

BLS User Roundtable

Association of Public Data Users

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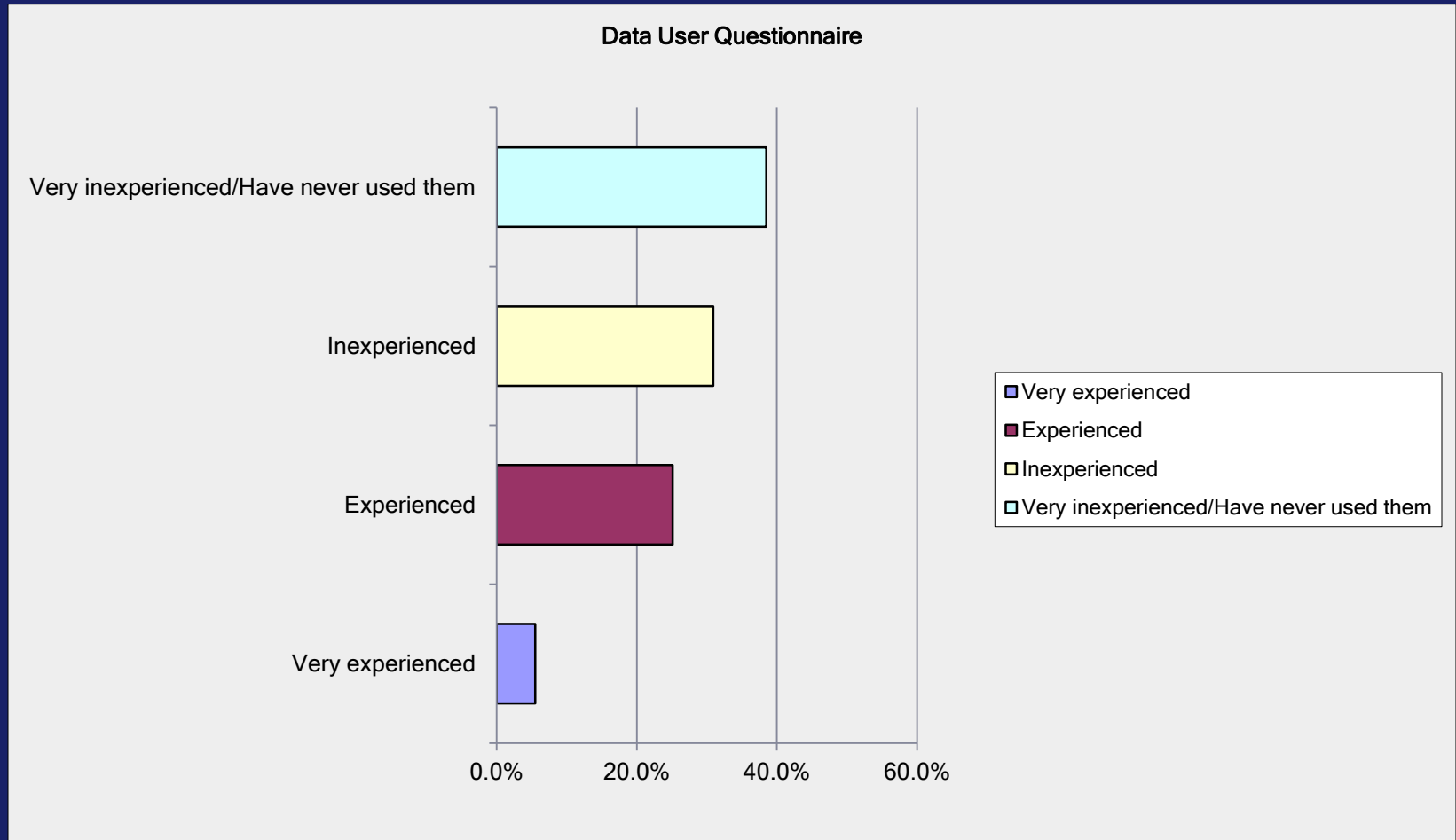
Associate Commissioner
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Sept. 12, 2012

