
Appendix B: Mailing Materials

**List of Changes to Materials Included in the December 2008 OMB Submission
(Appendix F)**

Item	Description of Pending Change
Data Collection Method: Establishment	
DOL Information Package Letter	<p>Replaced "Responses will be kept confidential." with "Responses will be kept private."</p> <p>Replaced "Brent Orrell" with "Jane Oates" as the DOL signatory to reflect staffing change at DOL</p>
Who, What & How Brochure	<p>Replaced "In order for this process to be random and confidential..." with "In order for this process to be random and the information to be kept private..."</p> <p>Replaced "Will the information we provide be kept confidential?" with "Will the information we provide be kept private?"</p> <p>Replaced "Rob Stupar" with "Operations Center Manager" to reflect a staffing change at RTI</p>
O*NET Brochure	Updated "O*NET Consortium" to "National Center for O*NET Development"
Association Endorsement List	Updated the list of endorsing associations
Example of POC Memo to Employees	Replaced "Also, please be assured that your responses will be kept strictly confidential..." with "Also, please be assured that your responses will be kept strictly private..."
RTI Letter to Employee with \$10	<p>Replaced "Your responses are returned directly to RTI, where your answers will be kept completely confidential..." with "Your responses are returned directly to RTI, where your answers will be kept completely private..."</p> <p>Updated the name of the data collection task leader to Sarah Harris</p>
RTI Letter to Employee without \$10	<p>Replaced "Your responses are returned directly to RTI, where your answers will be kept completely confidential..." with "Your responses are returned directly to RTI, where your answers will be kept completely private..."</p> <p>Updated the name of the data collection task leader to Sarah Harris</p>
Web Instructions	Revised to include unique ID and password printed on for each employee
DOL Avoider Letter for Sampling	Replaced "...and the information you provide will be kept strictly confidential." with "...and the information you provide will be kept strictly private."

(continued)

**List of Changes to Materials Included in the December 2008 OMB Submission
(Appendix F) (continued)**

Item	Description of Pending Change
Data Collection Method: Occupation Expert	
RTI Letter to Occupation Expert with \$40	Replaced "Your responses will be kept confidential." with "Your responses will be kept private."
RTI Letter to Occupation Expert without \$40	Replaced "Your responses will be kept confidential." with "Your responses will be kept private."
OE Who, What & How Brochure	Replaced "Will the information that I provide be kept confidential?" with "Will the information that I provide be kept private?" Replaced "Rob Stupar" with "Operations Center Manager" to reflect a staffing change at RTI
Association Endorsement List	Updated the list of endorsing associations
OE Web Instructions	Updated the name of the data collection task leader to Sarah Harris

Establishment Method Materials

Information Package Mailing to the Point-of-Contact

- Letter from U.S. Department of Labor
- Who What & How Brochure
- Incentives Brochure
- Selected Occupations List
- O*NET Brochure
- Association Endorsement List

Letter from U.S. Department of Labor



[Date]

Dear

You recently received a phone call from RTI about an important program called the Occupational Information Network (O*NET®). As the caller explained, your company has been randomly selected to participate in the O*NET Data Collection, an important program sponsored by the United States Department of Labor (DOL) and the National O*NET Consortium.

The O*NET Consortium has been charged with the challenging task of keeping information about occupations up to date in a rapidly changing U.S. workplace. Employers, human resource professionals, job seekers, trainers, and labor market analysts across the country depend on occupational information to perform their daily work. We would like your help in keeping this information current.

RTI, a non-profit research organization, is conducting this data collection effort for the DOL and the National O*NET Consortium. The information we collect from your organization will be used to update the O*NET database, the primary source of occupational information in the nation. Responses will be kept private. Data will not be linked to any individual employee or organization, but will only be used in summary form to describe occupations - not specific jobs.

This package includes information that explains your participation in this important project. In addition, a brochure describing O*NET information and benefits is included, as well as a list of professional associations endorsing the O*NET data collection. Finally, please accept the enclosed gift as a token of our appreciation for your consideration of these materials.

Please be assured that your participation in this effort is voluntary. The time we estimate for your participation will vary from 15 to 90 minutes over the next four to six weeks. You are encouraged to send any comments regarding this estimate of your effort, or any other aspect of this collection of information to: U.S. Department of Labor, O*NET Project, ETA/OWI, 200 Constitution Avenue NW, Mail Stop S4231, Washington, DC 20210 (refer to OMB Control Number 1205-0421).

Thank you for your time and consideration. A member of the RTI O*NET team will call you in a few days to provide additional details and answer any questions you may have.

Sincerely,

A handwritten signature in cursive script that reads "Jane Oates".

