



# Program Roll-Up

Oct 1, 2023 - Dec 31, 2023



| <b>PROGRAM</b>            | <b>Total Users</b> | <b>New Users</b> | <b>Sessions</b> | <b>Engagement Rate</b> |
|---------------------------|--------------------|------------------|-----------------|------------------------|
| Child Development Centers | 10,733             | 6,178            | 13,735          | 69.86%                 |
| CYS Careers               | 1,984              | 804              | 2,477           | 72.91%                 |
| Family Child Care         | 6,483              | 3,329            | 8,171           | 71.73%                 |
| Parent Outreach Services  | 5,569              | 2,496            | 7,364           | 70.46%                 |
| School Age Centers        | 1,567              | 696              | 2,124           | 68.79%                 |
| School Support Services   | 5,267              | 3,264            | 6,568           | 69.21%                 |
| Youth Centers             | 5,324              | 2,684            | 6,635           | 71.68%                 |
| Youth Sports              | 17,088             | 8,435            | 22,954          | 73.71%                 |



# ARMY MWR

## Child & Youth Services

Views  
**418,818**

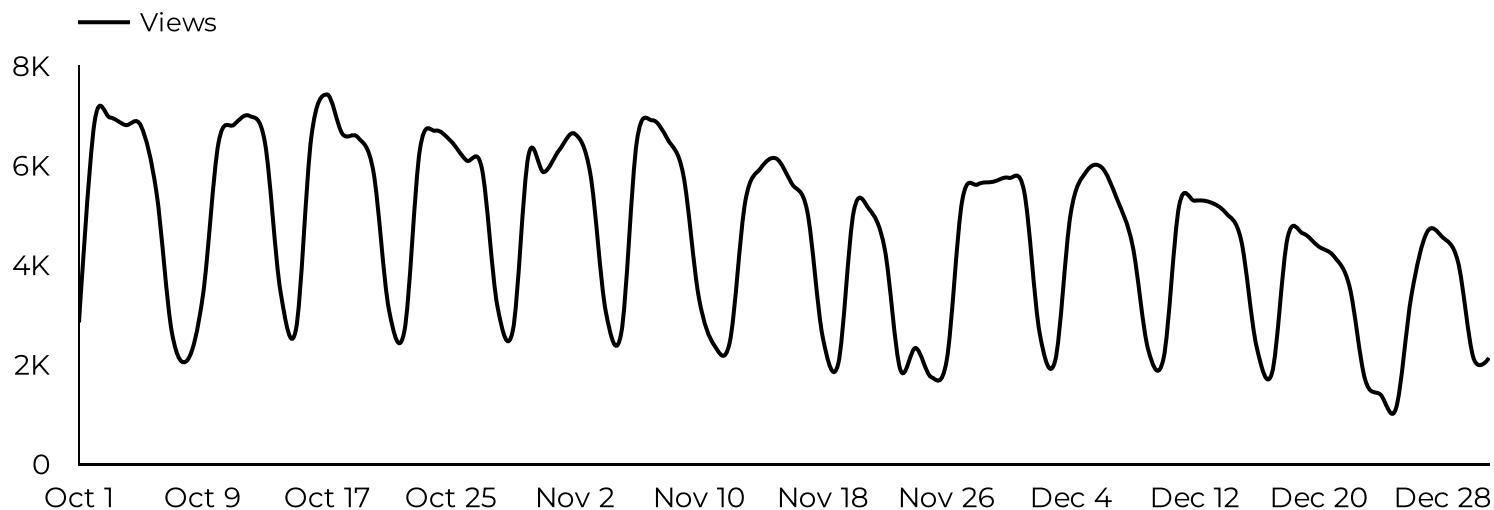
Visits (pageviews) to your page

Engagement rate  
**57%**

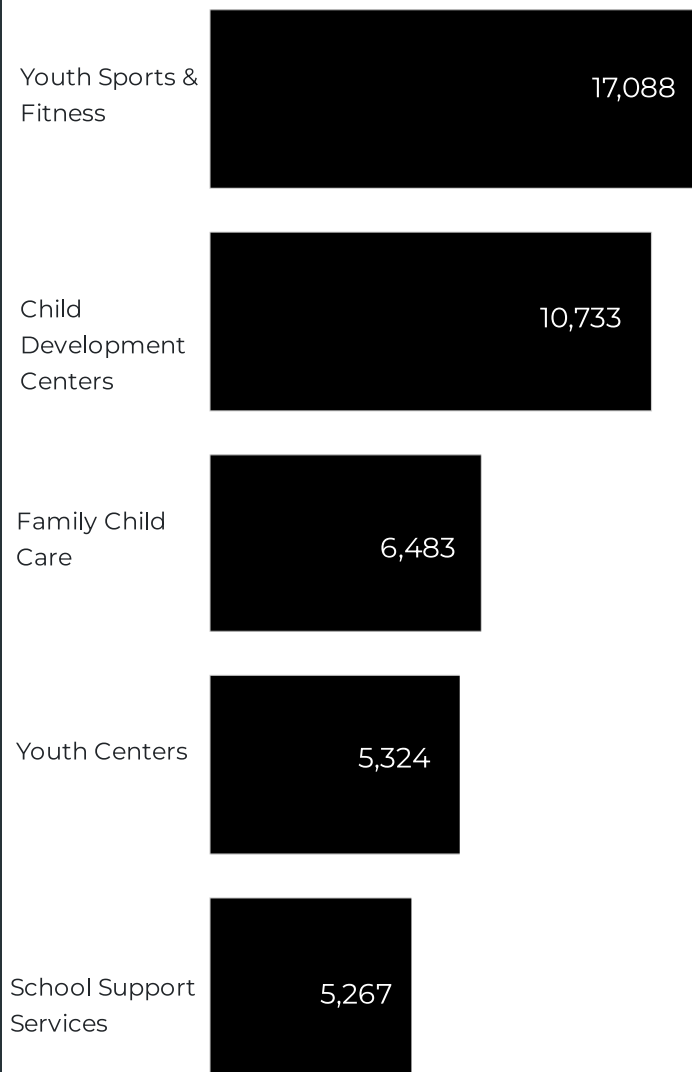
Average time people are engaged on your website

Total users  
**211,685**

The total number of users who visited your website



### What programs are users visiting?



### Visits from social media.

| Social Media | Total users |
|--------------|-------------|
| Facebook     | 963         |
| YouTube      | 56          |
| Other        | 33          |
| Instagram    | 15          |
| Twitter      | 2           |



# ARMY MWR

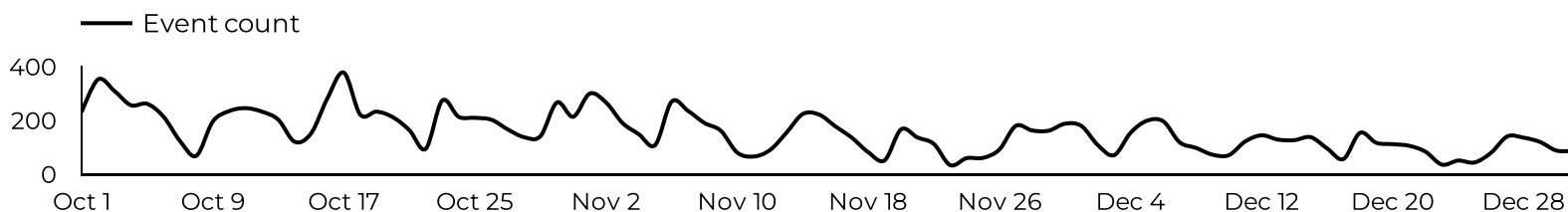
# CYS WebTrac KPI Dashboard

## Total WebTrac link clicks on CYS pages.

# 14,673

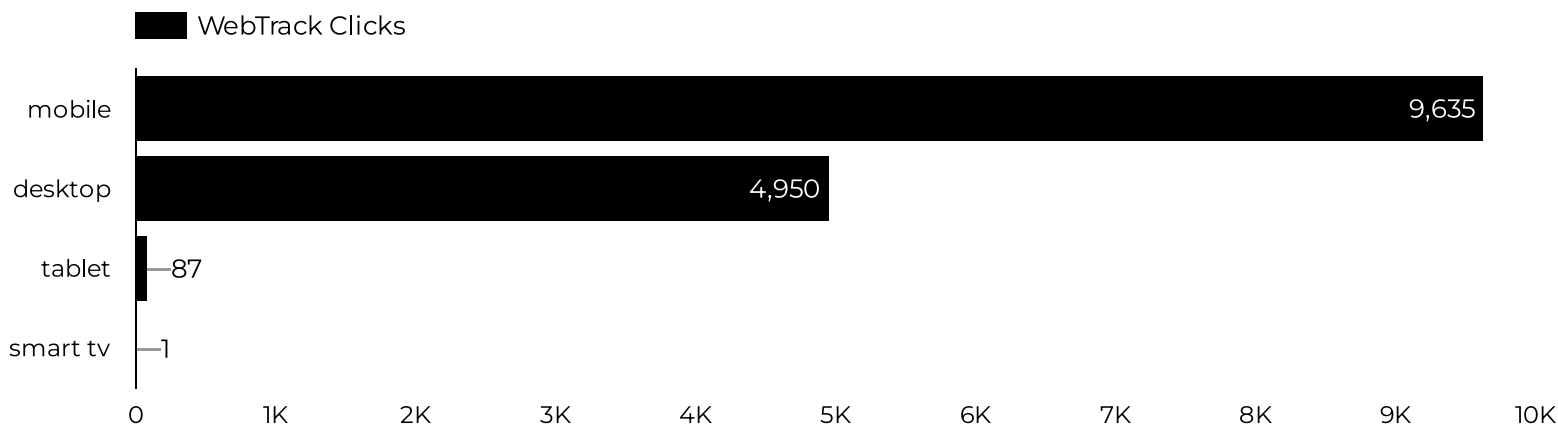
### WebTrac trends

Total WebTrac clicks per day.

