

careeronestop

your source for career exploration, training & jobs



2020 Annual Highlights

www.CareerOneStop.org

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Department of Labor





2020 Highlight

At the beginning of the pandemic, millions of Americans faced widespread unemployment and loss of access to in-person support systems. The CareerOneStop team leveraged the CareerOneStop platform to assist job seekers and intermediaries with their rapidly evolving needs such as applying for unemployment benefits, finding work, and if necessary, considering a new career. The team added unemployment insurance information to the CareerOneStop homepage, updated unemployment insurance FAQs daily, and posted time-sensitive blog articles on topics such as which industries were hiring and job search tips during a pandemic. As a result of this initial work, CareerOneStop experienced a huge spike in traffic with nearly 23 million page views in April, a 250% increase over pre-pandemic levels.

The team also launched an **Employment Recovery** portal, a one-stop resource to help people meet their short-term employment assistance needs during the pandemic. The portal also helps people achieve their longer-term goals, such as adjusting career plans in light of the evolving job market. The portal supports the mission of the U.S. Department of Labor to promote the welfare of American wage earners and job seekers, as well as to assure access to work-related benefits and rights.

This work established CareerOneStop as an authoritative source for both job seekers and workforce professionals. During the pandemic, CareerOneStop was nationally recognized and mentioned by several publications including *The New York Times* and several television news programs such as

MSNBC and the Today Show. Traffic to CareerOneStop's unemployment insurance related content surged to nearly 10 million page views. As traffic continued to rise and more sites linked to CareerOneStop, Google reached out to the team to collaborate. Google recognized CareerOneStop's **Unemployment Insurance FAQs** as authoritative and as a result, CareerOneStop's content and FAQs became featured content in Google's "Common Questions" search results feature.

*CareerOneStop experienced a huge spike in traffic with **nearly 23 million page views** in April, a **250% increase** over pre-pandemic levels.*



Website Highlights

Work Values Matcher

Launched the [Work Values Matcher](#) tool, a quick, 20-question online card sort activity that helps users identify the aspects of work they most value, find careers that match their personal work values, and learn how to identify a workplace that shares similar values.

Find a Remote Job

Launched a new [Find a Remote Job](#) tool to connect employers and job seekers with job opportunities that do not require the worker to be onsite. Listings include postings from state job banks and private employers that use the word “remote” in the posting. The tool is featured on the Employment Recovery portal that was launched during the pandemic.

Job Opening Detail

Added details about each job opening listed on the [Job Finder](#). Details are employer-specific, but often include a description of the job and requirements of the position. Job opening details were also added to [CareerOneStop ReEntry](#) which makes them viewable on the version of CareerOneStop used within correctional facilities.

Compare Salaries

Launched a new [Compare Salaries](#) tool that allows users to compare how much they might earn in different careers and in different parts of the country.

Videos

Completed production of several different types of videos, closed-captioned in English and Spanish, including:

- Sixteen career [cluster/industry videos](#) that show the industries and types of organizations that typically employ workers in eight industry/career cluster groups, including finance and health science
- [Unemployment Tips](#) video that answers

general questions about how to file for unemployment

- [Occupation Profile](#) overview video that provides a tour of the Occupation Profile tool

Civilian-to-Military Occupation Translator

Updated the [Civilian-to-Military Occupation Translator](#) tool with a mobile-friendly design and integration of the O*NET API for the underlying crosswalk.

Enhanced License Finder

Launched an updated [License Finder](#) tool with new fields for detailed license information, including whether there are continuing education requirements related to the license, restrictions related to criminal records that users need to know, or other requirements related to work experience or having a degree.

55+ Workers

Revised the Older Workers section and renamed it [55+ Workers](#) to address current workforce and employment trends, including virtual interviewing tips, suggestions for free and low-cost online and technical training, and common social media platforms for job search and employment networking.

New Content

- Published new footer pages for users to find information on all CareerOneStop [Data Sources](#) and how to [Cite this Website](#)
- Added new [Federal Employment](#) section for job seekers
- Added new [Career Cluster](#) page highlighting the new industry/cluster videos





What do users say about CareerOneStop?

