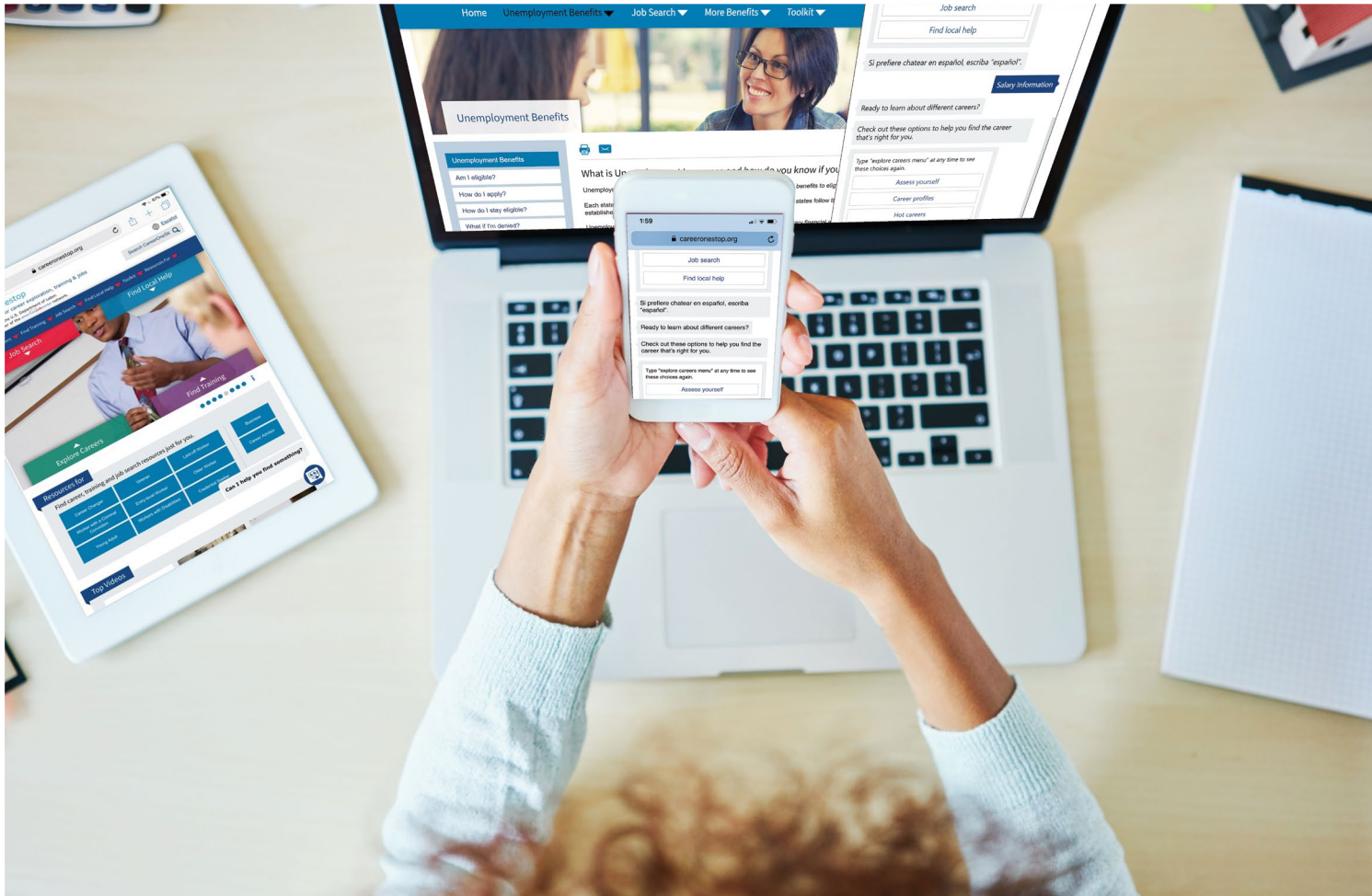# careeronestop

your source for career exploration, training & jobs

2019 Annual Highlights

www.CareerOneStop.org

Website Highlights

Career Videos

Completed production of more than 500 career videos covering nearly 800 O*NET occupations. Each 90-second video gives a career overview and highlights important tasks, education requirements, particular challenges, settings where people in the field work, and more. All videos are closed-captioned in English and Spanish.

Veterans Job Matcher

Launched a new Veterans Job Matcher tool to help transitioning service members and veterans identify civilian careers that match their military experience, and then view local job postings for the careers they're interested in.

Employment Patterns

Launched the new Employment Patterns tool that provides a snapshot of industry employment by occupation. Users simply enter an occupation of interest and find a list of industries that employ workers in that career.

Updated Veterans Portal

Expanded the Veteran and Military Transition Center portal, a one-stop website for employment, training, and financial help after military service. Updates include a new Explore Civilian Careers section, an expanded Job Search section, many new worksheets, resume samples that highlight military experience, and other veteran-specific resources based on the U.S. Department of Labor's Employment Fundamentals of Career Transition program.