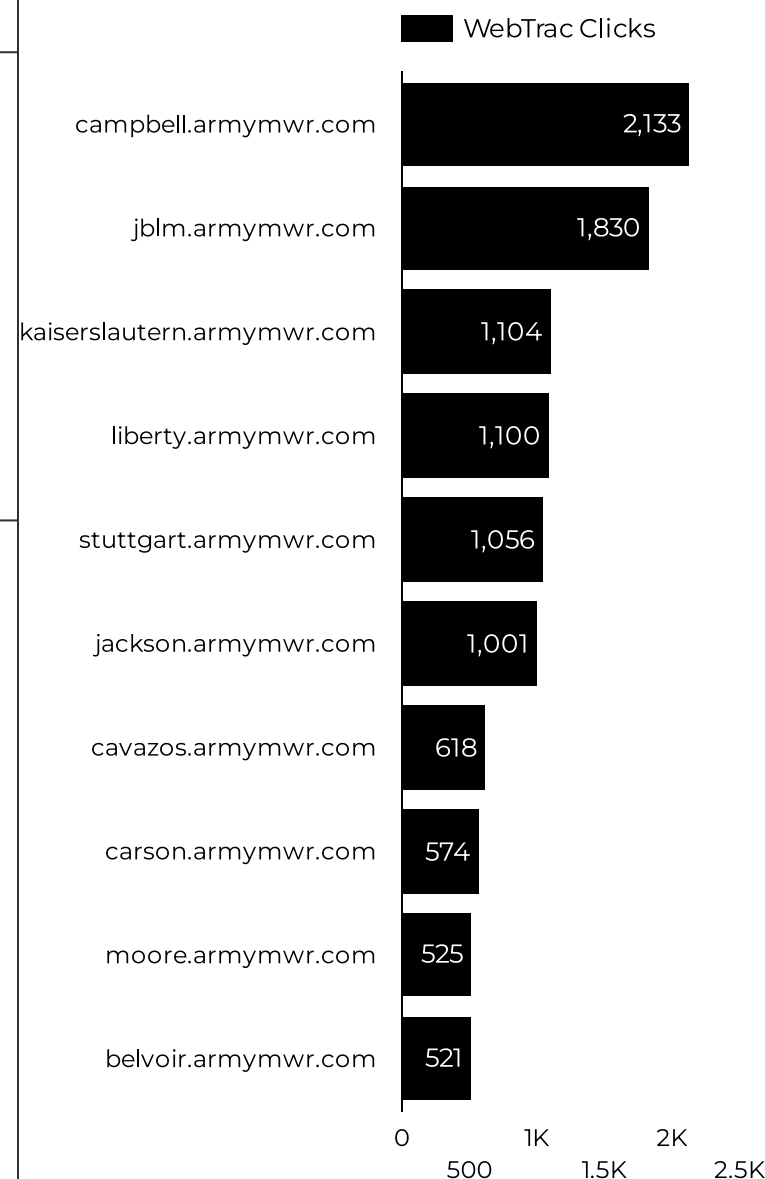


### Which devices are driving engagement?

Do parents register on mobile or desktop?



## What installations are generating registrations?



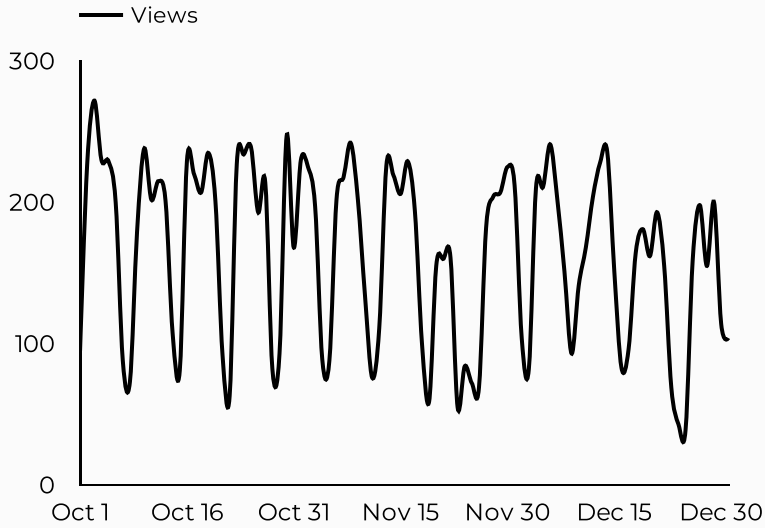


# ARMY MWR Child Development Centers (CDC)

|                                  |                                     |  |                                     |   |  |
|----------------------------------|-------------------------------------|--|-------------------------------------|---|--|
| Views<br><b>15,151</b><br>↑ 8.9% | Sessions<br><b>13,735</b><br>↑ 6.7% | Total users<br><b>10,733</b><br>↑ 6.0% | New users<br><b>6,178</b><br>↑ 2.7% | Avg. Session Time<br><b>02:30</b><br>↑ 1.4% | Engagement rate<br><b>70%</b><br>↑ 63.7% |
|----------------------------------|-------------------------------------|--|-------------------------------------|---|--|

Compared Y-o-Y

## How is site traffic trending?

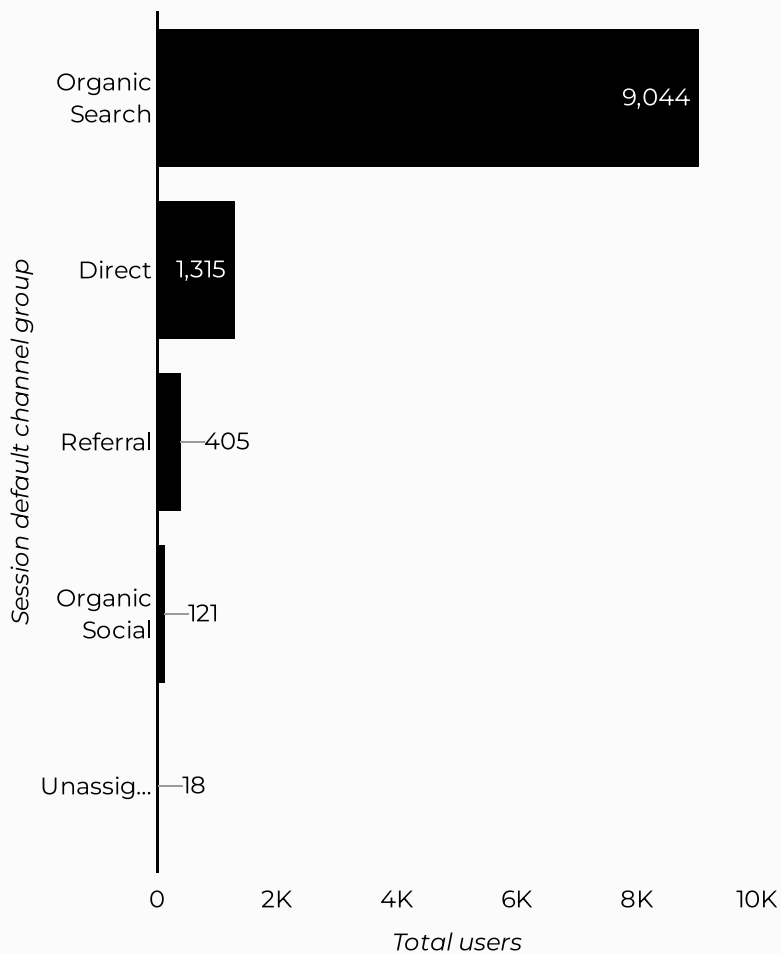


## Top US Army Installations

Sorted by Total Users

| Installation          | Total users |
|-----------------------|-------------|
| liberty.armymwr.com   | 1,597       |
| hawaii.armymwr.com    | 1,519       |
| campbell.armymwr.com  | 1,283       |
| bliss.armymwr.com     | 1,130       |
| moore.armymwr.com     | 960         |
| riley.armymwr.com     | 842         |
| www.armymwr.com       | 774         |
| drum.armymwr.com      | 557         |
| stuttgart.armymwr.com | 522         |
| aberdeen.armymwr.com  | 501         |

