



CareerOneStop

ANNUAL REPORT 2022



CareerOneStop.org

2022 Website Highlights

High Impact Service Provider

CareerOneStop was named a High Impact Service Provider (HISP) by the Director of the Office of Management and Budget (OMB). HISPs are identified by the scale and impact of their public-facing services in response to President Biden's December 2021 Executive Order on Transforming Federal Customer Experience and Service Delivery to Rebuild Trust in Government. The Order emphasizes the importance of managing customer experiences, especially around improving services and their delivery.

This year CareerOneStop took first steps towards collecting customer experience by launching a customer satisfaction survey in September. The survey collected more than 5,500 responses by the end of the year and will continue to run into 2023. CareerOneStop staff also kicked off an engagement with the U.S. General Services Administration (GSA) Office of Technology Transformation Services (TTS) to help investigate, discover, and determine next steps to address customer experience challenges. Additional activities will extend into the coming years.

User Accounts

[User account functionality](#) was added to the CareerOneStop website to allow users to save career and job searches, organize content pages, and share information with others from their account. Accounts allow users to personalize their experience on CareerOneStop. When users update their user account profile with details about themselves and their career and job search, they receive suggested resources based on topics of interest and are directed to their local American Job Centers to access in-person support. Users can also add or manage their subscriptions to CareerOneStop's weekly blog or quarterly newsletter from their accounts.

Practice Job Application

[Practice Job Application](#) was launched for users to practice completing real applications. The tool includes prompts for details requested on most standard job applications including contact information, employment and education history, and schedule and other preferences. Tips are given for answering questions that can be more difficult for some applicants, such as whether they have a criminal record. Users can download or print their final practice application with all the names, dates, addresses, phone numbers, and other details they will need to fill out a real application.



2022 QUICK SUMMARY

- » **High Impact Service Provider**
Improving customer experiences
- » **Launched 3 new features**
Practice Job Application
Career Clusters
How-to Guides
- » **Added User Account functionality**
- » **Updated 21 skill & ability videos**
- » **Search Engine Optimization**
Maintained ongoing best practices & launched 2 additional efforts
- » **Content Updates**
Foreign Workers page
For Spanish Speakers section
State Resource Finder added to CareerOneStop main portal
Remote jobs, virtual interviews & 'What's in demand' content added to address job seeking popularity



Career Clusters

A new [Career Clusters](#) section was created covering 17 career and industry clusters. Each cluster page includes one video covering the cluster and another video highlighting the careers within the cluster. Pages also feature links to career profiles sorted by education levels such as high-school diploma, short-term training, and associate's, bachelor's, or graduate degrees. The clusters cover the 16 Occupation Information Network (O*NET) career clusters plus the energy industry.



How-to Guides

New step-by-step pathways through CareerOneStop were created called [How-to Guides](#). Each guide includes 5-6 simple steps to achieve a career or job goal using CareerOneStop resources. Users work to complete activities at their own pace. Guides created in 2022 include: [Find career ideas](#), [Find a job now](#), [Switch careers](#), and [After a layoff](#). Each guide is available as a PDF workbook to download and print. Additional guides will be added in coming years.

Videos

Videos continue to be a popular avenue for users to consume CareerOneStop content. In 2022, CareerOneStop and the CareerOneStop YouTube channel had more than 4.5 million combined plays and views. This year, all 21 [skill and ability videos](#) were posted with updated scripts and imagery.

Improved Design

Several tools migrated to Bootstrap, a more modern development framework. This ongoing maintenance project allows a refresh of the tools as they migrate to the site's responsive and mobile-friendly template. Tools updated in 2022 included Scholarship Finder, Interest Assessment, State Resource Finder, Highest-Paying Careers, and 21 additional tools and reports.

Search Engine Optimization

In addition to ongoing search engine optimization (SEO) best practices, two additional efforts were made in 2022 to help search engines understand the content and data available on CareerOneStop. The government office schema was added to the [American Job Center Finder](#) to allow search engines like Google to easily find, categorize, and display the data as government office data. Eighteen [competency models](#) on the Competency Model Clearinghouse were made available using the CTDL-ASN schema developed by Credential Engine. This helps software or system developers include these competency model frameworks in their projects or interpret the data as outlines, spreadsheets, or diagrams.



2022 Website Highlights, continued

Content Updates

- » Created a [Foreign Workers](#) page to outline the process for citizens of other countries to work in the United States.
- » Added a [Resources For Spanish Speakers](#) section on the homepage to highlight how to translate all CareerOneStop resources into Spanish.
- » Added [State Resource Finder](#) to the main CareerOneStop portal to highlight state-specific links for job search, career information, training and education, unemployment services, health care, housing, and more benefits.
- » Added [Remote Jobs](#), [Virtual Interviews](#), and [What's in Demand?](#) content to address evolving job seeker needs.



What do users say about CareerOneStop?

“We love all of the tools, videos and information you have available! We look forward to sharing many more of your posts and telling our career seekers and employers to take a look at all that you have to offer too! Thanks for all that you do!”

– *Workforce Development Organization*

“As an employment workshop facilitator for the DOL we use CareerOneStop pretty heavily with our #transitioningmilitary...it really is a one stop shop for all things career.”

