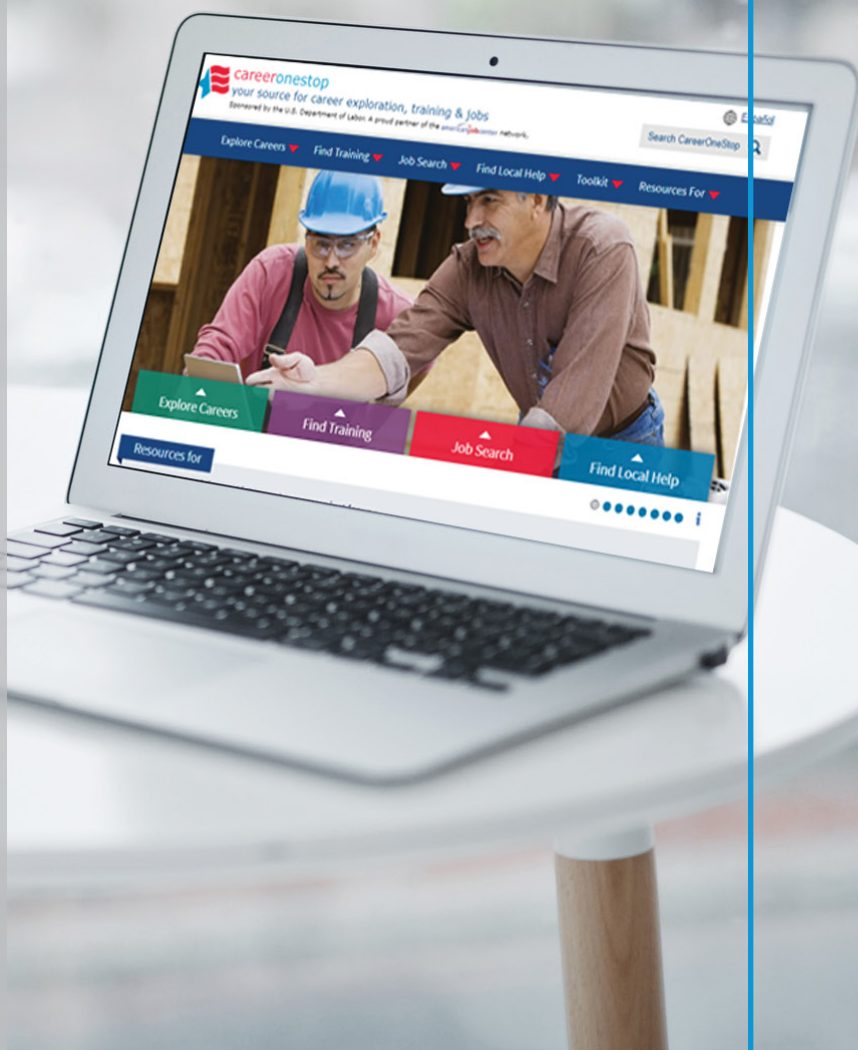




CareerOneStop

ANNUAL REPORT 2021



[CareerOneStop.org](https://www.CareerOneStop.org)

2021 Website Highlights

Emphasis on Employment Recovery

As the pandemic moved into 2021, CareerOneStop continued to provide updated content and resources for users to navigate changes in the evolving job market. Most updates were made to the [Employment Recovery](#) portal including:

- » Updating [Who's Hiring](#) with current Department of Labor jobs report and Employment Situation data on a monthly basis
- » Adding the latest information about financial assistance for insurance premiums and costs, as well as mortgage assistance, rental assistance, and eviction moratorium updates
- » Adding Pell grant information for unemployment insurance recipients, as well as Child Tax Credit and student loan updates
- » Updating FAQs on changes to unemployment insurance and health care information

ReEntry Program Finder

Launched the [ReEntry Program Finder](#) tool which lists programs in every state that specialize in helping people navigate the barriers caused by having a criminal record. Users can search by city, state, or ZIP code, and can find program contact information, location, map, directions, and website links. The programs listed offer a variety of services including employment and training help, housing assistance, chemical dependency treatment referrals, mental health services, and other related services.

Compare Cost of Living

Launched [Compare Cost of Living](#) to help users understand how much more or less living in a different location might cost. Users enter a current location and salary (or hourly wage), and the tool returns the salary or wage amount that would pay for a similar lifestyle in the new, selected location.

Largest Employers

Launched [Largest Employers](#) as a separate tool. Users create a list of the top 150 employers with the most employees in a selected state. Users can then link out to more details about any of the employers on the list, including physical address, map, key contact information, website, and more.



Videos

Completed production of several videos, including:

- » An additional 20 in our [series of career cluster/industry videos](#). Each cluster includes two videos: the first video is an overview of the entire cluster and the second highlights careers at different education levels in that cluster.
- » A [COS Overview video](#) with a quick tour of the key CareerOneStop resources for career advisors and other workforce professionals
- » A [promotional video](#) highlighting the unique features of the Occupation Profile

mySkills myFuture

Updated the [mySkills myFuture](#) site with a refreshed, mobile-friendly design to allow a better experience for those using the site on phones and tablets.