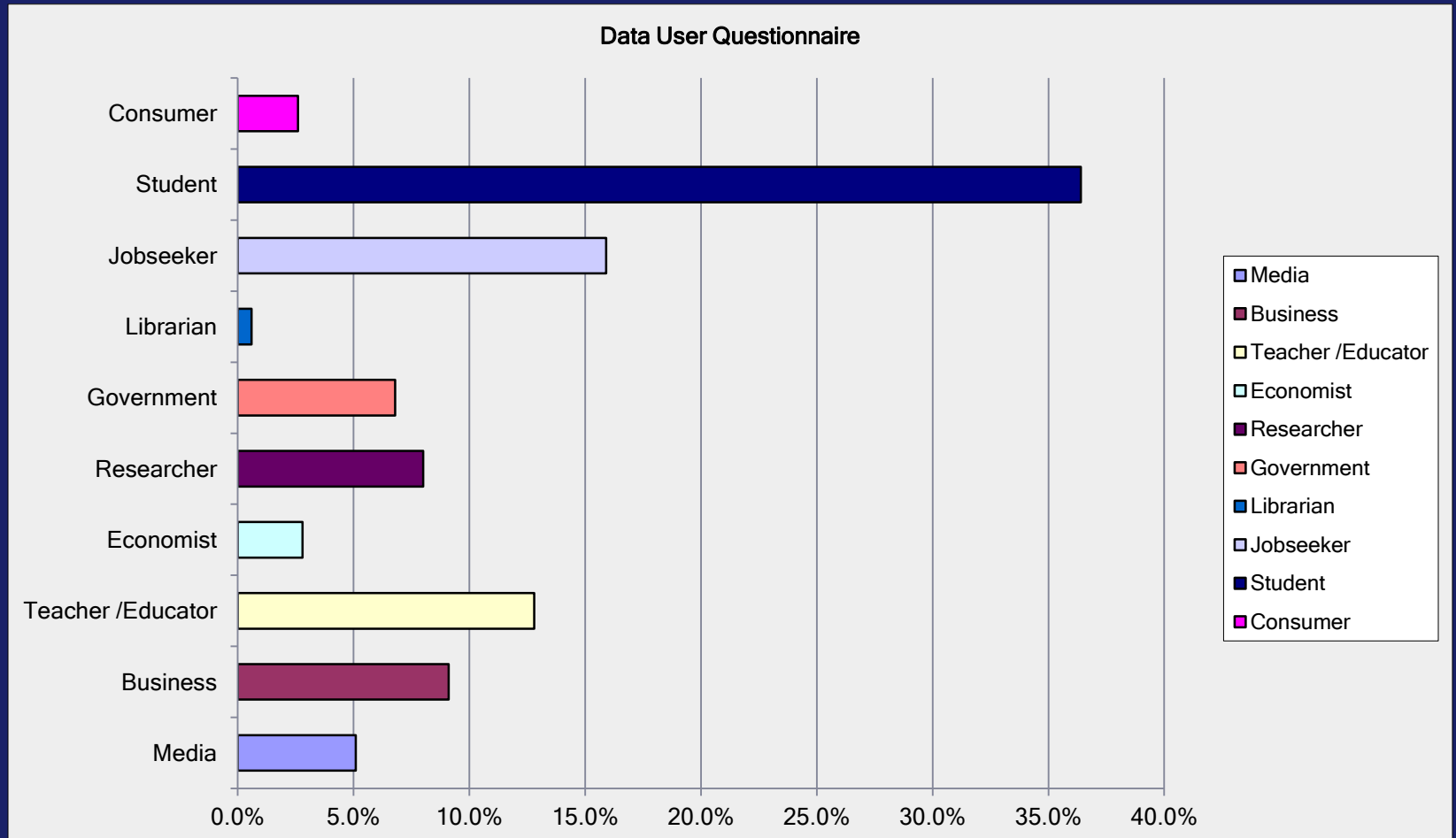


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