## Which channels are driving traffic?



## What are the top sources?

| Source                             | Total users |
|------------------------------------|-------------|
| google                             | 599         |
| (direct)                           | 56          |
| bing                               | 32          |
| installations.militaryonesource... | 12          |
| home.army.mil                      | 6           |
| nafbenefits.com                    | 6           |
| moore.army.mil                     | 5           |
| myarmybenefits.us.army.mil         | 5           |
| yahoo                              | 4           |
| duckduckgo                         | 3           |



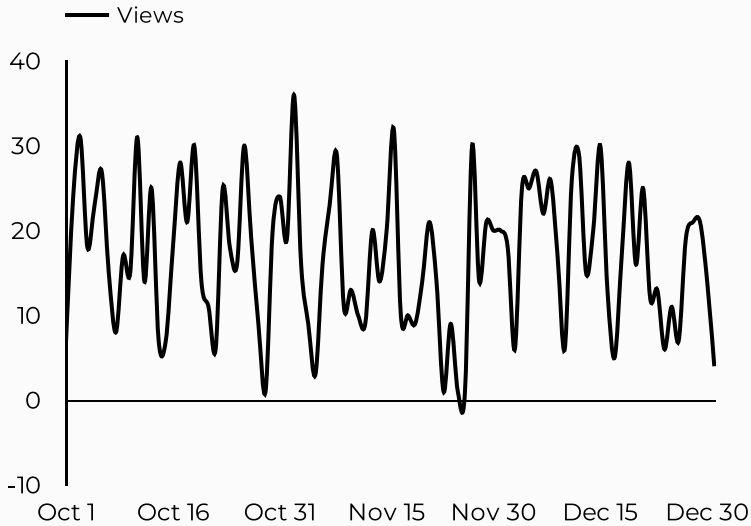
# ARMY MWR

## Child Care Fee Assistance

|         |          |             |           |                   |                 |
|---------|----------|-------------|-----------|-------------------|-----------------|
| Views   | Sessions | Total users | New users | Avg. Session Time | Engagement rate |
| 1,558   | 1,281    | 1,100       | 599       | 02:01             | 71%             |
| ↑ 23.3% | ↑ 10.4%  | ↑ 17.6%     | ↑ 23.3%   | ↓ -15.4%          | ↑ 140.1%        |

Compared Y-o-Y

### How is site traffic trending?

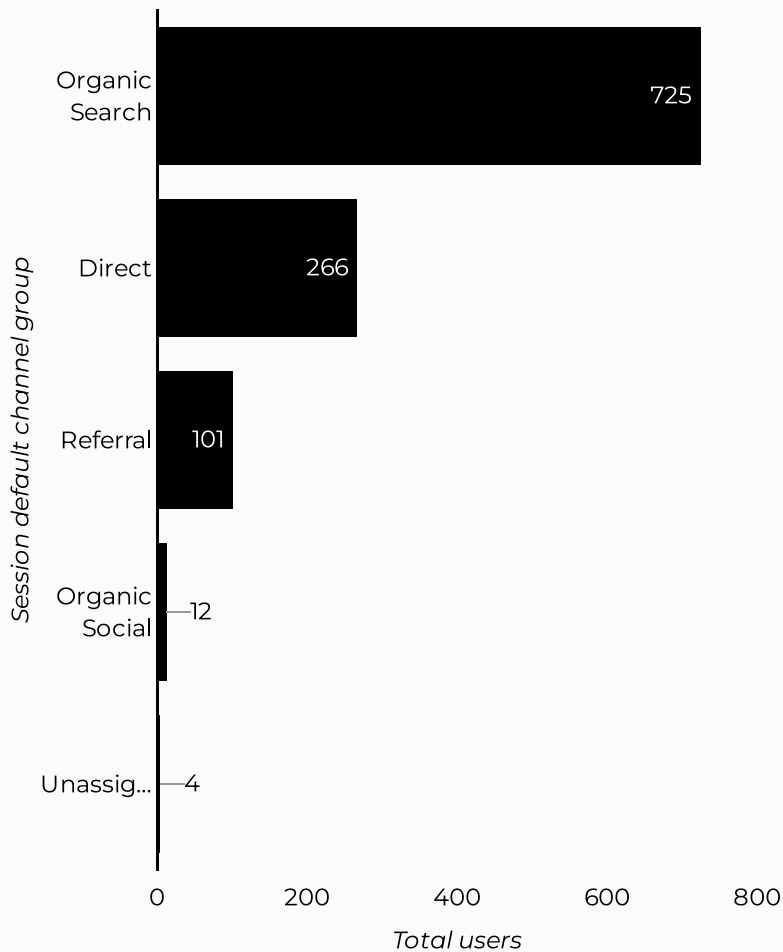


### Top US Army Installations

Sorted by Total Users

| Installation      | Total users |
|-------------------|-------------|
| www.armymwr.com   | 1,094       |
| parks.armymwr.com | 6           |

### Which channels are driving traffic?



### What are the top sources?

| Session source               | Total users |
|------------------------------|-------------|
| google                       | 633         |
| (direct)                     | 266         |
| bing                         | 75          |
| myarmybenefits.us.army...    | 57          |
| yahoo                        | 12          |
| home.army.mil                | 7           |
| m.facebook.com               | 7           |
| militaryonesource.mil        | 7           |
| duckduckgo                   | 5           |
| installations.militaryone... | 5           |



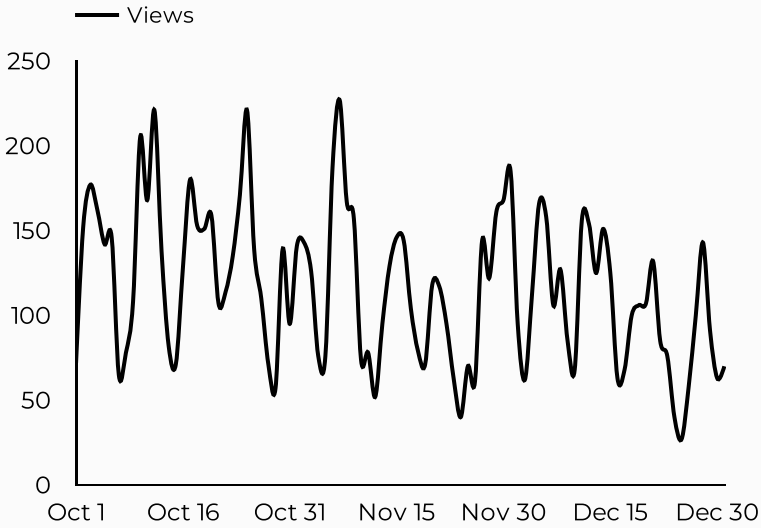
# ARMY MWR

## Family Child Care (FCC)

|         |          |             |           |                   |                 |
|---------|----------|-------------|-----------|-------------------|-----------------|
| Views   | Sessions | Total users | New users | Avg. Session Time | Engagement rate |
| 10,752  | 8,171    | 6,483       | 3,329     | 02:32             | 72%             |
| ↑ 18.6% | ↑ 18.4%  | ↑ 18.6%     | ↑ 22.2%   | ↓ -1.0%           | ↑ 105.9%        |