Jane Oates
Assistant Secretary
Employment and Training Administration

Who What & How Brochure

Your Participation in O*NET Involves Only Three Simple Steps

Step 1: Assist Business Liaison (BL) in the employee sampling process.

The RTI Business Liaison will assist you in determining which employees in a selected occupation are chosen to receive questionnaires. In order for this process to be random and for the information to be kept private, you will be asked to compile a numbered roster of the employees in each selected occupation. This will take place over a brief telephone call of about 5-10 minutes.

Step 2: Distribute questionnaires to sampled employees.

Once the employees have been sampled, we will mail questionnaire packets to you for distribution to them. Remember, it's important to retain your roster as you are the only person who knows who the questionnaires are intended to go to.

Step 3: Assist Business Liaison with follow-up activities.

Once you have received your questionnaires the BL will give you a follow-up call to see if all the materials were received and to answer any questions. In the event that not all the questionnaires are returned, we will send replacement questionnaires for you to distribute to any non-responders at your organization. The BL will keep you informed as the questionnaires are returned by the employee.



O*NET Data Collection Program: Who, What & How

An Introduction to the Occupational Information Network

Do I have to tell you the names of the employees sampled for the data collection?

No, you do not have to give us the names of your employees at any time during this study, unless you choose to have the questionnaire sent to them directly. However, if you wish, you may give us the initials of sampled employees to facilitate the distribution of materials. We will delete this information when data collection has been completed at your organization.

Will the information that we provide be kept private?

Absolutely! No **identifying** information about you, your company, or your company's employees will be published or released in any form to anyone outside the research team. We do not use names in our results. The data we collect from your employees will be combined with like data from other participants in order to develop a more complete and comprehensive database.

Who will contact me?

You will be called by one of O*NET's professionally-trained Business Liaisons, who will walk you through the data collection process and be available to answer your questions and concerns. Because we are committed to providing you with the highest quality of service, O*NET supervisors may monitor a sample of these calls.

If you have any questions, you can call toll-free: 1-877-233-7348, ext. 100 and the O*Net Operations Center Manager, will assist you.

Will employees do this on company time?

The questionnaires used in the O*NET Data Collection Program are self-administered. The instruction sheet that is included with the questionnaire packet requests selected employees to complete the questionnaire in their “off time” from work (e.g., at home, at lunch, during a break, etc.) The research staff has no direct contact with the employees, except in the event that a selected employee has a problem or question about the questionnaire and calls our toll-free number for help.

Am I required to participate by law?

No, your participation is voluntary. However, you are a critical link in this data collection project. You have the opportunity to provide direct input to the United States Department of Labor by providing occupational information.

Is information on the O*NET Program available on the world-wide web?

Yes, it is. Information on the O*NET Data Collection Program is available online at: <http://onet.rti.org>. You can also find general information on many other O*NET programs and resources at the O*NET Resource Center website: <http://www.onetcenter.org>.

How much time is this going to take?

We estimate that the total time for your participation is only about 15 minutes to 90 minutes over the next several weeks.

It takes approximately 30 minutes for a respondent to complete an O*NET Questionnaire.

What is O*NET®?

The O*NET® acronym stands for “Occupational Information Network.” It is an automated database that replaces the Dictionary of Occupational Titles (DOT) as the nation’s primary source of occupational information. The O*NET information is available as a timely, easy-to-use database that is designed to help millions of employers, workers, educators, and students make informed decisions about education, training, career choices, and work.

What is the O*NET Data Collection Program?

The O*NET Data Collection Program is an ongoing effort to develop and maintain this unique database on the detailed characteristics of workers and occupations. The information is primarily collected directly from employees working in the occupations we are interested in. The collection of this information is designed to provide data that are valid, reliable, and current. The O*NET Data Collection Program is a critical step in the full development of O*NET.

Who is funding this program?

The United States Department of Labor (DOL) funds the O*NET Data Collection Program. You can verify this information by checking the DOL website: <http://www.doleta.gov/programs/onet>.

Who is conducting the O*NET Data Collection?

RTI is working with the United States Department of Labor (DOL) to collect these data. RTI is an independent, not-for-profit research organization located in Research Triangle Park, NC. RTI is affiliated with Duke University, the University of North Carolina at Chapel Hill, and North Carolina State University.

How did you select my company?

Your establishment was randomly selected from a list containing nearly every business and institution in the country. The participation of your business is important since the employees we select from your business will represent thousands of employees in many other businesses like yours nationwide.

Are you selling us something?