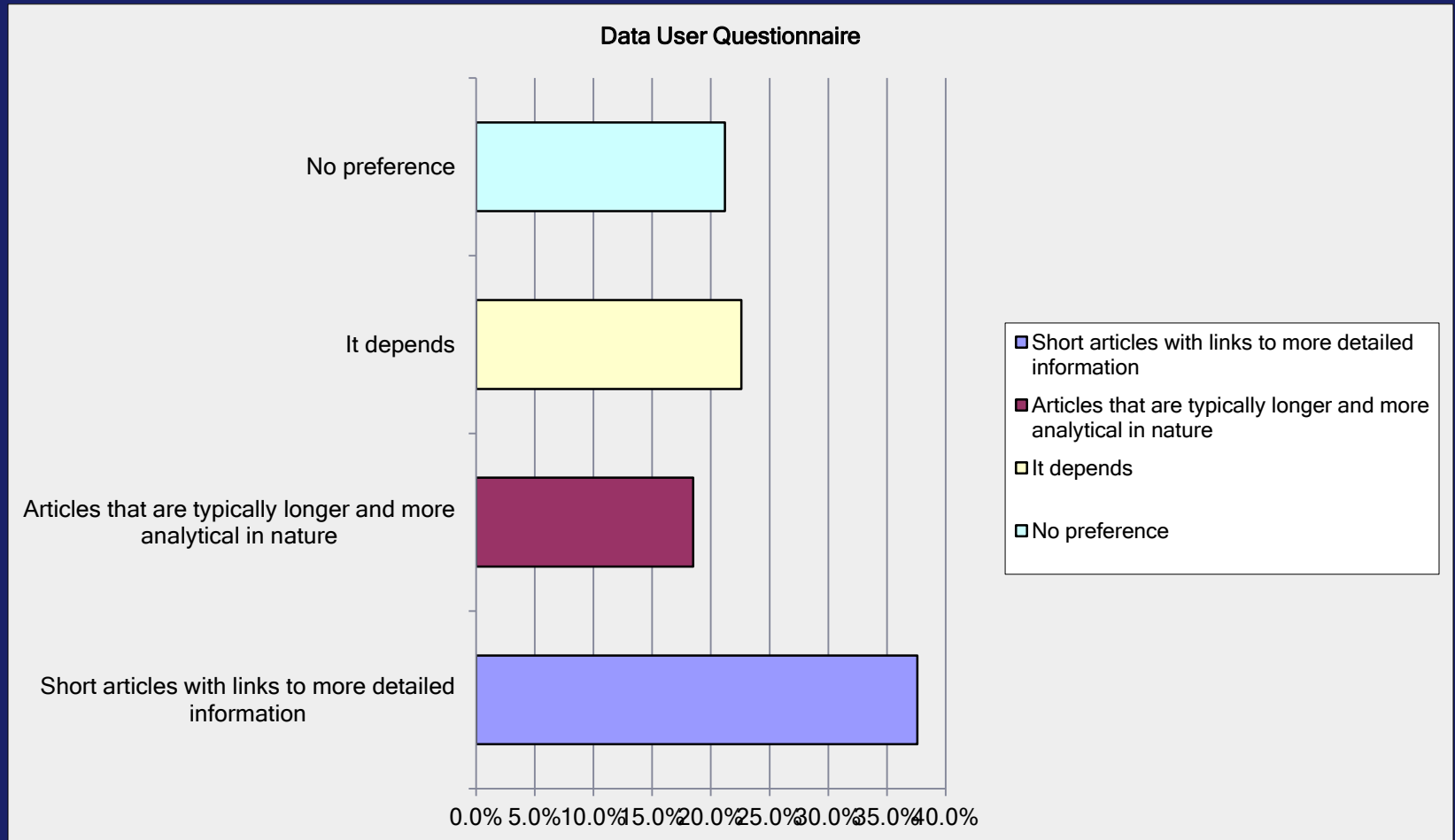
Users' Level of Experience



