2023 HISP CX Action Plan

Employee Training Administration

As a High Impact Service Provider (HISP), ETA focuses on service assessment, collecting customer feedback, and making measured improvements for two designated services:

1) **Searching for careers, training, and workforce services using CareerOneStop:** CareerOneStop provides job seekers, students, workers, workforce intermediaries, and employers with an online website for information on jobs, career pathways, training opportunities, UI benefits, and local American Job Centers.

2) **Using CareerOneStop APIs to integrate into web content:** CareerOneStop has over 1,000 registered public and private API users, such as Indeed, Monster, state labor market information offices, state workforce agencies, colleges, and research institutions. Providing APIs to both public and private sector websites improves the public's access to quality information.

What we delivered in 2023:

- **Redesigned frontpage and improved navigation of CareerOneStop**
  ETA redesigned the frontpage of the CareerOneStop website to improve navigation, prioritize key user contents, and set up an active customer feedback system.

- **Identified priority pages for redesign**
  ETA completed customer feedback research with underserved community populations to develop a list of priority pages for redesign. Redesigning these pages should improve access to critical information that meets the needs of these customers.

What we commit to deliver in 2024:

- **Test new website design and content for CareerOneStop customers**
  ETA will create and test designs in focus groups with user groups to select final versions to launch to the CareerOneStop website.

- **Improve integration of CareerOneStop data with external users**
  ETA will conduct customer research with API users such as Indeed, Monster, and state labor offices, to develop a plan of action to improve interoperability of data to better serve customer needs.