Absolutely NOT! This is not a market study and we are not selling anything. This is an opportunity for you to provide direct input to the United States Department of Labor regarding occupational data that will be used to develop a national Occupational Information Network (O*NET). O*NET is available at no cost by downloading the O*NET Database or by viewing the O*NET data using O*NET OnLine.

What are you asking me to do?

The “Three Simple Steps” on the last page of this brochure summarizes what your participation involves. Briefly, we will first ask you to assist in selecting a few employees in certain occupations in your company. Then, we will mail you questionnaire packets to distribute to the selected employees. Finally, we will ask you to help us by following up with the employees who do not respond within a few weeks time by distributing replacement questionnaires.

How many employees are you selecting in my company?

No more than 20 employees in total will be selected from your business. Usually, the number selected is less than 20.

How will my company benefit?

To express our appreciation to your company for participating, we offer your business the O*NET Toolkit for Business. This Toolkit is designed to help you use the O*NET database to simplify tasks such as writing job descriptions and planning for future human resource needs. Additionally, every company benefits from the updated national O*NET database that will be the product of the occupation information your company provides.

How will I personally benefit?

You will benefit indirectly from the improvement in the O*NET database that will be possible because of your company’s participation. This up-to-date, accurate information will make tasks like writing job descriptions and determining job qualifications much easier. In addition, the person in each business who serves as our point of contact will receive an attractive desk clock and a framed Certificate of Appreciation from the U. S. Department of Labor. Another special gift – the O*NET Toolkit for Business - will be sent to you later when we mail the questionnaires.

How will the sampled employees benefit?

As our way of saying thanks, we’ll provide each sampled employee with a \$10 incentive attached to their questionnaire. (The only exceptions are Federal Government employees and employees of businesses that request that no incentive be offered.) Furthermore, an improved O*NET database will benefit your employees in the long run, if they are considering a career change or improving their job skills to be able to qualify for a more specialized job.

What kinds of questions are asked of the employees?

Our survey consists of objective questions regarding the requirements and training for occupations we have identified to study at this time. You can find a complete set of questionnaires on the O*NET Data Collection Program Website at: <http://onet.rti.org>. A selected employee will receive only one of the questionnaires being used.

Incentives Brochure



*Gifts that say "Thanks for participating
in the O*NET Data Collection Program"*

Thank you very much for your help

We are very appreciative of the help you and your company are providing to the O*NET Data Collection Program. We realize your time is valuable and limited, and we are truly appreciative of your contributions to this program.

To express our appreciation, we have put together a collection of gifts for you, your company, and the employees who are selected to participate in the Program. Descriptions of these gifts are shown on the right.

We believe the most valuable benefit of your participation is the information that will be returned to you and your company through the O*NET database. Many employers access this database routinely for information on occupational characteristics, worker attributes, and job descriptions.

We hope you enjoy all these benefits of the O*NET Program. We look forward to working with you over the new few weeks as we collect occupational information from your company.

You have already received...

O*NET Desk Clock is included in this mailing.



In our next mailing to you, you will receive...



A framed Certificate of Appreciation from the U.S. Department of Labor.

A \$10 cash gift for each employee who is selected to complete the O*NET Questionnaire. The \$10 cash gift is an expression of our appreciation to the employees for completing this 30-minute questionnaire during their spare time.



In a separate mailing, your company will receive...

The O*NET Toolkit for Business. The O*NET Toolkit for Business is a free packet of information about the O*NET Program that managers can use for human resource planning, including a guide for writing job descriptions.



These gifts will be included with the questionnaires that we will ask you to distribute to the sampled employees. Each employee's \$10 gift will be enclosed in a sealed envelope containing the questionnaire.

Selected Occupations List

Selected Occupations for (NAME OF ESTABLISHMENT)

This list contains the definitions of a number of occupations that are of interest to the survey. Your O*NET representative will try to determine whether you have employees in some of these occupations in your next phone call. Please have this list available when he or she calls.

Note: Only five or fewer of the occupations listed below will actually be selected from your organization. The O*NET representative will provide further details about this when he or she calls.

1. Terrazzo Workers and Finishers:

Apply a mixture of cement, sand, pigment, or marble chips to floors, stairways, and cabinet fixtures to fashion durable and decorative surfaces.

2. Floor Layers, Except Carpet, Wood, and Hard Tiles:

Apply blocks, strips, or sheets of shock-absorbing, sound-deadening, or decorative coverings to floors.

3. Stonemasons:

Build stone structures, such as piers, walls, and abutments. Lay walks, curbstones, or special types of masonry for vats, tanks, and floors.

4. Plasterers and Stucco Masons:

Apply interior or exterior plaster, cement, stucco, or similar materials. May also set ornamental plaster.

