



Office of Personnel Management (OPM)

USAJOBS

2020 Action Plan

Federal Customer Experience

US BY THE PEOPLE
FOR THE PEOPLE
WITH THE PEOPLE

Who are we?

USAJOBS serves a diverse community of applicants including the public, current Federal employees, veterans, military spouses, students, individuals with disabilities, and industry professionals – all of whom have varying needs and expectations concerning the application process. Prior to the implementation of USAJOBS, agencies provided OPM with copies of their job announcements. However, to apply for jobs applicants traveled to local OPM Job Information Centers, Federal buildings, and military bases to view job opportunity listings and navigate varied paper application processes. In contrast, USAJOBS now serves as the universally recognized “front door” to the Federal hiring process for most agencies, providing millions of applicants from the public and the current Federal workforce with a single, mobile-friendly platform to find job opportunities and complete a fair, open, and competitive application process. USAJOBS also facilitates the movement of talent across Government through merit-based promotions and transfers between agencies.

USAJOBS is the official source for Federal job announcements. Over 500 Federal organizations use the system to post job opportunities covering more than 600 occupations for positions ranging from student and entry-level to Federal executive positions. While agencies develop all job related content for announcements (for example, job descriptions and qualification requirements), USAJOBS maintains the content standards for job announcements to ensure they contain consistent and required information.



How do we deliver value to the public?

Occasion

A military member is about 60 days from retirement, the member has a need to find employment as a civilian. The member's need includes finding out about Federal opportunities, searching for jobs in the area, as well as, apply to job opportunities.

Current Federal employees seek ways to develop skills and competencies. The Federal employee needs a place to find experiential learning opportunities whether they are short-term assignments or full-time details that are available to any Federal employee interested in applying.

Hiring managers, recruiters, and staffing HR specialists have a need to proactively engage interested candidates in applying to Federal opportunities. Agencies needs include searching for passive candidates who have made resumes searchable, as well as review already vetted applicants who were deemed best qualified.

High-Impact Service

USAJOBS provides a Federal Career Portal (<https://usajobs.gov>) that offers an introduction to the Federal Government and the wide variety of opportunities.

50% of HISP workload (USAJOBS as Federal Career Portal for job seekers)

USAJOBS' Open Opportunities (<https://openopps.usajobs.gov>) offers Federal employees a platform to find and apply to experiential learning opportunities.

25% of HISP workload (USAJOBS as platform to find and apply experiential learning opportunities)

USAJOBS' Agency Talent Portal (<https://agencyportal.usajobs.gov>) provides a searchable resume bank for agencies to create recruitment campaigns and events to market to candidates.

10% of HISP workload (USAJOBS as Agency Talent Portal)

Offering

The landing page is designed to introduce job seekers to various hiring paths that will help identify any potential hiring eligibilities, as well as, offer additional informational resources. The website also provides a job board, guides applicants through a 5-step application process, and offers an application dashboard to track submitted applications. The outcome is for job seekers to apply to job opportunities.

The platform offers an opportunity board where employees can add search criteria to find and apply to the experiential learning opportunities. The platform also hosts "communities", so that agencies can provide a filtered view of opportunities for a target audience. The communities are designed to allow agencies to market the creation of opportunities and market them to the right candidates. The outcome is for Federal employees to apply to experiential learning opportunities.

Staffing HR specialists, recruiters and hiring managers search for candidates (who made their resume and profile searchable in USAJOBS) in the resume repository. Candidates are added to campaigns for further outreach and communication to invite candidates to attend career events, apply to job opportunities, or start a conversation. The outcome is for agencies to proactively recruit candidates.

Where could we improve?

Steps

Customer Steps

Name and describe the main steps that a person takes to use the service, left to right, start to finish.

Service System

Describe the channels, roles, and tools from your agency or partners.