Expanded API Offerings

- Externalized a unique new Validate Location and Get Areas API that enables developers to validate location input. The API also retrieves geographical areas associated with the location.

- Created a new List Occupations by Skills Match API offering that allows developers to input one occupation and location and get a list of occupations that use similar skills and knowledge.

- Modified our APIs for American Job Centers and Workforce Development Boards with the option to return all records in support of the U.S. Department of Labor's apprenticeship efforts: Get All AJCs and Get All Boards.

Refugee Assistance Finder

Expanded the previous Refugee Social Services Finder tool to include refugee career pathways programs, in addition to the refugee social service programs and other organizations that provide special services to refugees. Renamed the tool Refugee Assistance Finder to highlight these changes.

American Job Center Finder

Refreshed the American Job Center Finder tool with improvements to the user interface, download functionality, and messaging for center closures.

New Content

- Created Make a Budget, new content for transitioning service members about how to cover expenses during a job search

- Added the Applicant Tracking Systems page to the Resume Guide with tips for job seekers on how to tailor a resume to account for these software programs

What do our users say about CareerOneStop?

"I am a counselor at a community college in New Jersey. I frequently use this CareerOneStop site especially for the videos about careers students are considering. I find them motivating and helpful to students and want to thank any and all who are involved in the development and continuation of this site."

"THANK YOU for your very informative site for my students. We are developing career goals and paths as 6th and 7th graders and your website has proved to be invaluable in expanding their horizons!"

2019 Top Performers

Tool/Feature	Percentage of Total 2019 CareerOneStop Page Views
Scholarship Finder	15.1%
Interest Assessment	12.0%
Job Finder	9.3%
Career Videos	8.7%
Occupation Profile	6.7%
Skills Matcher	5.3%
Available Workforce	3.9%
Salary Finder	3.4%
Local Training Finder	2.8%
American Job Center Finder	2.1%

How did users find us in 2019?

More than half (51.5%) of CareerOneStop traffic comes from referrals from other websites.

Traffic Type Used 2019

- 18% Organic Search
- 30.5% Direct
- 51.5% Referral

Legend:
- Referral
- Direct
- Organic Search

How do our users access our site?

The majority (71%) of our users access the site on desktop computers, but mobile device usage continues to grow each year.

Device Type Used 2019

- 3% Tablet
- 26% Mobile
- 71% Desktop

Legend:
- Desktop
- Mobile
- Tablet

How many people used CareerOneStop in 2019?

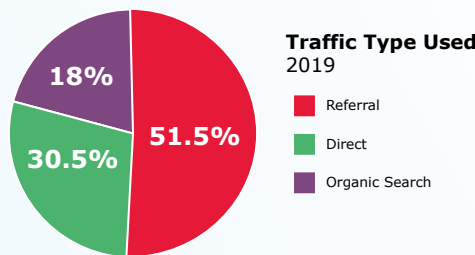CareerOneStop received more than **24 million visits**

More than **170 million pages** were viewed on CareerOneStop

CareerOneStop averaged **14 million page views** and **2 million visits** each month

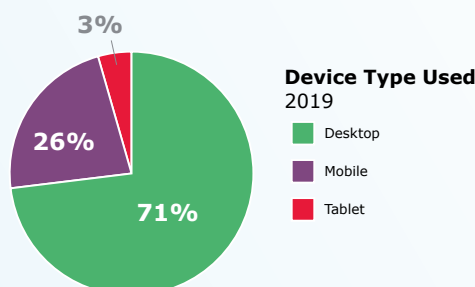CareerOneStop had a **14% annual increase** in page views from 2018 to 2019

What do users search for on CareerOneStop?

Users overwhelmingly searched for occupation titles in 2019 with the top searches being **teacher**, **lawyer, doctor, nurse**, and **vet (veterinarian)**

Non-occupational titles in the top 50 search terms were **scholarships**, **military, sports,** and **army**

2019 Outreach & Marketing Highlights

- Attended **13 national conferences** with an estimated **17,850 combined booth visitors**
- Sent **four quarterly newsletters**
- Posted **46 blog articles**
- Held **four CareerOneStop Workforce Advisory Group meetings** with 11 active members
- Maintained **five social media accounts** with daily status updates
- Printed **4,500 brochures and flyers** and **distributed 2,500 materials** requested by American Job Centers

2019 Call Center Highlights

- **Replied to 3,509 emails** from users
- **Received 795** to the CareerOneStop call center in 2019 and spoke directly to customers on 363 of those calls; the remaining calls were routed to the U.S. Department of Labor's Toll-Free Helpline for specific federally funded program assistance

2019 API Usage

Our Web APIs enable developers and other websites to use our data to enhance their services. In 2019:

- Web API users made more than **21 million data requests**
- We created and modified several API offerings, including **location validation** and **list occupations by skill match**
- LinkedIn integrated CareerOneStop certifications and license data into their user profile

Type	Users
Total number of registered users through the end of December 2019	724
Total number of active users through the end of December 2019	368
Current active users at the end of December 2019	79

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