5. Tile and Marble Setters:

Apply hard tile, marble, and wood tile to walls, floors, ceilings, and roof decks.

6. Carpet Installers:

Lay and install carpet from rolls or blocks on floors. Install padding and trim flooring materials.

7. Helpers--Electricians:

Help electricians by performing duties of lesser skill. Duties include using, supplying or holding materials or tools, and cleaning work area and equipment.

8. Helpers--Carpenters:

Help carpenters by performing duties of lesser skill. Duties include using, supplying or holding materials or tools, and cleaning work area and equipment.

9. Brickmasons and Blockmasons:

Lay and bind building materials, such as brick, structural tile, concrete block, cinder block, glass block, and terra-cotta block, with mortar and other substances to construct or repair walls, partitions, arches, sewers, and other structures.

10. Rough Carpenters:

Build rough wooden structures, such as concrete forms, scaffolds, tunnel, bridge, or sewer supports, billboard signs, and temporary frame shelters, according to sketches, blueprints, or oral instructions.

O*NET Brochure



beyond information.

intelligence.



beyond information. intelligence.

Hire intelligence.

* Rapidly changing world markets and vast technological innovation. Increasing competition at home and abroad. Rising customer expectations. For employers and job seekers alike, staying competitive in today's demanding workplace means making smart choices in all employment decisions. * At the same time, occupational information is everywhere—in books, newspapers, websites, magazines, and elsewhere. But most sources only give part of the picture. Without standardization in the business of employment, compiling, customizing, and maintaining occupational data can be a cumbersome, ongoing process.

Fortunately, the business of employment just got smarter.

O*NET[®] is a unique, powerful source for continually updated occupational information and labor market research. By using a contemporary, interactive skills-based database and a common language to describe worker skills and attributes, O*NET transforms mountains of data into precise, focused occupational intelligence that anyone can understand easily and efficiently.

WHO USES O*NET?

- HR personnel
- Training facilitators
- Students
- Workforce researchers
- Career counselors
- Efficiency experts
- Rehabilitation counselors
- Job seekers
- Software developers
- Displaced workers
- Business forecasters
- Industry analysts
- Educators at all levels
- Organizational consultants

O*NET in action

More than a database—a solution.

O*NET integrates a powerful, relational database, a common language for job and skill descriptions, and crosswalks to other classifications systems into a complete solution for businesses, job seekers, and workforce development professionals. As the most comprehensive occupation resource available, O*NET helps workforce professionals:

- DEVELOP** detailed, accurate job descriptions.
- IDENTIFY** interest and experience requirements to align the right candidate with the right job.
- DESIGN** relevant career curricula and occupational skills development programs.
- DEFINE** success factors for promotion and advancement.
- FORECAST** HR requirements more effectively.

Tools you can use.

Whether it's finding and retaining the right people, developing more effective job descriptions, or just getting the most recent occupational information available, O*NET is your complete solution for keeping up with today's rapidly changing world of work. O*NET offers:

- Current, detailed information on more than 800 occupations including new and emerging and green occupations.
- More than 450 standardized descriptors of skills, abilities, interests, knowledge, and work context plus the tools and technologies used.
- Standard occupational classification (SOC) coding.
- Easy-to-use interface and search menus.
- Skill-searchable occupational descriptions for more exact career targeting.
- Tools to build accurate job descriptions.
- Crosswalks to other classification systems and links to placement and labor market resources.
- Accommodation information to use as a disability counseling tool.

O*NET helps employers by giving them very current information to help in the designing of organizational, recruiting, training, and compensation systems.

—**Michael D. Bass,**
Sears Roebuck & Co.

the power of O*NET

BUSINESSES AND HR PROFESSIONALS

JOB SEEKERS

USE O*NET TO FIND—AND KEEP:

QUALIFIED JOB CANDIDATES

- Expand the pool of quality candidates for open positions.
- Develop effective job descriptions quickly and easily.
- Define employee and/or job-specific success factors.
- Align organizational development with workplace needs.
- Refine recruitment and training goals.
- Design competitive compensation and promotion systems.

A QUALITY JOB

- Find out which jobs fit with their interests, skills, and experience.
- Explore growth career profiles using the latest available labor market data.
- Research what it takes to get their dream job.
- Maximize earning potential and job satisfaction.
- Know what it takes to be successful in their field and in related occupations.

What you're **looking** for.

O*NET ORGANIZES ITS WEALTH OF INFORMATION ABOUT EACH OCCUPATION INTO SEVEN, INTERRELATED AREAS:

EXPERIENCE REQUIREMENTS

describe the education, training, skills, licensing, and experience required for entry and advancement.