Expanded Job Search Functionality

Added ZipRecruiter as an additional job listing source to the [Job Finder](#) tool allowing users to select one of four sources to view job postings.

Improved Search Functionality

Migrated CareerOneStop tools, APIs, and site search to a new software called Elasticsearch. This nine-month project impacted 11 tools on CareerOneStop and mySkills myFuture, including Certification Finder, American Job Center (AJC) Finder, and Scholarship Finder. This project improved quality and performance of searches.

Occupational Maintenance

Successfully transitioned to two new occupational taxonomies (SOC 2018 and O*NET 2019) to take advantage of updated occupational classifications. This significant maintenance effort included updates to 60 different data tables, logic and code updates in 12 packages and five views, and testing of more than 30 tools across the CareerOneStop sites and portals.



2021 QUICK SUMMARY

- » **Emphasis on Employment Recovery**
 - Continual content updates
- » **Launched 3 new tools**
 - ReEntry Program Finder
 - Compare Cost of Living
 - Largest Employers
- » **Created 22 new videos**
 - Career Cluster/ Industry
 - COS Overview
 - Occupation Profile promotional
- » **Updated mySkills myFuture**
 - Refreshed for mobile and tablet users
- » **Expanded Job Search Functionality**
 - Added ZipRecruiter
- » **Improved Search Functionality**
 - Migrated to Elasticsearch to improve quality and performance
- » **Occupational Maintenance**
 - Successful transition to 2 new occupational taxonomies
- » **New Content**
 - Expanded short-term training content and added Work from Home content



2021 Website Highlights, continued

New Content

- » Expanded [Short-term Training](#) content pages with additional free and low-cost training options
- » Added new [Work from Home](#) content page to address the increased popularity of work-from-home opportunities featuring the Find a Remote Job tool



What do users say about CareerOneStop?

I love the resources in CareerOneStop. Thanks for all the great work you do.

– *Virtual Conference Participant*

Your site was a great resource for me as I transitioned out of the Army after 23 years. I recommend to Veterans and Spouses to make sure they add your site as part of their plan.

– *Virtual Conference Participant*

This is a great website! So many great ways to learn and prepare here.

– *Social Media Comment*

The content of this webinar was excellent. The information learned is just what I needed to help enhance my career readiness classes that I teach virtually in the high schools. Also, the find a job now information was something that I have been looking for. Thank you for sharing these tools that will serve useful in my line of work.

– *WorkforceGPS Webinar Participant*

I love this resource and recommend it as my favorite career resources to my patrons and colleagues.

– *Librarian*



How many people used CareerOneStop in 2021?

- » Received more than **30 million visits**
- » More than **182 million pages** were viewed
- » Averaged more than **15 million page views** and more than **2.5 million visits** each month
- » A year over year **page-view decline of 8%** (a result of the dramatic spike in traffic to CareerOneStop's unemployment related content and tools during the height of the COVID-19 pandemic), however a **20% increase in annual traffic** compared to 2019



2021 Top Performers

Tool/Feature	Total % of Page Views	Tool/Feature	Total % of Page Views
Interest Assessment	16.8%	Career Videos	5.8%
Job Search	15.4%	Skills Matcher	4.7%
Scholarship Finder	10.4%	American Job Center Finder	3.9%
Occupation Profile	6.3%	Highest Paying Careers	1.9%
Unemployment Benefits	5.8%	Find Training	1.2%

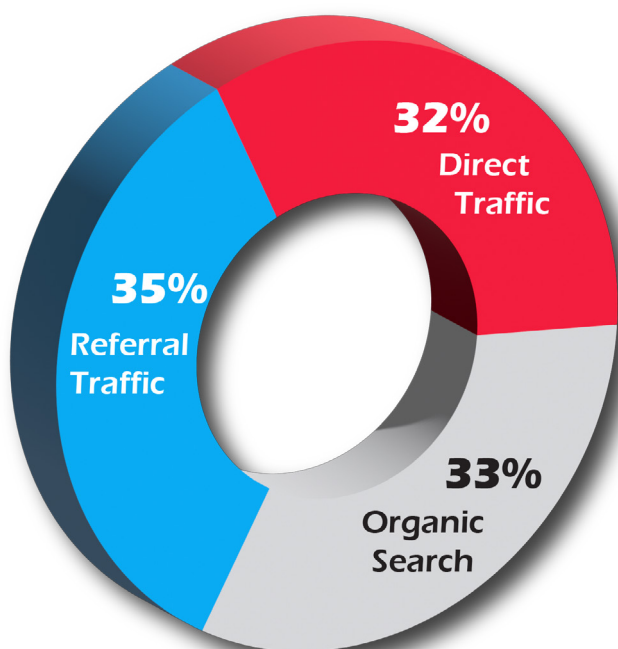
The [CareerOneStop ReEntry](#) portal (with links disabled to facilitate use inside correctional facilities), had significant growth, jumping from 8.8 million page views in 2020 to 16.6 million in 2021, an increase of 89%.