Compared Y-o-Y

### How is site traffic trending?

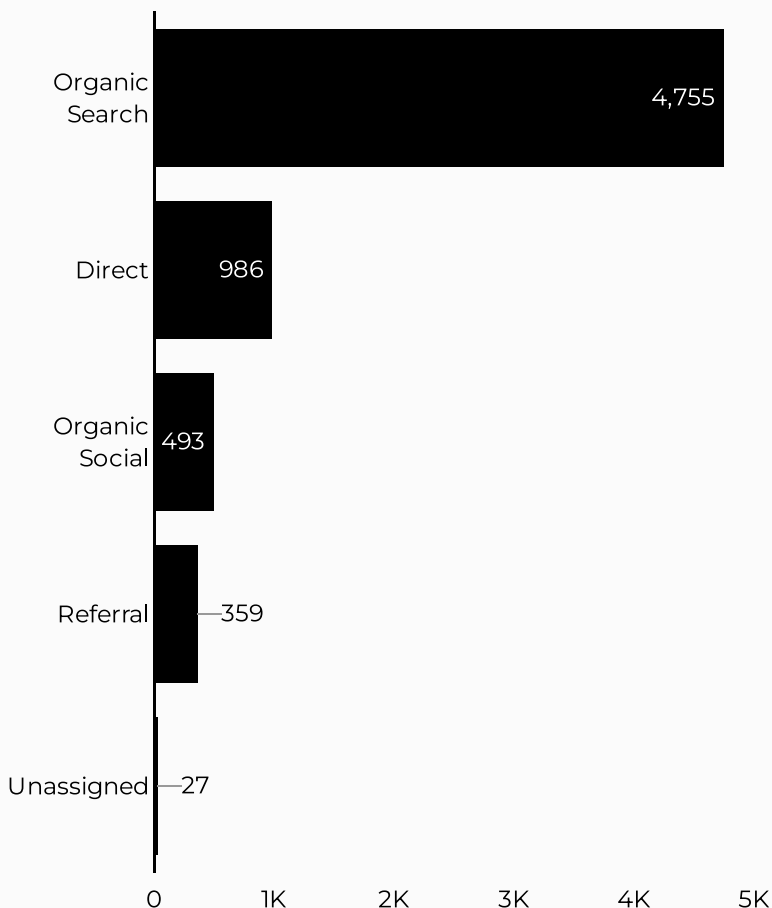


### FCC Provider Application (DA 5219)

Installation FCC Provider Application (DA 5219) form downloads.

| Installation             | Conversions |
|--------------------------|-------------|
| www.armymwr.com          | 310         |
| campbell.armymwr.com     | 66          |
| bliss.armymwr.com        | 40          |
| liberty.armymwr.com      | 40          |
| cavazos.armymwr.com      | 34          |
| stewarhunter.armymwr.com | 34          |
| wainwright.armymwr.com   | 34          |
| carson.armymwr.com       | 26          |
| leonardwood.armymwr.com  | 26          |
| hawaii.armymwr.com       | 24          |
| sill.armymwr.com         | 20          |
| johnson.armymwr.com      | 18          |
| westpoint.armymwr.com    | 12          |
| gregg-adams.armymwr.com  | 12          |
| knox.armymwr.com         | 12          |
| eisenhower.armymwr.com   | 12          |
| drum.armymwr.com         | 10          |
| irwin.armymwr.com        | 10          |
| riley.armymwr.com        | 10          |
| belvoir.armymwr.com      | 8           |
| ansbach.armymwr.com      | 4           |
| baumholder.armymwr.com   | 4           |
| novosel.armymwr.com      | 4           |
| jackson.armymwr.com      | 2           |
| jblm.armymwr.com         | 2           |
| meade.armymwr.com        | 2           |
| picatinny.armymwr.com    | 2           |
| <b>Grand total</b>       | <b>784</b>  |

### Which channels are driving traffic?





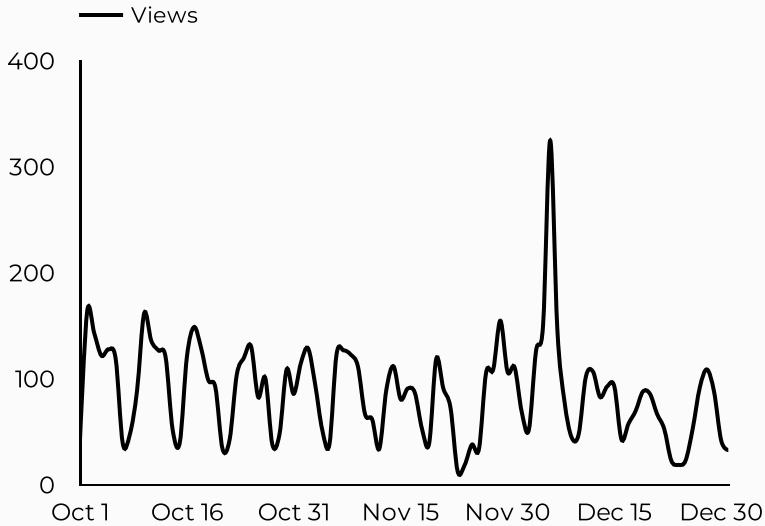
# ARMY MWR

## Parent Outreach Services (PO)

|         |          |             |           |                   |                 |
|---------|----------|-------------|-----------|-------------------|-----------------|
| Views   | Sessions | Total users | New users | Avg. Session Time | Engagement rate |
| 8,093   | 7,364    | 5,569       | 2,496     | 03:07             | 70%             |
| ↓ -3.7% | ↓ -5.8%  | ↓ -4.8%     | ↓ -0.7%   | ↑ 22.6%           | ↑ 133.3%        |

Compared Y-o-Y

### How is site traffic trending?

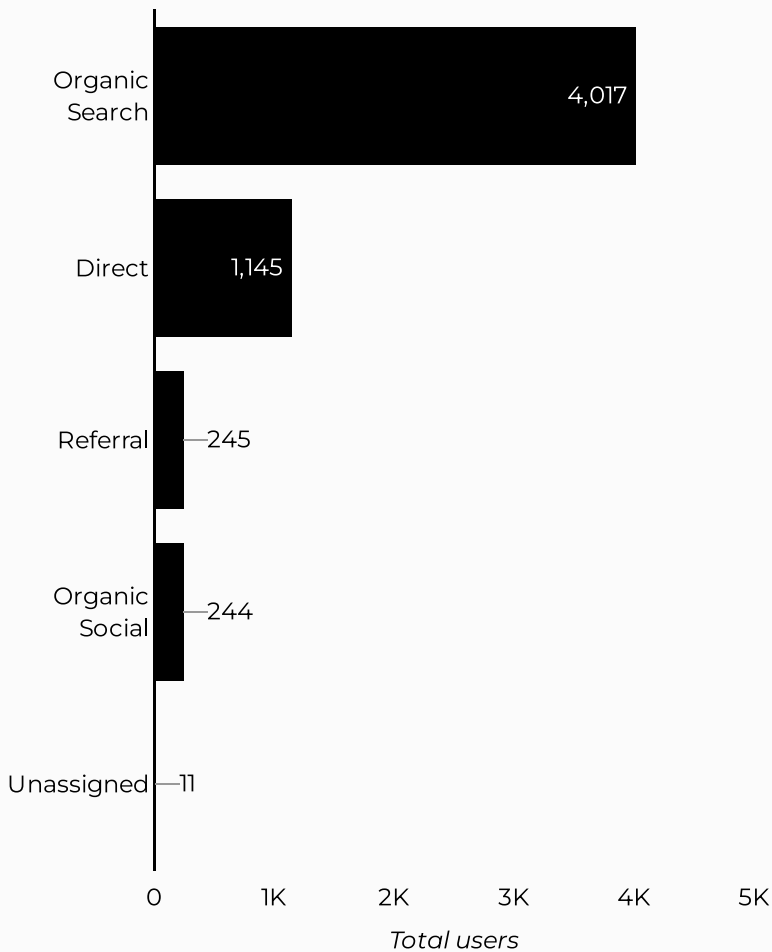


### Top US Army Installations

Sorted by Total Users

| Installation           | Total users |
|------------------------|-------------|
| liberty.armymwr.com    | 814         |
| riley.armymwr.com      | 784         |
| bliss.armymwr.com      | 623         |
| belvoir.armymwr.com    | 520         |
| cavazos.armymwr.com    | 480         |
| jackson.armymwr.com    | 431         |
| meade.armymwr.com      | 380         |
| gregg-adams.armymwr... | 222         |
| westpoint.armymwr.com  | 163         |
| www.armymwr.com        | 161         |

### Which channels are driving traffic?



### What are the top sources?

| Source                             | Total users |
|------------------------------------|-------------|
| google                             | 811         |
| (direct)                           | 91          |
| bing                               | 55          |
| m.facebook.com                     | 52          |
| installations.militaryonesource... | 40          |
| l.facebook.com                     | 19          |
| home.army.mil                      | 12          |
| yahoo                              | 12          |
| duckduckgo                         | 6           |
| lm.facebook.com                    | 6           |



