

2024

ANNUAL REPORT

CareerOneStop.org



Our Purpose

Job seekers and career explorers can easily access trustworthy information to consider their occupation-related opportunities.

Highlights

Customer Experience

Continued emphasis on improving user satisfaction and emphasizing customer experience in our service delivery.

Customer Satisfaction

As a High-Impact Service Provider, CareerOneStop asks its customers whether they trusted the Department of Labor's Employment and Training Administration (ETA) to meet public needs. CareerOneStop continues to receive positive trust ratings from customers who responded.

In 2024, 82% of respondents stated that they trusted ETA's CareerOneStop:

"I have been out of the job market for 21 years and needed to catch up for 2024 with thank you notes for interviews, salary expectations, cover letters. Your website was very helpful!"
– *Unemployed Adult*

"This has been key in making me successful with clients in the career center."
– *Job Center Counselor*

87% of API users surveyed were satisfied with APIs and technical information provided

"It has worked flawlessly all these years. Hats off to you all and thank you for your services."
– *CareerOneStop API user*



Highlights continued

Usability Testing

Two usability studies were conducted in 2024. We observed 22 representative CareerOneStop users to gain insight into modifications for the Job Finder, User Accounts, How-to Guides, Video Findability, and Accordion Behavior.

Development

- Added training from public and private non-profits and other providers across the United States to the [Local Training Finder](#) tool. Expanded the ability for users to search for meaningful credentials for their career readiness and job qualifications.
- Created new section for [New Americans](#). Helps refugees, immigrants, other recent arrivals to the United States, and those who help them find career, training, and job search resources to find and secure employment.

What do users say about CareerOneStop?



“This is amazing. I have been looking for a tool like this that is so comprehensive and links you to jobs, able to filter by disability. Man. So great!”

– *Older Worker Webinar Participant*

“Your Website is exceptional. I was a University Academic Advisor for 20 years and the information here students would greatly benefit from reviewing!!”

– *Former University Academic Advisor*

“I love this website as veteran considering a discontinuation of service”

– *Transitioning Veteran*

“A wealth of information and the most informative I have seen in quite some time. I will definitely use the site and share within my participants in the local SCSEP. Thank You All.”

– *SCSEP Program Older Worker Webinar Participant*

“I appreciated that all the information was easy to sort for exactly what criteria I was looking for, as well as being thorough, but concise, so I could get a good understanding of various career paths quickly.”

– *Unemployed Adult*



How many people used CareerOneStop in 2024?

- CareerOneStop received almost **18 million visits** and had more than **185 million pages** viewed
- The **CareerOneStop ReEntry portal** had more than 2 million of these visits and more than 73.5 million page views
- CareerOneStop averaged **15.4 million page views** and just under **1.5 million visits** each month



API Usage

Our Web APIs enable developers and other websites to use our data to enhance their services. In 2024 Web API users made more than **296 million data requests**, a slight decrease (-16%) from last year.

2024 Top Performers



Tool/Feature	Total Page Views
Interest Assessment	20.5 million
Job Finder	15.4 million
Scholarship Finder	10.7 million
Occupation Profile	8.1 million
Explore Careers Section	5.6 million



Outreach & Marketing Highlights

- Spread the word about CareerOneStop and networked with 11,200 workforce professionals at **10 national conferences and one virtual conference**
- Empowered more than 4,390 workforce professionals through **webinars and presentations** to effectively use our website and enhance their service delivery to job seekers and students
- Engaged 11 **advisory group members** at five meetings to share information and collaborate on user research, content development, and technology advancements.
- Spread awareness of CareerOneStop in many ways:
 - » Sent four quarterly **newsletters** to 4,401 subscribers
 - » Posted 13 **blog articles** to 842 subscribers
 - » Maintained five **social media accounts** with 88,969 total followers, a 15% increase in net audience growth across platforms from last year
 - Engagement increased compared to last year with a 218% increase in post-link clicks (57,000+ total), a 34% increase in engagements (197,000+ actions total) and a 46% increase in impressions (4.5+ million total).
 - » Ran 100 **advertisements** seeing similar engagement to last year with 270,707 website clicks

Customer Service Highlights

Interacted with 4,463 emails from users to answer questions and provide clarity about how to apply to jobs, post jobs, find training, and other questions.