What do users search for on CareerOneStop?

- » Users overwhelmingly searched for occupation titles in 2021 with the top titles being **lawyer, teacher, nurse, doctor, and chef**
- » The most popular search term outside of occupation titles was **scholarships** (ranking 13th)
- » Additional non-occupational titles in the top 50 search terms were **military, sports, and videos**

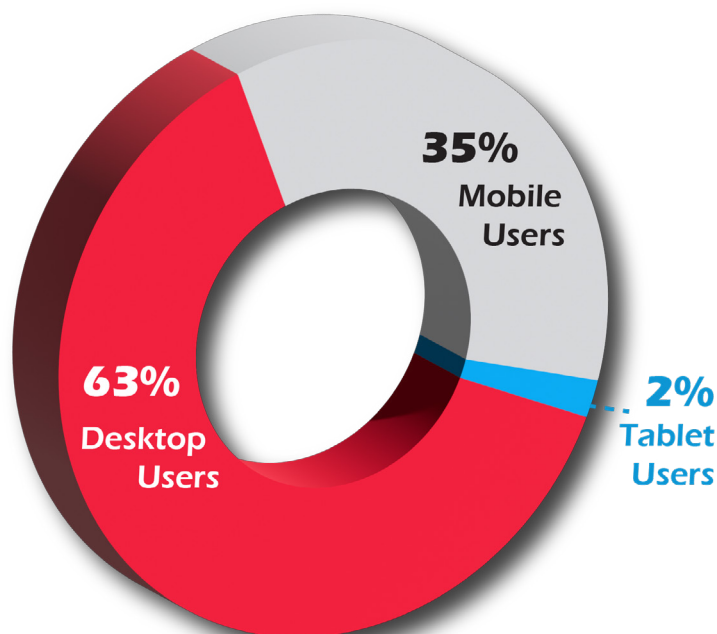
How did users find us in 2021?

CareerOneStop traffic is split almost evenly between all three sources.



How do our users access our site?

The majority (63%) of our users access CareerOneStop on desktop computers, but mobile device usage continues to grow each year.





2021 Outreach & Marketing Highlights

- » Attended **two virtual national conferences**, with an estimated **675 combined attendees**
- » Presented **10 webinars** with an estimated **8,528 combined participants**
- » Facilitated **four presentations**
- » Recorded **one podcast** about older workers for the [Dignity of Work podcast](#)
- » Sent **four quarterly newsletters**
- » Posted **47 blog articles**
- » Wrote an **article** for the *Career Planning and Adult Development Journal*
- » Held **four CareerOneStop Workforce Advisory Group meetings** with 12 active members
- » Sent **one national press release** to promote skills transferability and the mySkills myFuture website
- » Reached **61,931 total social media followers** across six platforms
 - Four accounts with daily status updates (Facebook, Instagram, LinkedIn, and Twitter)
 - Two accounts with ongoing topical updates (Pinterest and YouTube)
- » Distributed **200 brochures and flyers** requested by American Job Centers
- » Had total of **1,349,153 chatbot interactions**

Expanded Outreach to Workforce Professionals

CareerOneStop presented a webinar on the WorkforceGPS platform in late 2020 entitled “Using CareerOneStop to Provide Career and Job Services” to help intermediaries continue to offer their services to customers while navigating COVID-19 isolation and office closure restrictions. The Department of Labor (DOL) requested more detailed webinars on each of the themes from the original presentation. Staff presented **five webinars** on this topic in 2021 to a combined **total of 5,267 participants** on how to use CareerOneStop to provide virtual services to:



Expanded Outreach to Workforce Professionals, continued

- » Find immediate employment and apply for unemployment benefits
- » Help new college graduates
- » Change occupations or industries
- » Develop new skills and knowledge
- » Provide a successful reentry transition inside and outside of correctional facilities

In addition to the series above, staff presented five additional webinars throughout the year:

- » Tools to help your customers get back to work
- » New users to CareerOneStop
- » CareerOneStop – Career counseling through a pandemic
- » Virtual and remote reemployment services and eligibility assessment (RESEA)
- » Tools to help youth find jobs

2021 Customer Service Highlights

- » CareerOneStop **replied to 2,921 emails** from users
- » CareerOneStop **received 602 calls** to its call center and routed those calls to the U.S. Department of Labor's Toll-Free Helpline for specific federally funded program assistance

2021 API Usage

Our Web APIs enable developers and other websites to use our data to enhance their services. In 2021:

- » Web API users made more than **375 million data requests, an increase of 120%** compared to 2020
- » Created several new API offerings: **list reentry program contacts, list all reentry programs, and list all youth programs**. State partners were given access to two APIs this year: **list businesses** and **get businesses by ID**.
- » Modified several API offerings to transition to the new occupational taxonomies and Elasticsearch
- » Added a new U.S. search option in **get occupation details** and removed several outdated services

Type (through end of December 2021)	Users
Total registered users	1,010
Total active users	405
Current active users	116