– *Employment Workshop Facilitator*

“We use excellent resources like [CareerOneStop] to help students research promising careers of interest & to find out what their educational and skill requirements are.”

– *University Career Readiness Program Staff Member*

“Love the [How-to Guides]. Makes the career planning process more organized and they ensure one addresses things one must consider to make good career-related decisions.”

– *Global Career Development Facilitator*

“I am looking forward to serve my youth with what was presented today.”

– *Webinar Participant*



How many people used CareerOneStop in 2022?

- » CareerOneStop received more than **11 million visits**
- » More than **82 million pages** were viewed on CareerOneStop
- » CareerOneStop averaged just under **7 million page views** and more than **950,000 visits** each month



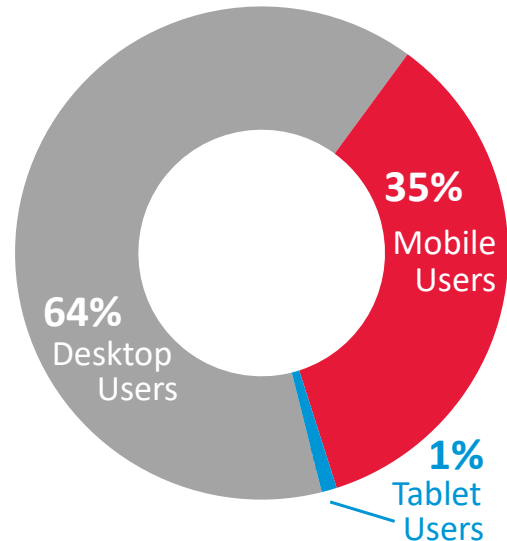
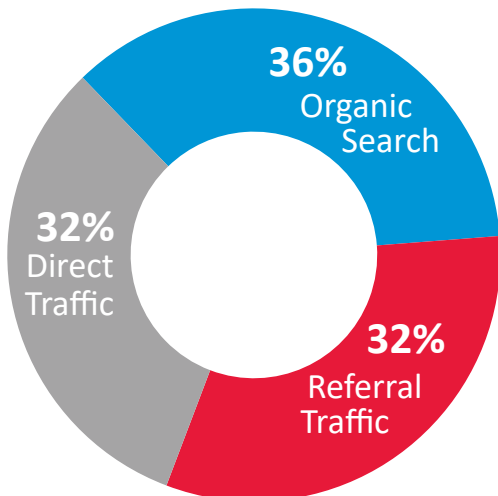
2022 Top Performers

Tool/Feature	Total % of Page Views
Interest Assessment	21.9%
Scholarship Finder	13.2%
Job Search	12.0%
Occupation Profile	8.0%
Career Videos	5.6%
Highest Paying Careers	3.9%
Skills Matcher	3.2%
American Job Center Finder	1.6%
Unemployment Benefits	1.4%
Local Training Finder	1.4%

The [CareerOneStop ReEntry](#) portal had **19.2 million page views** in 2022, a 16% increase from 2021.

How did users find us in 2022?

How do users access the site?



What do users search for on CareerOneStop?

- » Users overwhelmingly searched for occupation titles in 2022 with the top searches being **human resources specialist, lawyer, data analyst, teacher, and nurse**
- » Top non-occupational search terms were **scholarships, GED, videos, interest assessment, and resume**

Outreach & Marketing Highlights

- » Attended **seven national conferences and one national virtual conference**, with an estimated **9,850 combined attendees**
- » Presented **two webinars and four presentations** with an estimated **2,332 combined participants**
- » Sent **four quarterly newsletters**
- » Posted **48 blog articles**
- » Held **three CareerOneStop Workforce Advisory Group meetings** with 12 active members
- » Sent **two e-blasts**: one promoted CareerOneStop APIs and the second promoted youth resources to the National Association of Workforce Development Professionals (NAWDP) Youth conference list
- » Maintained **four social media accounts** with daily status updates (Facebook, Twitter, LinkedIn, and Instagram) and **two social media accounts** with topical updates (Pinterest and YouTube)
 - Reached **71,105 total followers** across the six social media platforms
 - Posted **901 organic (non-paid) posts** that resulted in **22,029 website clicks** and **3,051,142 impressions**
- » Ran **9 advertisements** that resulted in **125,055 website clicks** and **10,416,931 impressions**
- » Distributed **250 brochures and flyers** requested by American Job Centers
- » Had total of **700,532 chatbot interactions**



Customer Service Highlights

- » Replied to **2,375 emails** from users
- » Received **818 calls** to the CareerOneStop call center and routed these calls to the U.S. Department of Labor's Toll-Free Helpline for specific federally funded program assistance

API Highlights

CareerOneStop Web APIs enable developers and other websites to use CareerOneStop data to enhance their services. In 2022:

- » Web API users made more than **241 million data requests**.
- » Created new **get salary details** API offering to return hourly wage and annual salary data for occupations in a location.
- » Modified the **list businesses** API offering to allow for searches of businesses without a keyword or location.

Type (through end of December 2022)	Users
Total registered users	1,015
Total active users	382
Current active users	107