# ARMY MWR

# School Age Centers

Views  
**2,338**  
↑ 5.1%

Sessions  
**2,124**  
↑ 3.1%

Total users  
**1,567**  
↑ 2.0%

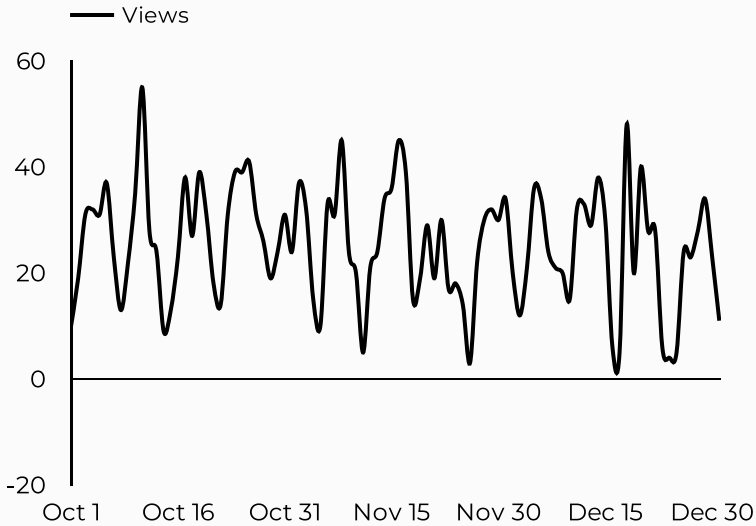
New users  
**696**  
↓ -3.5%

Avg. Session Time  
**02:33**  
↑ 14.5%

Engagement rate  
**69%**  
↑ 94.4%

Compared Y-o-Y

## How is site traffic trending?

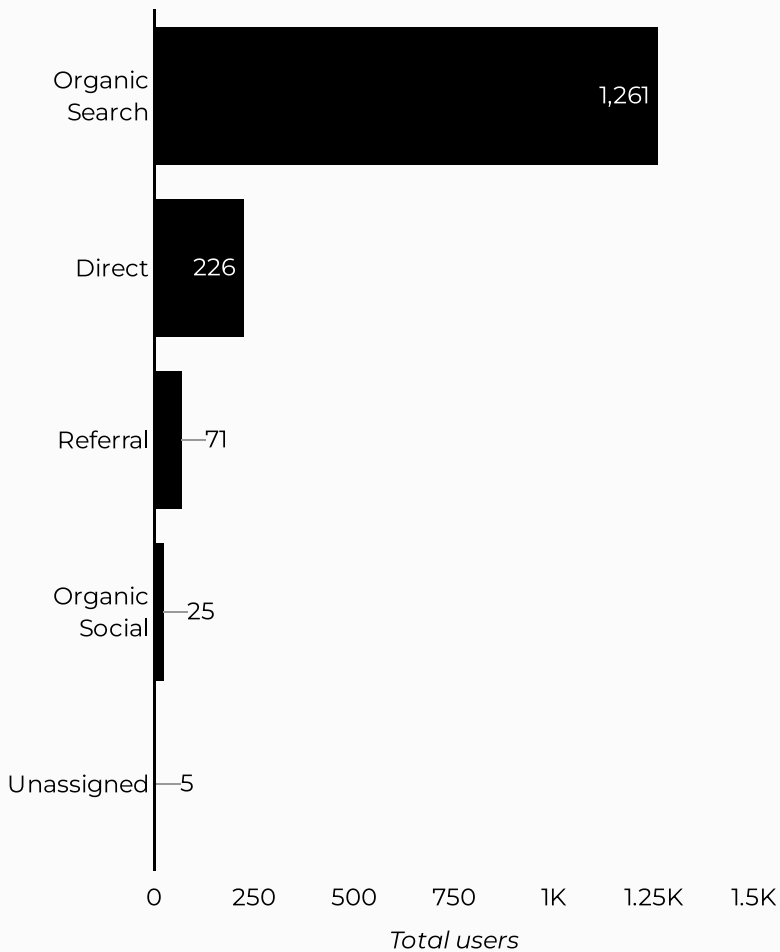


## Top US Army Installations

Sorted by Total Users

| Installation             | Total users |
|--------------------------|-------------|
| hawaii.armymwr.com       | 370         |
| campbell.armymwr.com     | 365         |
| liberty.armymwr.com      | 330         |
| www.armymwr.com          | 188         |
| stewarthunter.armymwr... | 166         |
| bliss.armymwr.com        | 160         |
| hohenfels.armymwr.com    | 1           |

## Which channels are driving traffic?



## What are the top sources?

| Source                             | Total users |
|------------------------------------|-------------|
| google                             | 35          |
| (direct)                           | 4           |
| bing                               | 2           |
| installations.militaryonesource... | 1           |
| yahoo                              | 1           |





# ARMY MWR

# School Support Services

Views  
**7,780**  
↑ 11.3%

Sessions  
**6,568**  
↑ 8.7%

Total users  
**5,267**  
↑ 7.3%

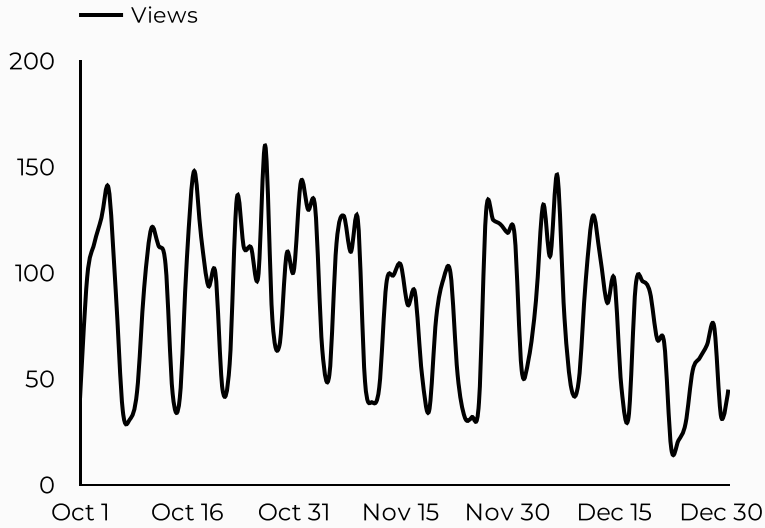
New users  
**3,264**  
↑ 10.7%

Avg. Session Time  
**02:50**  
↑ 5.6%

Engagement rate  
**69%**  
↑ 68.2%

Compared Y-o-Y

## How is site traffic trending?

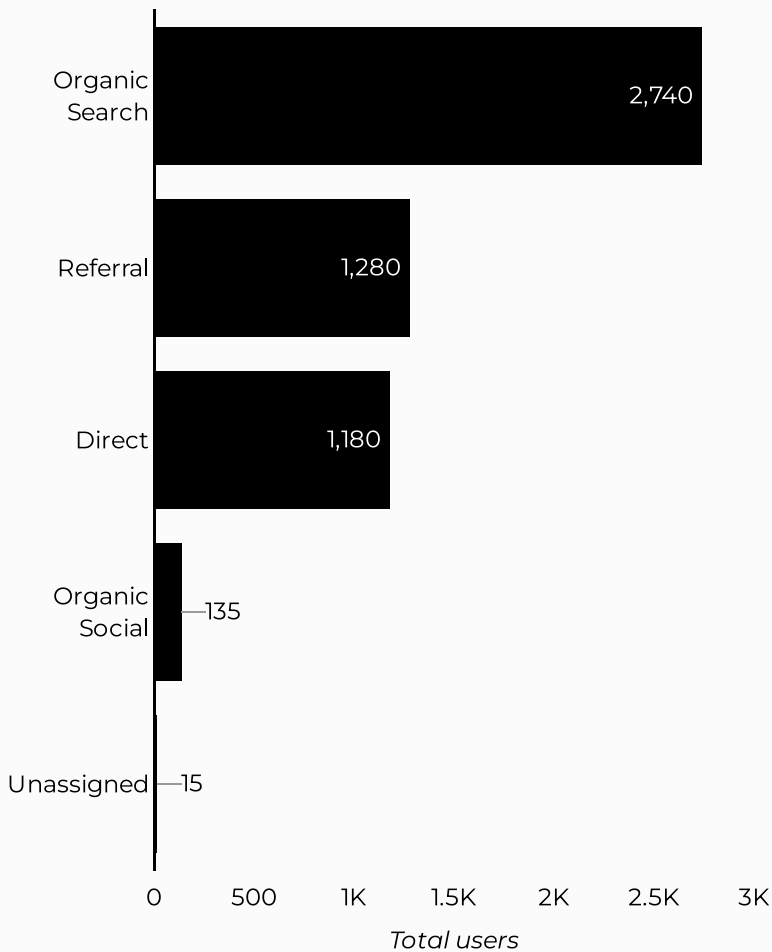


## Top US Army Installations

Sorted by Total Users

| Installation              | Total users |
|---------------------------|-------------|
| jblm.armymwr.com          | 357         |
| italy.armymwr.com         | 349         |
| carson.armymwr.com        | 315         |
| bliss.armymwr.com         | 307         |
| moore.armymwr.com         | 297         |
| hawaii.armymwr.com        | 288         |
| belvoir.armymwr.com       | 271         |
| liberty.armymwr.com       | 270         |
| campbell.armymwr.com      | 235         |
| kaiserslautern.armymwr... | 222         |

## Which channels are driving traffic?



## What are the top sources?

| Source                             | Total users |
|------------------------------------|-------------|
| google                             | 324         |
| (direct)                           | 78          |
| installations.militaryonesource... | 70          |
| home.army.mil                      | 51          |
| bing                               | 28          |
| fcps.edu                           | 14          |
| hawaiipublicschools.org            | 8           |
| m.facebook.com                     | 8           |
| l.facebook.com                     | 6           |
| yahoo                              | 4           |