OCCUPATION REQUIREMENTS

outline the typical tasks associated with each occupation or group of occupations, including specific physical, social, or structural demands on workers.

WORKER REQUIREMENTS

include individual performance factors, such as skills and knowledge, including basic skills and cross-functional skills.

WORKER CHARACTERISTICS

represent the work styles, interests, and abilities that are important to job seekers evaluating potential career opportunities.

WORKFORCE CHARACTERISTICS

include links to current labor market information on occupations, including wages, employment outlook, and industry size.

OCCUPATION SPECIFIC INFORMATION

provides comprehensive details for a single occupation or narrowly-defined job family.

RELATED OCCUPATIONS

cross-reference occupations that require similar knowledge, skills, and experience.

O*NET in it

* **Get O*NET in it.** Some of the most sophisticated occupational systems in the world contain one powerful, unique ingredient: O*NET. Software and system developers can meet your specific needs by customizing O*NET's powerful, flexible data to your own organization's applications. * O*NET was developed by some of the nation's top occupational researchers and analysts. They have collected and classified occupational information to guarantee that O*NET intelligence is accurate, current, consistent, and comprehensive.

Look for the seal. All software applications and other resources powered by O*NET data will now display the official "O*NET in*it" seal on their packaging. Look for it to find the most dynamic intelligence on today's U.S. labor market.



O*NET will help us keep our internal job descriptions, appraisals, and training up-to-date. Rather than spend our time collecting data, we will have more time to focus on developing our workforce.

—James B. McGregor,
Morgal Machine Tool Company



O*NET is brought to you by:

O*NET Project
USDOL/ETA/OWI/DWSS
200 Constitution Avenue
Mail Stop S-4231
Washington, D.C. 20210

www.doleta.gov/programs/onet

National Center for O*NET Development
P.O. Box 27625
Raleigh, NC 27611

www.onetcenter.org

Association Endorsement List



Association Support

As a leading national and industry association, we support O*NET, the Occupational Information Network. A major initiative of the United States Department of Labor, O*NET is a database of occupation information, specifying job characteristics and worker skills and abilities.

O*NET helps employers meet human resource challenges by identifying front line skill needs. It helps employees identify skills necessary to succeed in their fields, and helps job seekers understand the skills and training they need for the jobs they want.

We urge you to complete the O*NET questionnaire. By providing this valuable information, you will help the O*NET database capture the realities of the changing American workplace and be a participant in building a national labor exchange system able to compete in the international marketplace.

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Academy of Criminal Justice Sciences	American Association of Community Colleges	American Federation for Medical Research
Accrediting Council for Continuing Education and Training	American Association of Cosmetology Schools	American Federation of Home Health Agencies
African American Women's Clergy Association	American Association of Early Childhood Educators	American Federation of School Administrators
Air Conditioning Contractors of America	American Association of Engineering Societies	American Federation of Teachers
Aircraft Electronics Association	American Association of Motor Vehicle Administrators	American Financial Services Association
Allied Pilots Association	American Association of Museums	American Fisheries Society
American Academy of Actuaries	American Association of Psychiatric Technicians	American Forest & Paper Association
American Academy of Environmental Engineers	American Association of State Colleges and Universities	American Foundry Society
American Academy of Orthotists and Prosthetists	American Association of Zoo Keepers	American Geological Institute
American Academy of Physical Medicine and Rehabilitation	American Bar Association	American Health Information Management Association
American Academy of Physician Assistants	American Business Conference	American Historical Association
American Apparel and Footwear Association	American Chemical Society	American Home Furnishings Alliance
American Association for Adult and Continuing Education	American College of Cardiology	American Hotel and Lodging Association
American Association for Health Education	American Composites Manufacturers Association	American Industrial Hygiene Association
American Association for Homecare	American Congress on Surveying and Mapping	American Institute for Conservation of Historic and Artistic Works
American Association for Leisure and Recreation	American Correctional Association	American Institute of Aeronautics and Astronautics
American Association for Marriage and Family Therapy	American Council for Construction Education	American Institute of Building Design
American Association for Respiratory Care	American Council of Life Insurers	American Institute of Chemists
American Association for Vocational Instructional Materials	American Counseling Association	American Institute of Constructors
American Association of Colleges of Pharmacy	American Culinary Federation	American Institute of Engineers
	American Dental Assistants Association	American Institute of Floral Designers
	American Design Drafting Association	American Institute of Professional Bookkeepers
	American Education Finance Association	American Insurance Association
	American Electronics Association	American Jail Association
		American Library Association
		American Loggers Council
		American Management Association

