serve those who defend our nation. Find work you love.

The US Army's Family and MWR serves Soldiers, their Families, and the entire Army community. And we're hiring for positions of all types.

- **Customer Support.** Do you like working with customers? Then enjoy working in our restaurants, at the library, or as a recreation assistant! Other positions range from lifeguard to recreation aid to business manager. We've got opportunities in travel and hospitality as well!
- **Child Care.** If you want to make a difference in the lives of young people, Child and Youth Services (CYS) is for you. Supporting children of Soldiers is not only a rewarding experience, but also a fantastic career. Lots of terrific professional advancement opportunities available as well!
- **Administrative and Operations.** Do you like to work behind the scenes to keep everything running smoothly? We have options: finance and accounting, administrative, talent management, facilities and maintenance, and more.
- **Community Engagement.** Do you want to help keep our communities and sponsors engaged? With positions in marketing, sponsorship, and community events, you can help reach out and keep important groups involved in the good things Family and MWR offers!
- **Education and Social Services.** Are you called to help people better their lives? Army Community Service (ACS) may be a good fit! ACS teaches financial planning, new parenting skills, and more. There are also opportunities for those in social services to support the Army Community.

There are lots more jobs, too. Go to USAJobs.gov to explore your options!



Want another reason to search out Family and MWR positions? The great salary and benefits, including

- Medical, Dental, Vision & Life Insurance Benefits*
- Retirement and 401(k)*
- Flexible Work Hours*
- Paid Time Off (Vacation & Sick)
- Career Progression* and Paid Training
- Tuition Reimbursement Possibilities*
- Priority Childcare Placement*
- Tax-free Shopping Privileges at the Exchange (AAFES)
- Job Transfer Opportunities

Start your search today at USAJobs.gov. You may find your next career – and your calling.





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[FIND A NEW JOB](#)

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