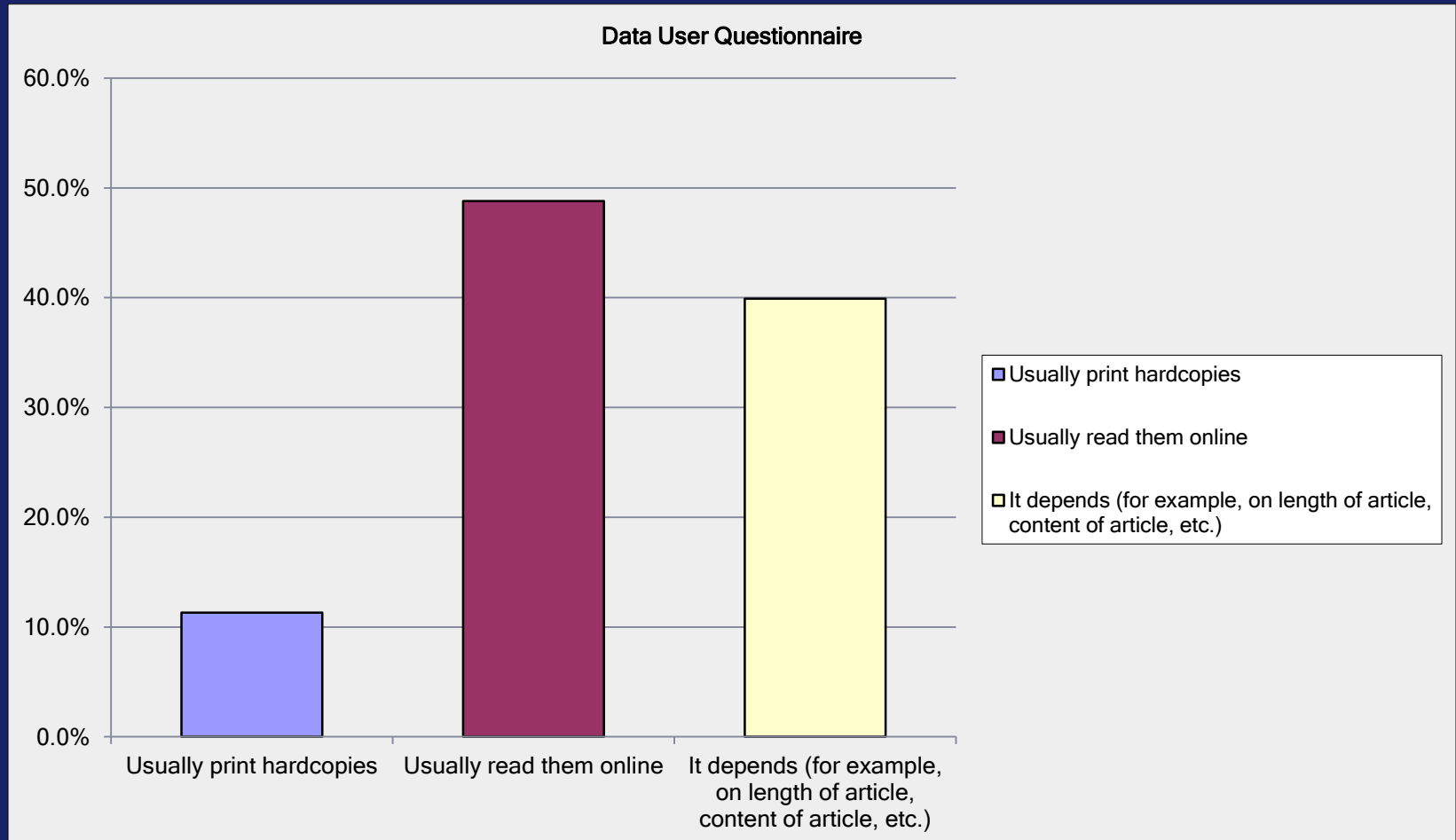
Users' Self-Identification



Users' Reading Preference



Users' Printing Preference



User Satisfaction with bls.gov

August 2012

| Elements | Score |
|------------------|-------|
| Content | 83 |
| Functionality | 81 |
| Look and Feel | 77 |
| Navigation | 72 |
| Search | 74 |
| Site Performance | 88 |

BLS Strategic Plan

- Products
- Product & Process Improvement
- Customers
- Respondents
- Web site
- Employees

Strategy 3 (Customers)

- Increase customers' awareness of BLS and our products and services
 - ▶ Develop and implement an ongoing BLS outreach program
 - ▶ Identify additional groups to target in outreach
 - ▶ Expand the use of a unified visual identity for BLS

Customers (cont.)

- Understand customer needs
 - ▶ Gather customer requirements and feedback on the usefulness of BLS information products
 - ▶ Evaluate BLS' analytic and methodological content

Customers (cont.)

- Respond to customer needs
 - ▶ Expand and improve analytical and methodological content
 - ▶ Produce Spanish version of the *Occupational Outlook Handbook*
 - ▶ Produce products for primary and secondary school audiences
 - ▶ Identify and address “hot” topics

Customers (cont.)

- New methods to deliver BLS content
 - ▶ Expand the BLS presence on social media sites

Strategy 5 (Website)

- Customers can find and understand information
 - ▶ Direct more Internet search results to the appropriate BLS Web site locations
 - ▶ Deploy simplified versions of Web pages to provide visitors quick access to commonly-requested information

Website (cont)

- Appropriate tools for extensive and complex data needs
 - ▶ Develop an easy-to-use tool for retrieving data (including multiple data series) in usable formats
 - ▶ Expand data available in the online database

Website (cont)

- Modernize and improve the infrastructure supporting the BLS Website
 - ▶ Make information available at or within a few seconds of release time

Website (cont)

- Support emerging technologies and outside developers
 - ▶ Permit non-BLS systems to directly query the LABSTAT database.
 - ▶ Encourage outside developers to develop applications using BLS data.
 - ▶ Make all pages on the BLS Web site easy to access and read on mobile devices

Contact Information

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