

TRAINING AND EMPLOYMENT NOTICE	NO. 30-10
	DATE March 29, 2011

TO: STATE WORKFORCE AGENCIES
 STATE WORKFORCE ADMINISTRATORS
 STATE WORKFORCE LIAISONS
 STATE AND LOCAL WORKFORCE BOARD CHAIRS AND DIRECTORS
 COMPREHENSIVE ONE-STOP OFFICE MANAGERS
 AFFILIATE ONE-STOP MANAGERS
 STATE UNEMPLOYMENT INSURANCE DIRECTORS
 STATE LABOR COMMISSIONERS
 STATE LABOR MARKET INFORMATION DIRECTORS
 STATE RAPID RESPONSE COORDINATORS
 EMPLOYMENT AND TRAINING ADMINISTRATION REGIONAL
 ADMINISTRATORS
 YOUTHBUILD GRANTEES
 WORKFORCE INVESTMENT ACT SECTION 166 INDIAN AND NATIVE
 AMERICAN GRANTEES
 WORKFORCE INVESTMENT ACT SECTION 167 MIGRANT AND
 NATIONAL FARMWORKER JOBS PROGRAM GRANTEES
 WORKFORCE INVESTMENT ACT SECTION 204 SENIOR COMMUNITY
 SERVICE EMPLOYMENT PROGRAM (SCSEP) GRANTEES
 SUB-RECIPIENTS OF DEPARTMENT OF LABOR FUNDS

FROM: JANE OATES /s/
 Assistant Secretary

SUBJECT: Launch of My Next Move Web Site

- 1. Purpose.** To publicize the release of a new electronic tool (E-Tool), My Next Move, an easy-to-use Web-based resource that offers comprehensive career information and links to job resources across the country.
- 2. Background.** My Next Move draws on information and resources developed through the Occupational Information Network (O*NET) system, which is the only comprehensive national source of information on the knowledge, skills, and abilities needed to perform work for all occupations in the U.S. economy. My Next Move offers an on-line interest assessment and occupational search tools for individuals new to the workforce.

The U.S. Department of Labor (Department), Employment and Training Administration (ETA) funds O*NET development and dissemination through a cooperative grant agreement

with the North Carolina Employment Security Commission, which conducts O*NET data collection via surveys of incumbent workers and information obtained from occupational experts; disseminates information; and develops related tools and resources. As part of this effort, information is obtained on work activities and tasks, personality traits needed for satisfactory performance, tools and technologies used, and typical level of education required for each of more than 900 occupations. Since 2003, the O*NET project has developed and released a new version of the O*NET database containing approximately 100 updated occupations each year. Updated O*NET data is also incorporated annually in O*NET OnLine (<http://online.onetcenter.org>), which was first released in June 2000. Subsequent annual O*NET data updates will also be incorporated into the My Next Move tool.

My Next Move incorporates a 60-question on-line interest assessment as one of the three main navigation strategies. This validated interest assessment is a streamlined version of the O*NET[®] Interest Profiler previously available in paper-and-pencil or as a downloadable computerized version. One-Stop Career Centers, Job Corps Centers, schools, and others frequently utilize the original March 2001 version of the O*NET Interest Profiler, which contains 180 questions. The interest assessment tool in My Next Move responds to customer requests for an assessment that is shorter and available on-line. ETA will maintain the pre-existing versions of the O*NET Interest Profiler, since there are customers who still wish to continue using those formats.

3. ***My Next Move*** (www.mynextmove.gov). This new tool, which is free for all users, gives individuals several alternative ways to search for occupations (including the new on-line O*NET Interest Profiler). It provides an easy-to-read, one-page profile of each occupation, including essential knowledge, skills, abilities, and technologies; simplified salary and employment outlook information, as well as links to specific training and employment opportunities.
 - A. **Pilot Test Feedback.** Staff and customers at Adult Basic Education and One-Stop Career Centers in Washington, D.C., Virginia Job Corps centers, and North Carolina Employment Service Centers and Skills Transition Centers pilot tested the new site. Both program staff and clients indicate the site is user friendly, easy to read and navigate, and contains important and useful information for making career decisions. Parents in the groups said that they will share the site with their children. Individuals with long-term employment in a single job stated that the site gives them new ideas for other careers. Program staff reports that the site is a valuable tool that had been a missing component in their client services. None of the respondents reported that the site is too hard to use. Both program staff and clients overwhelmingly found the site valuable and indicated they would want to use it again.
 - B. **Targeted audiences.** My Next Move is especially designed for students, young people, and all others new to the workforce. Written at a reading level that makes it accessible to everyone, it is also designed for those who may be unfamiliar with computers and Internet sites.