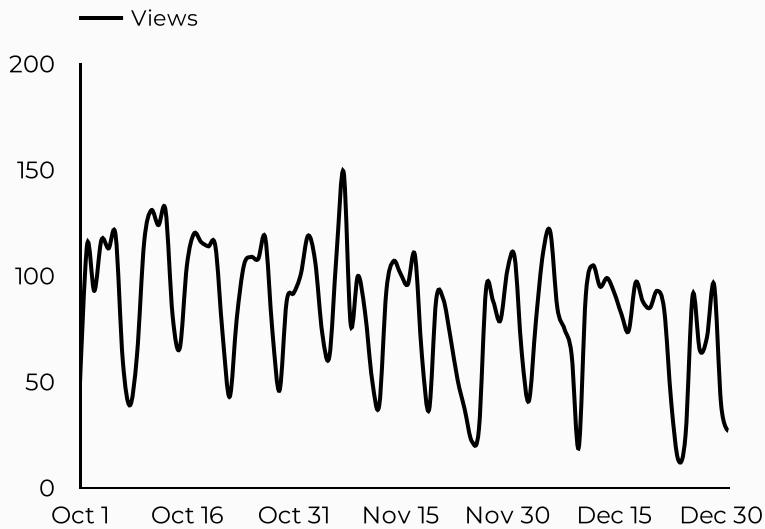
# ARMY MWR

## Youth Centers

|                                 |                                     |  |                                      |  |  |
|---------------------------------|-------------------------------------|--|--------------------------------------|--|--|
| Views<br><b>7,670</b><br>↑ 1.5% | Sessions<br><b>6,635</b><br>↓ -3.1% | Total users<br><b>5,324</b><br>↓ -0.9% | New users<br><b>2,684</b><br>↓ -9.3% | Avg. Session Time<br><b>02:48</b><br>↑ 18.7% | Engagement rate<br><b>72%</b><br>↑ 80.8% |
|---------------------------------|-------------------------------------|--|--------------------------------------|--|--|

Compared Y-o-Y

### How is site traffic trending?

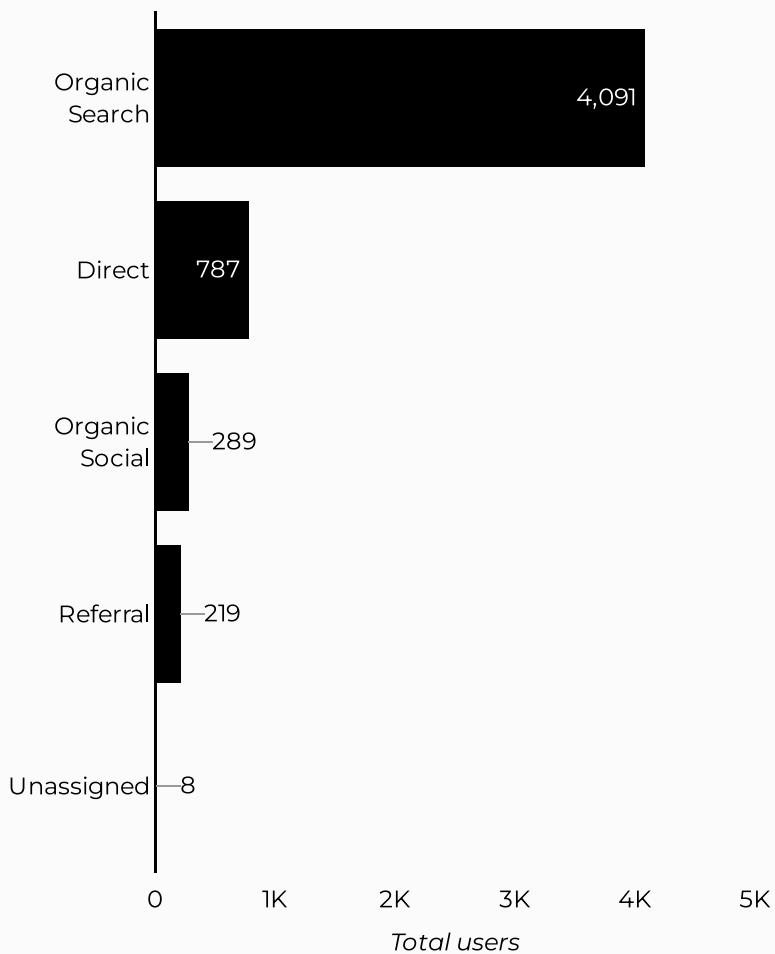


### Top US Army Installations

Sorted by Total Users

| Installation             | Total users |
|--------------------------|-------------|
| carson.armymwr.com       | 325         |
| stuttgart.armymwr.com    | 298         |
| liberty.armymwr.com      | 292         |
| bliss.armymwr.com        | 290         |
| humphreys.armymwr.com    | 270         |
| belvoir.armymwr.com      | 267         |
| presidio.armymwr.com     | 259         |
| hawaii.armymwr.com       | 245         |
| stewarhunter.armymwr.com | 217         |
| www.armymwr.com          | 212         |

### Which channels are driving traffic?



### What are the top sources?

| Source                             | Total users |
|------------------------------------|-------------|
| google                             | 378         |
| (direct)                           | 40          |
| bing                               | 20          |
| l.facebook.com                     | 20          |
| m.facebook.com                     | 20          |
| home.army.mil                      | 7           |
| installations.militaryonesource... | 6           |
| yahoo                              | 6           |
| duckduckgo                         | 5           |
| lm.facebook.com                    | 4           |



Views  
30,083  
↑ 11.5%

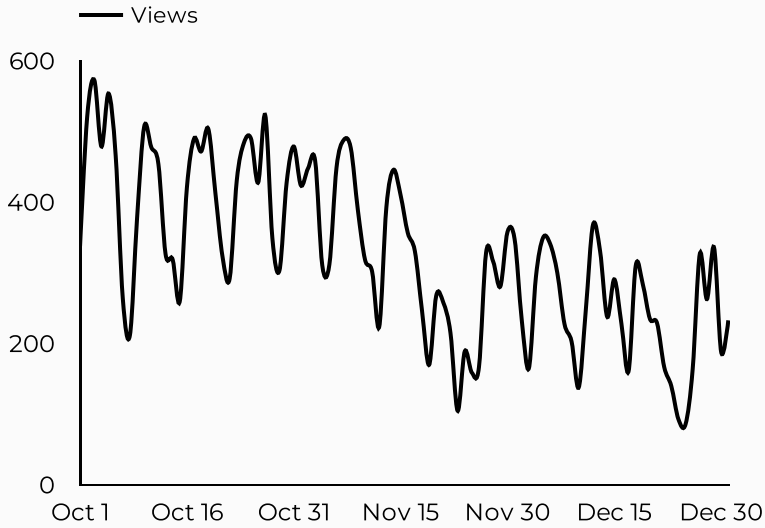
Sessions  
22,954  
↑ 9.7%

Total users  
17,088  
↑ 9.8%

New users  
8,435  
↑ 16.9% from previous year

Engagement rate  
74%  
↑ 118.7%

How is site traffic trending?