Employee Benefit Research Institute
Energy Council of the Northeast
Fabricators & Manufacturers Association
International
Federal Resource Center for Special
Education
Federation of Tax Administrators
Flexographic Technical Association
Floor Covering Installation Contractors
Association
Foodservice Consultants Society
International
Forest Resources Association
Forging Industry Association
Gases and Welding Distributors
Association
Graphic Artists Guild
Group Underwriters Association of
America
Healthcare Distribution Management
Association
Home Care Aide Association of America
Home Healthcare Nurses Association
Hospice Association of America
Hospitality Business Alliance

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IEEE (Institute of Electrical and
Electronics Engineers)
IEEE Aerospace and Electronic Systems
Society
IEEE Computer Society
IEEE Engineering in Medicine and
Biology Society
IEEE Engineering Management Society
Independent Automotive Damage
Appraisers Association
Industrial Designers Society of America
Information Systems Audit and Control
Association
Information Technology Association of
America
Inland Marine Underwriters Association
Institute for Certification of Computing
Professionals
Institute for Operations Research and the
Management Sciences
Institute for Supply Management
Institute of Environmental Sciences and
Technology
Institute of Industrial Engineers
Institute of Management Accountants
Institute of Management Consultants
USA
Institute of Packaging Professionals

Insurance Information Institute
International Association for Computer
Information Systems
International Association of Administrative
Professionals
International Association of Arson
Investigators
International Association of Asian Studies
International Association of Campus Law
Enforcement Administrators
International Association of Fire Chiefs
International Association of Foundation
Drilling
International Association of Workforce
Professionals
International Disk Drive Equipment and
Materials Association
International Economic Development
Council
International Executive Housekeeping
Association
International Federation of Professional
and Technical Engineers
International Fire Marshals Association
International Interior Design Association
International Maintenance Institute
International Masonry Institute
International Plant Propagators' Society
International Public Management
Association for Human Resources
International Ticketing Association
International Union of Bakers and
Bakers-Confectioners
International Union of Bricklayers and
Allied Craftworkers
International Union of Painters and Allied
Trades
International Union of Police Associations
International Warehouse Logistics
Association
Ironworker Management Progressive
Action Cooperative Trust
Irrigation Association
Jewelers of America
Jewelry Information Center
Kitchen Cabinet Manufacturers
Association

m-n

Machinery Dealers National Association
Manufactured Housing Institute
Marine Technology Society
Marketing Research Association
Mason Contractors Association of
America

Material Handling Equipment Distributors
Association
Metals Service Center Institute
Metropolitan Burglar and Fire Alarm
Association
Minerals, Metals, and Materials Society
Modular Building Institute
NALS
National Academy of Opticianry
National Academy of Sciences
National Alliance of Business
National Association for Business
Economics
National Association for Equal
Opportunity in Higher Education
National Association for Girls and Women
in Sport
National Association for Home Care and
Hospice
National Association for Practical Nurse
Education and Service
National Association for Printing
Leadership
National Association for Sport and
Physical Education
National Association of African American
Studies
National Association of Child Care
Professionals
National Association of Child Care
Resource and Referral Agencies
National Association of Construction
Boilermaker Employers
National Association of Counties
National Association of County Surveyors
National Association of Emergency
Medical Technicians
National Association of Environmental
Professionals
National Association of Geoscience
Teachers
National Association of Health
Underwriters
National Association of Hispanic and
Latino Studies
National Association of Independent
Insurance Adjusters
National Association of Independent
Publishers
National Association of Legal Assistants
National Association of Manufacturers
National Association of Native American
Studies
National Association of Professional
Employer Organizations
National Association of Sales and
Marketing Agencies

National Association of School Psychologists
National Association of Service Managers
National Association of Social Workers
National Association of State Directors of Career Technical Education Consortium
National Athletic Trainers' Association
National Bicycle Dealers Association
National Blacksmiths and Weldors Association
National Burglar and Fire Alarm Association
National Business Education Association
National Career Development Association
National Center for Manufacturing Sciences
National Center for Simulation
National Cleaners Association
National Concrete Masonry Association
National Cosmetology Association
National Council for Advanced Manufacturing
National Council of Agricultural Employers
National Council of Teachers of English
National Council of Teachers of Mathematics
National Criminal Justice Association
National Dance Association
National Dental Assistants Association
National Dental Association
National Earth Science Teachers Association
National Elevator Industry, Inc
National Employment Counseling Association
National Environmental Health Association
National Farmers Union
National Federation of Licensed Practical Nurses
National Freight Transportation Association
National Funeral Directors Association
National Glass Association
National Hardwood Lumber Association
National High School Association
National Human Resources Association
National Institute for Automotive Service Excellence
National Institute for Literacy
National Institute for Metalworking Skills
National Judges Association
National League of Postmasters of the United States