Pain Points

Describe the highest priority problems to solve

	1: Before interacting with service	2: During main interaction	3: Secondary service interaction	4: After the service
Customer Steps	Attends webinar on “How to apply to Federal jobs”. Candidate is sought out through email campaigns to apply to a job announcement shared in the email.	Candidate clicks “apply” on a job opportunity announcement. Creates/updates profile. Enters the 5-step application experience to select resumes and documents. Submits package to agency to complete the final steps of the application process.	If there are significant delays in the hiring process, applicants call agencies, OPM, and USAJOBS looking for updates.	Receives an application status: selected or not selected.
Service System	USAJOBS landing page offers the webinar under the Events section for job seekers to register to attend. Within the Agency Talent Portal, the candidate’s resume is returned in the search results and added to a recruitment campaign.	Showcase job announcements on a job board with extensive search filters. Facilitates the profile creation and guides users through the application steps. Sends applicants to the agency backend systems to complete applications.	Receive application status from agency’s Talent Acquisition System, initiated by the agency HR specialist.	Display final application disposition if available.
Pain Points	Navigating the depth and breadth of the Federal Government’s opportunity is overwhelming. The Government vernacular is a barrier. The lack of consistent agency outreach places the burden on USAJOBS to “sell” the agency job opportunities.	Applying over two different systems (USAJOBS and the agency’s Talent Acquisition System) is confusing and lends itself to errors. Lack of understanding the role of documents in the application process, because eligibility is the unique factor for Federal hiring.	Lack of consistent messaging across channels and organizations offers a disjointed, confusing user experience.	Receiving and displaying application statuses is difficult. There are technical reasons, as well as, process challenges that prevent consistent, timely status updates. There are numerous applicants who have never received the final application disposition status.

What will we do?

Purpose

*Why did your agency undertake this project?
What does it hope to achieve, in specific performance indicators, if possible.*

What is the problem?

It is difficult to capture and display application statuses.

Desired future state?

Provide a job status in lieu of an application status.

Any measurable indicators and targets?

Currently approximately 70 percent of application statuses are provided. The vast majority are in the early stages of the process, that is, application received. The numbers drop off significantly in providing the final application disposition of selected/not selected.

Approach

Describe the timeline and work plan to achieve that purpose. If this is an ongoing initiative, describe your progress.

Process, methods, and expertise?

Utilized Human Centered Design (HCD) techniques to frame the problem based upon user research including interviews. Discuss the technical feasibility challenges with the Talent Acquisition System providers.

Timeline, stage gates and dates?

Deliver in FY 2020 Q4

Deliverables being produced?

Replace application status with job statuses that will be displayed on job announcements, as well as, within the user's application dashboard. The total number of applicants will also be a feature incorporated into the user experience.

Resources

Describe the stakeholders involved, financial and human capital dedicated to the work, and any partners contributing to the work.

Who is responsible?

USAJOBS and Talent Acquisition System (TAS) partners are primarily responsible for developing the technical solution.

Who is contributing to the project?

USAJOBS, in partnership with four of the TAS partners are discussing how to implement the change. Other discussions are occurring with agency representatives for feedback and participating in testing efforts.

Estimated budget allocated to the work:

\$250,000

What are we proud of this year?

Service Improvement

Who is the user and what was the problem?

USAJOBS provided three solutions for the COVID-19 pandemic to support agencies with filling critical vacancies.

What did you build / improve? What does it do for the public or how you deliver your mission? What was the resulting impact? (Include numbers whenever possible)

First, USAJOBS created a COVID-19 career page to filter all COVID-19 job opportunities in one place to better market the opportunities. 971 job opportunities have been added to this page with over 280K applications started.

Second, USAJOBS created a COVID-19 response community in Open Opportunities to allow agencies to find Federal talent to support COVID-19 projects. 48 opportunities have been created.

Third, USAJOBS is supporting the Peace Corps, whose 7,000 volunteers need help finding new employment. USAJOBS provided job aids for returning volunteers to make their USAJOBS resume and profile searchable. In turn, the program office provided job aids for agencies to find and potentially non-competitively hire these volunteers into Federal positions.

Any lessons for other agencies emulating this work?

Working in an agile and user-centered design fashion allowed the program office to stand up the new features in less than a week.

Capacity Building

Was this a governance, measurement, organizational, customer understanding, service development, or service delivery capability?

Organizational

What was the new action taken capability and it's goal or purpose?

USAJOBS repurposed a vacancy to create a Customer Experience (CX) manager to oversee the “customer” aspects of the program in partnership with the “product” side of the program office.

What was the resulting impact? Include numbers whenever possible.

USAJOBS created and classified a new position description to position the program office for recruiting to fill the vacancy in FY 2020 Q3.

Any lessons for other agencies emulating this work?

Incorporating a multi-hurdle assessment approach for filling this vacancy is necessary to hire the right person for this role.