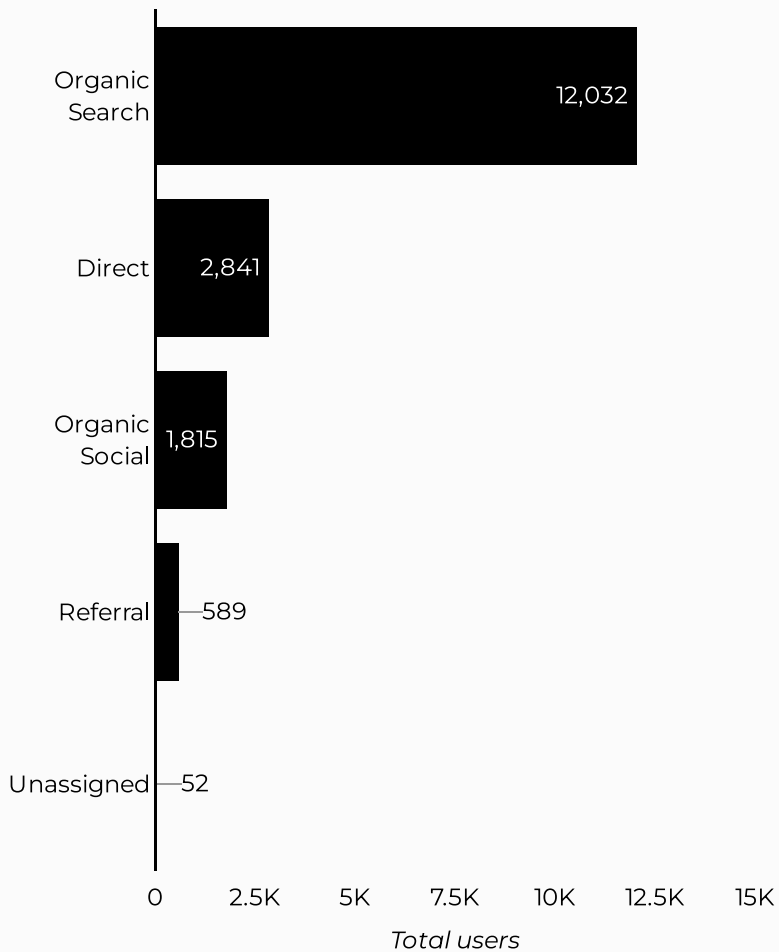


Top US Army Installations

Sorted by Total Users

| Installation          | Total users |
|-----------------------|-------------|
| jblm.armymwr.com      | 2,030       |
| campbell.armymwr.com  | 1,346       |
| hawaii.armymwr.com    | 1,172       |
| belvoir.armymwr.com   | 947         |
| moore.armymwr.com     | 881         |
| liberty.armymwr.com   | 844         |
| bliss.armymwr.com     | 840         |
| humphreys.armymwr.com | 790         |
| cavazos.armymwr.com   | 686         |
| www.armymwr.com       | 685         |

Which channels are driving traffic?



What are the top sources?

| Source          | Total users |
|-----------------|-------------|
| google          | 2,102       |
| m.facebook.com  | 262         |
| (direct)        | 149         |
| bing            | 83          |
| l.facebook.com  | 56          |
| home.army.mil   | 48          |
| lm.facebook.com | 41          |
| yahoo           | 32          |
| nflflag.com     | 28          |
| duckduckgo      | 16          |



Views  
**3,127**  
↓ -45.4%

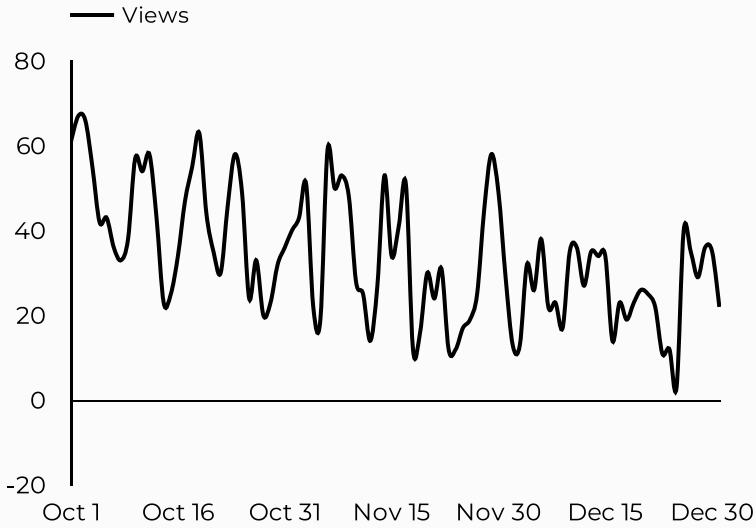
Sessions  
**2,558**  
↓ -50.8%

Total users  
**2,047**  
↓ -52.0%

New users  
**975**  
↓ -69.2% from previous year

Engagement rate  
**71%**  
↑ 88.2%

### How is site traffic trending?



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

*KPI link clicks to USAJOBS.gov.*

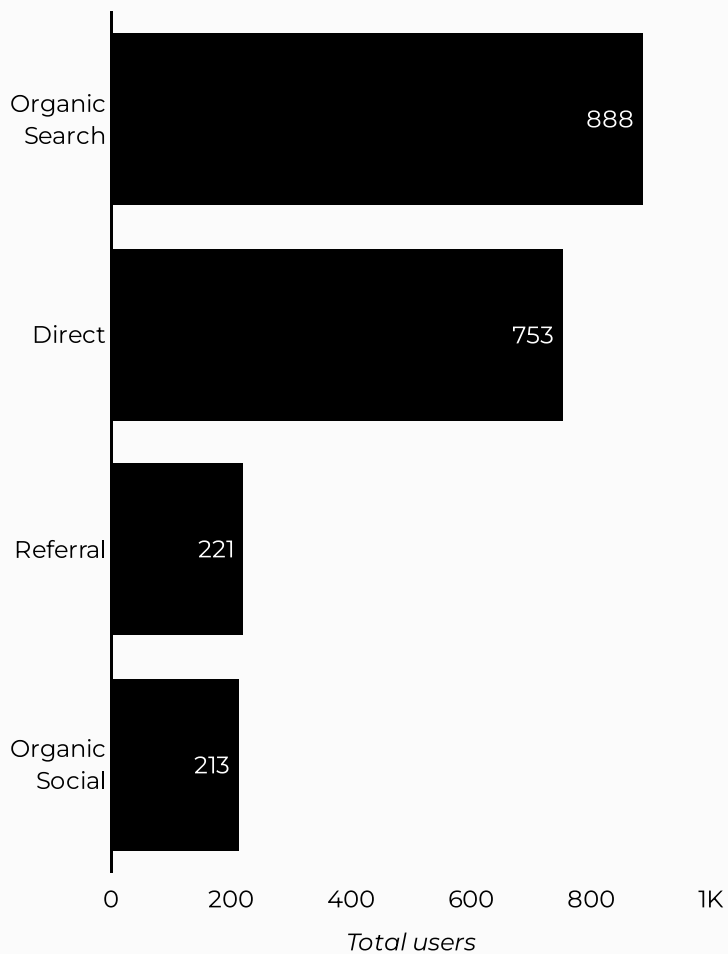
| Name        | Link Clicks |
|-------------|-------------|
| USAJOBS.gov | 988         |

### How many people took action and downloaded a PDF?

*KPI downloads of the CYS Career Guide and Rack Card.*

| Name             | Downloads |
|------------------|-----------|
| CYS Career Guide | 468       |
| Rack Card        | 84        |

### Which channels are driving traffic?





Views  
**674**

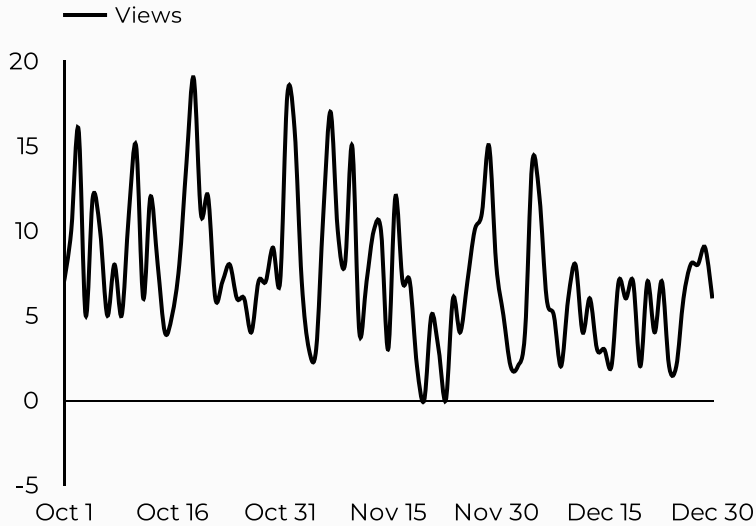
Sessions  
**609**

Total users  
**538**

New users  
**291**

Engagement rate  
**77%**

### How is site traffic trending?



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

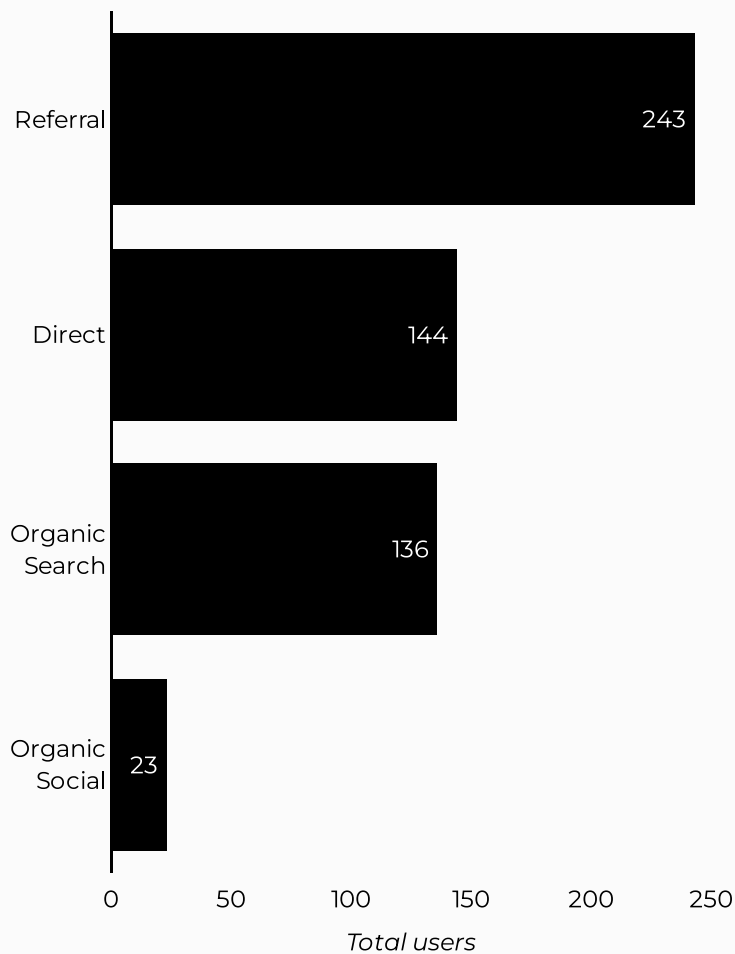
*KPI link clicks to USAJOBS.gov.*

| click_text               | Link Clicks |
|--------------------------|-------------|
| USAJOBS.gov              | 99          |
| https://www.usajobs.gov/ | 7           |