"Your [Employment Recovery] portal is a terrific resource – thank you so much. I know it will help many people!"
– Tweeted by Alison Doyle, The Balance Careers and Career Tool Belt

"I wanted to write to let you know how pleased I am with [CareerOneStop]. I'm hoping to use it with my Adult Basic Education students this semester."
– Adult Basic Education Instructor

"You are amazing. I just want to thank you for all the help you gave to us. You were our little unemployment angel... Of all the people I emailed and called you were literally the only person that responded... I just hope you know what a difference you made for us. For me, a mom across the Pacific Ocean from my daughter in a global pandemic which is a horrible feeling. Yet, your simple acts of kindness made all the difference to me and my daughter." – Customer Email

2020 Most Popular Tools

The [Unemployment Benefits Finder](#) saw the largest single share of tool usage (20.7%) in 2020 as a result of the pandemic.

Tool/Feature	Percentage of Total 2020 CareerOneStop Page Views
Unemployment Benefits Finder	20.7%
Interest Assessment	10.8%
Scholarship Finder	10.3%
Job Finder	6.5%
Career Videos	5.9%
Occupation Profile	4.1%
American Job Center Finder	4.1%
Skills Matcher	3.7%
Salary Finder	1.8%
Local Training Finder	1.5%

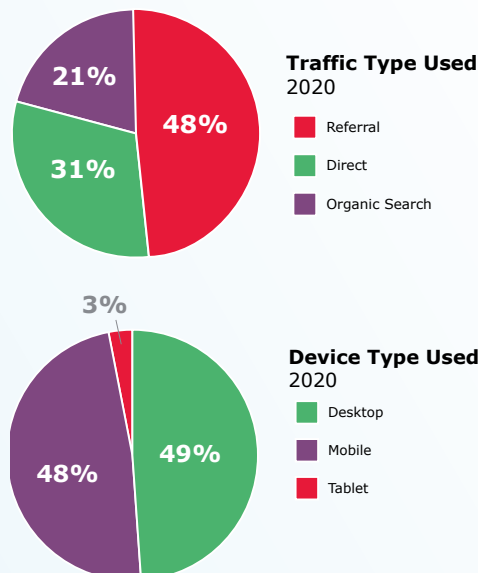
The [CareerOneStop ReEntry](#) portal had significant traffic in 2020 with 8.8 million page views. The site was used in at least 197 local and state facilities in 30 different states.

How did users find CareerOneStop in 2020?

Almost half (48%) of CareerOneStop traffic comes from referrals, or links to CareerOneStop pages from other websites.

How do users access CareerOneStop?

In 2020, visits to CareerOneStop were nearly evenly split between desktop computers and mobile devices. The increase this year in mobile was most pronounced during the height of the pandemic, driven mostly by unemployment insurance content and tool usage.



How many people used CareerOneStop in 2020?

CareerOneStop received more than **44 million visits**

More than **178 million pages** were viewed on CareerOneStop

CareerOneStop averaged almost **15 million page views** and **3 million visits** each month

CareerOneStop had a **47% annual increase** in page views from 2019 to 2020

What do users search for on CareerOneStop?

Users overwhelmingly searched for occupation titles in 2020 with the top searches being **lawyer, teacher nurse, doctor**

The fifth most popular search term was **unemployment**, a sizeable increase from previous years

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



2020 Outreach & Marketing Highlights



2020 Outreach & Marketing Highlights

- Attended **three national conferences** – one of which was virtual – with an estimated **5,900 combined booth visitors**
- Sent **four quarterly newsletters**
- Posted **43 blog articles**
- Held **six CareerOneStop Workforce Advisory Group meetings** with 12 active members
- Sent **three national press releases**
- Maintained **five social media accounts** with daily status updates
- Printed **500 brochures and flyers** and **distributed 1,500 materials** requested by American Job Centers
- Had total of **2,411,018 chatbot interactions**

2020 Call Center Highlights

- **Replied to 15,064 emails** from users, a 329% increase from 2019
- **Spoke to 69 customers by phone**, an 81% decrease from calls received in 2019. The change was due to the discontinuation of phone support in March when calls were routed to the U.S. Department of Labor's Toll-Free Helpline for specific federally funded program assistance

2020 API Usage

CareerOneStop Web APIs enable developers and other websites to use CareerOneStop's data to enhance their services. In 2020:

- More than **170 million data requests came from Web API users**
- Several new API offerings were created, including **compare salaries by location, compare salaries by occupation, and list youth program contacts**
- Several API offerings were modified, including the ability to return all **American Job Centers and Workforce Development Boards**, return more than 500 jobs in **list jobs**, and enable searches by additional taxonomies in **list occupations by keyword**

Type	Users
Total number of registered users through end of December 2020	924
Total number of active users through the end of December 2020	514
Current active users at the end of December 2020	115