C. Featured Content. The concise one-page report for each occupation includes links to education and training programs and to job openings, as well as:

- Examples of alternative occupation/job titles used for the occupation
- Descriptions of what people in the occupation do
- Lists of tasks performed in the occupation
- The knowledge, skills, and abilities that are most important for performing the occupation
- The key personality attributes necessary to perform the job (e.g., attention to detail, likes practical hands-on activities, and cooperation)
- Sample technologies used in the occupation, including specific examples of computer software
- The educational attainment usually needed to qualify for the occupation, plus links showing where an individual can obtain the necessary education or training (including all Federally Registered Apprenticeship programs)
- Simplified job outlook symbols showing projected occupational trends — ranging from “Bright” to “Average” to “Below Average” (these are based on the U.S. Bureau of Labor Statistics national projections of future growth rates and the number of job openings, as well as whether the occupation is considered to be new and emerging)
- Average national pay for the occupation, as well as a link to local salary information
- Direct links to job openings, both from mySkills myFuture and from state and national job banks
- A symbol showing whether the occupation has been identified by O*NET research as a “green” job (such as jobs that have tasks relating to or that produce goods or services that affect the environment or energy-efficiency)
- An “Explore More” link, which tells the viewer about related occupations and industries
- A “See More Details” feature that links to the career reports available in O*NET OnLine for viewers who want more extensive information
- An “About this Site” feature that provides counselors and program staff with detailed information about the features and sources of information in My Next Move

D. Search features. My Next Move offers three methods to explore careers: 1) search by key word, 2) browse career options by industry, or 3) take a simple, short assessment to identify careers that match an individual’s interests, posed in the form of a phrase to the user:

- “I want to be a . . .” (This method is for individuals who have a good idea of what occupations they are interested in.)
- “I’ll know it when I see it.” (This method is for individuals who know in which industry they might like to work.)
- “I’m not really sure.” (This method utilizes the O*NET Interest Profiler — described more fully below — which allows individuals to assess their career interests and identify potential occupations.)

Whichever of the three options is used, My Next Move generates a one-page career report for selected occupations (see Attachment).

The O*NET Interest Profiler poses 60 questions about an individual's interests and preferences to suggest potentially suitable occupations and careers and is also compatible with many other career interest assessment tools with scores from other assessments that use the same six dimensions (Realistic, Investigative, Artistic, Social, Enterprising, and Conventional). Individuals can simply enter their scores online, rather than taking the assessment. Once the assessment is complete, results display occupations relevant to the user's interests, grouped into one of five "job zones" based on the amount of preparation necessary to enter that career (anywhere from no prerequisites necessary to extensive education and experience). This enables users to see how their employment and earning opportunities can change with additional education and training.

Users can also search for occupations from three groups, including those that: 1) have a bright outlook; 2) are part of the green economy; or 3) that have associated Registered Apprenticeship programs. "Bright outlook" occupations are defined as those where job opportunities are most likely in the future due to above-average growth rates, a large number of job openings, or they are new and emerging career areas.

E. Interaction with other ETA E-tools. My Next Move uses O*NET information in an easy-to-read format that is also used in another ETA E-Tool, the successful mySkills myFuture Web site, specifically designed to address the needs of dislocated workers who have previous work experience. In addition, My Next Move makes use of some features from mySkills myFuture and other CareerOneStop electronic tools linking to job openings, wage and salary data, and training programs. Thus, each tool leverages features from the other without duplicating efforts. Links to both tools can be found at <http://mynextmove.dol.gov>.

- 4. Action Requested.** State administrators and other leaders are encouraged to provide the above information to appropriate staff within the state workforce investment system, including One-Stop Career Center system leads, managers, and staff and other partners who assist customers with career exploration and planning. In addition, state administrators and others responsible for public Web sites are encouraged to link to My Next Move. One-Stop Career Center managers are encouraged to highlight the tool and make it available in computer resource rooms in their centers. A recording of a February 18 Webinar, "Introducing My Next Move," will be available for viewing on www.Workforce3One.org, along with a transcript of the Webinar and a copy of the slides. ETA welcomes feedback regarding the organization, presentation, content, and any other aspect of My Next Move, which may be provided to the contacts listed in "Inquiries" below.

5. **Inquiries.** For additional information about My Next Move and its use in the workforce investment system, or to submit questions, comments or suggestions, contact ETA's Division of Workforce System Support at (202) 693-3045. Customer service inquiries can also be directed to the National Center for O*NET Development via e-mail: onet@ncesc.gov. The Department's News Release, dated February 3, 2011, and a link to the audio of the conference call with Secretary Hilda L. Solis are available at: <http://www.dol.gov/opa/media/press/eta/eta20101786.htm>.
6. **Attachments.** See the attached My Next Move Fact Sheet with optional graphics, which can be used as a handout.