### How many people pushed play to watch a video?

| Video Name                  | Total |
|-----------------------------|-------|
| CYS Profession: Alicia Exum | 124   |

### Which channels are driving traffic?





# ARMY MWR

## Month of the Military Child

Views  
2,100

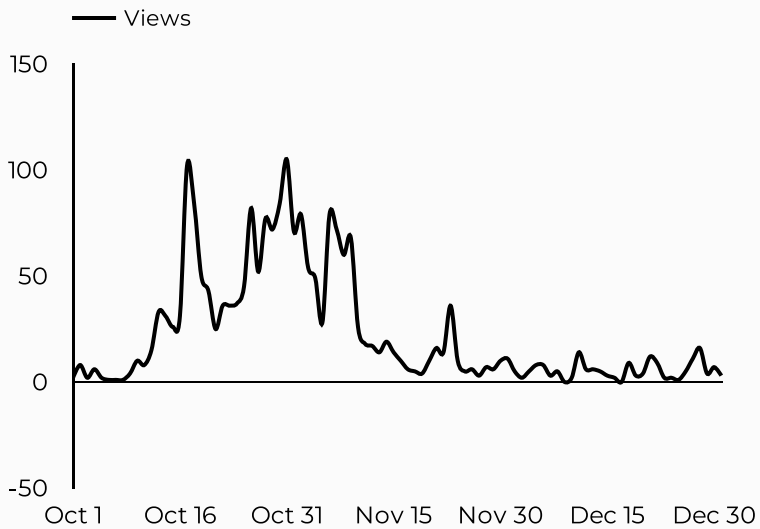
Sessions  
1,885

Total users  
1,477

New users  
840

Engagement rate  
47%

### How is site traffic trending?

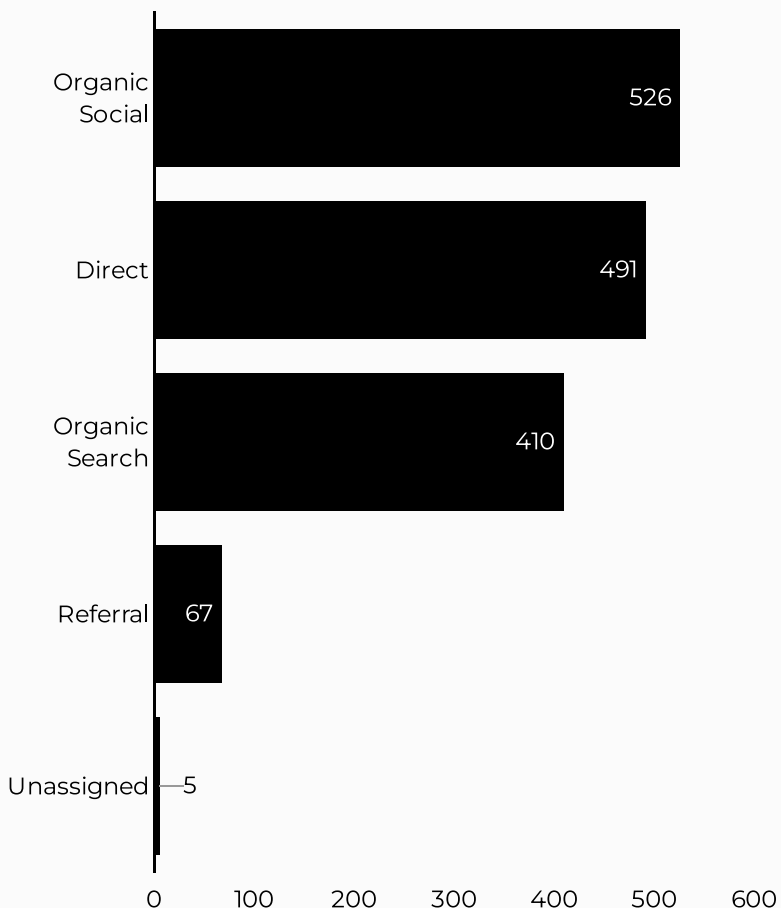


### Top US Army Installations

Sorted by Total Users

| Installation             | Total users |
|--------------------------|-------------|
| www.armymwr.com          | 1,351       |
| stewarhunter.armymwr.com | 28          |
| leonardwood.armymwr.com  | 23          |
| campbell.armymwr.com     | 12          |
| grafenwoehr.armymwr.com  | 9           |
| leavenworth.armymwr.com  | 8           |
| carson.armymwr.com       | 7           |
| riley.armymwr.com        | 6           |
| mccoy.armymwr.com        | 5           |
| jblm.armymwr.com         | 4           |

### Which channels are driving traffic?



### What are the top sources?

| Source                             | Total users |
|------------------------------------|-------------|
| google                             | 7           |
| (direct)                           | 1           |
| installations.militaryonesource... | 1           |
| m.facebook.com                     | 1           |



|     | Search                       | Total Searches | Total users  | Search Count Per User | Bounce rate  |
|-----|------------------------------|----------------|--------------|-----------------------|--------------|
| 1.  | cys                          | 98             | 74           | 1.32                  | 3.66%        |
| 2.  | sports                       | 73             | 55           | 1.33                  | 5%           |
| 3.  | jobs                         | 55             | 44           | 1.25                  | 6.82%        |
| 4.  | basketball                   | 50             | 44           | 1.14                  | 2.22%        |
| 5.  | help a family with christmas | 41             | 1            | 41                    | 0%           |
| 6.  | youth sports                 | 36             | 33           | 1.09                  | 0%           |
| 7.  | child care                   | 36             | 24           | 1.5                   | 0%           |
| 8.  | cdc                          | 33             | 28           | 1.18                  | 0%           |
| 9.  | skies                        | 31             | 25           | 1.24                  | 0%           |
| 10. | gymnastics                   | 31             | 28           | 1.11                  | 0%           |
| 11. | babysitting                  | 30             | 14           | 2.14                  | 0%           |
| 12. | careers                      | 27             | 25           | 1.08                  | 0%           |
| 13. | webtrac                      | 25             | 21           | 1.19                  | 0%           |
| 14. | soccer                       | 25             | 23           | 1.09                  | 0%           |
| 15. | teen                         | 23             | 5            | 4.6                   | 16.67%       |
| 16. | parents night out            | 20             | 13           | 1.54                  | 0%           |
| 17. | google                       | 20             | 17           | 1.18                  | 0%           |
| 18. | childcare                    | 19             | 15           | 1.27                  | 0%           |
| 19. | child support                | 18             | 3            | 6                     | 25%          |
| 20. | employment                   | 18             | 15           | 1.2                   | 6.67%        |
| 21. | youth                        | 18             | 11           | 1.64                  | 0%           |
| 22. | clean up duo                 | 18             | 1            | 18                    | 0%           |
| 23. | family member id card        | 17             | 1            | 17                    | 0%           |
| 24. | fcc                          | 17             | 15           | 1.13                  | 0%           |
| 25. | teaching strategies          | 17             | 14           | 1.21                  | 6.25%        |
| 26. | parent central services      | 16             | 14           | 1.14                  | 13.33%       |
| 27. | flag football                | 15             | 13           | 1.15                  | 0%           |
| 28. | cpr                          | 14             | 10           | 1.4                   | 9.09%        |
| 29. | daycare                      | 14             | 13           | 1.08                  | 0%           |
| 30. | baby                         | 14             | 7            | 2                     | 0%           |
| 31. | ...                          | 11             | 11           | 1                     | 0%           |
|     | <b>Grand total</b>           | <b>3,866</b>   | <b>2,635</b> | <b>1.47</b>           | <b>2.09%</b> |