National Management Association
National Maritime Education and Training Association
National Paralegal Association
National Propane Gas Association
National Railroad Construction and Maintenance Association
National Registry of Environmental Professionals
National Rehabilitation Counseling Association
National Retail Federation
National Roofing Contractors Association
National Science and Technology Education Partnership
National Society of Professional Surveyors
National Stone, Sand and Gravel Association
National Terrazzo and Mosaic Association
National Therapeutic Recreation Society
National Tile Contractors Association
National Tooling and Machining Association
National Tour Association
National Training and Simulation Association
National Utility Contractors Association
Network and System Professionals Association
Network Professional Association
New York Academy of Sciences

O-S

Outdoor Power Equipment Aftermarket Association
Owner-Operator Independent Drivers Association
Packaging and Label Gravure Association
Painting & Decorating Contractors of America
Pedorthic Footwear Association
Plastic and Metal Products Manufacturers Association
Pleaters, Stitchers & Embroiderers Association
Plumbing-Heating-Cooling Contractors National Association
Precision Machined Products Association
Precision Machined Products Association Educational Foundation
Precision Metalforming Association
Precision Metalforming Association Educational Foundation
Printing Industries of America & Affiliates

Professional Association of Custom Clothiers
Professional Caddie Association
Professional Landcare Network
Professional Managers Association
Property Casualty Insurers Association of America
Refractory Ceramic Fibers Coalition
Refrigeration Service Engineers Society
Retail Bakers of America
Risk Management Association
Society for Experimental Biology and Medicine
Society for Foodservice Management
Society for Protective Coatings
Society for Technical Communication
Society of Allied Weight Engineers
Society of American Archivists
Society of American Florists
Society of American Foresters
Society of Computer Professionals
Society of Fire Protection Engineers
Society of Manufacturing Engineers
Society of Naval Architects and Marine Engineers
Society of Petroleum Engineers
Society of Professional Benefit Administrators
Soil Science Society of America
SOLE—The International Society of Logistics
Specialty Graphic Imaging Association
Structural Insulated Panel Association

t-w

Telecommunications Industry Association
Tooling and Manufacturing Association
Transportation Intermediaries Association
Tree Care Industry Association
Tube and Pipe Association International
Tubular Piping Association
United Brotherhood of Carpenters and Joiners of America
United Council on Welfare Fraud
United Professional Sales Association
United States Tour Operators Association
Water Environment Federation
Western Dredging Association
Wildlife Disease Association
Wood Flooring Manufacturers Association
Wood Moulding and Millwork Producers Association
World International Nail and Beauty Association
World Leisure and Recreation Association

American Meat Institute
American Mental Health Counselors Association
American Moving & Storage Association
American Optometric Association
American Pharmacists Association
American Physical Therapy Association
American Physiological Society
American Planning Association
American Probation and Parole Association
American Prosthodontic Society
American Psychological Association
American Public Gas Association
American Public Human Services Association
American Purchasing Society
American Rehabilitation Counseling Association
American Rental Association
American Road and Transportation Builders Association
American School Counselor Association
American School Health Association
American Society for Clinical Laboratory Science
American Society for Engineering Education
American Society for Engineering Management
American Society for Microbiology
American Society for Quality
American Society for Training and Development
American Society of Agronomy
American Society of Association Executives
American Society of Certified Engineering Technicians
American Society of Interior Designers
American Society of Professional Estimators
American Society of Radiologic Technologists
American Society of Sanitary Engineering
American Society of Travel Agents
American Sociological Association
American Subcontractors Association
American Therapeutic Recreation Association
American Watchmakers-Clockmakers Institute
American Water Works Association
American Zoo and Aquarium Association
America's Health Insurance Plans
Animal Behavior Society

Appraisal Institute
Appraisers Association of America
Architectural Engineering Institute of the American Society of Civil Engineers
Associated Bodywork and Massage Professionals
Associated Builders and Contractors
Associated General Contractors of America
Associated Locksmiths of America
Associated Specialty Contractors
Association for Career and Technical Education
Association for Career and Technical Education Research
Association for Childhood Education International
Association for Commuter Transportation
Association for Continuing Higher Education
Association for Financial Professionals
Association for Healthcare Documentation Integrity
Association for Library and Information Science Education
Association for Library Collections and Technical Services
Association for Professionals in Infection Control and Epidemiology
Association for the Advancement of Cost Engineering
Association of Business Support Services International
Association of Consulting Foresters of America, Inc.
Association of Credit and Collection Professionals
Association of Energy Engineers
Association of Environmental Engineering and Science Professors
Association of Equipment Management Professionals
Association of Executive and Administrative Professionals
Association of Information Technology Professionals
Association of Management Consulting Firms
Association of Master of Business Administration Executives
Association of Minority Health Professions Schools
Association of Oncology Social Work
Association of Sales and Marketing Companies
Association of School Business Officials International

Association of Schools of Allied Health Professions
Association of Surgical Technologists
Association of the Wall and Ceiling Industry
Association of Women in the Metal Industries
Association of Women Soil Scientists
Automotive Maintenance and Repair Association

b-h

Belt Association
Biomedical Engineering Society
Biotechnology Industry Organization
Blow-in-Blanket Contractors Association
Bread Bakers Guild of America
Brotherhood of Shoe and Allied Craftsmen
Business Marketing Association
Business Professionals of America
California Fashion Association
Ceilings and Interior Systems Construction Association
Center for Book Arts
Ceramic Tile Institute of America
Chamber of Shipping of America
Chartered Property Casualty Underwriters Society
Commercial Vehicle Training Association
Community Transportation Association of America
CompTIA
Construction Management Association of America
Consumer Electronics Association
Contact Lens Manufacturers Association
Council for American Private Education
Council of Fashion Designers of America
Council of Industrial Boiler Owners
Council of Supply Chain Management Professionals
Crane Certification Association of America
Crop Science Society of America
Custom Electronic Design and Installation Association
Dangerous Goods Advisory Council
Deck Industry Association
Dietary Managers Association
Drug and Alcohol Testing Industry Association
Edison Welding Institute
Editorial Freelancers Association
Electronics Technicians Association International

Mailing to POC with Questionnaire Packets for Selected Employees

- RTI Letter to POC to Accompany Questionnaire
- Example POC Memo to Employees

RTI Letter to POC to Accompany Questionnaires



3040 Cornwallis Road ■ PO Box 12194 ■ Research Triangle Park, NC 27709-2194 ■ USA

[DATE]

[NAME OF POC]
[COMPANY NAME]
[COMPANY ADDRESS]

Dear [NAME OF POC]:

As we recently discussed on the telephone, enclosed are the questionnaire packets for the employees who were sampled to participate in the O*NET[®] Data Collection Program. Please distribute the packets to the appropriate employees as soon as possible.

Note that the label affixed to each envelope includes the occupation, line number and initials of the employee (optional) from the roster you created for each occupation. Please use the roster as a guide to ensure that each employee receives the correct envelope.

To encourage a high level of response from the employees, we have prepared the attached example memorandum that you can send to each employee to show your support for the Program. We hope you will consider modifying this memorandum as you wish and distributing it along with the questionnaire packets. Call me at the number below if you would like me to send an electronic copy of the memo to you.

We sincerely appreciate your company's support of this important program and hope that our sincere thanks is communicated to each employee receiving a packet. We realize that their participation is completely voluntary and that their time is valuable.

Finally, as a token of our appreciation for your efforts, we have enclosed a Certificate of Appreciation from the U.S. Department of Labor in your name. Also enclosed is a frame for the certificate. Your personal efforts in support of this important national data collection program are recognized and sincerely appreciated by the U.S. Department of Labor, as well as the entire O*NET Project Team.

We will contact you again in the near future to see if you need any additional support. In the meantime, feel free to contact me toll free at 1-877-233-7348, ext. [BL EXTENSION], any time I can be of assistance.

Sincerely,

[NAME OF BL]
Business Liaison

Enclosure

Example POC Memo to Employees

Company Letterhead

MEMORANDUM

DATE:

TO: [SELECTED EMPLOYEE]

FROM: [POINT OF CONTACT]

SUBJECT: Occupational Information Network (O*NET[®]) Data Collection Program

Our company has been invited by the U.S. Department of Labor to participate in an important national project called the O*NET Data Collection Program. The purpose of this study is to collect information on the knowledge, skills, and competencies required for individuals in various occupations. Results of this data collection effort will be used to update a national database on occupations called the Occupational Information Network (O*NET), our nation's primary source of information on jobs.

You have been randomly identified to participate in this program as part of a national sample. Your responses to the enclosed questionnaire are very important because they will represent many other employees nationwide who also work in your occupation. I encourage you to complete the questionnaire and return it as soon as you can. However, your participation is completely voluntary and will in no way affect your employment.

Also, please be assured that your responses will be kept strictly private and your name will not be associated with your individual responses. As you will note from the instructions provided in the questionnaire packet, your completed questionnaire should be returned directly to RTI, the survey organization collecting the data. An addressed, postage-paid envelope is enclosed in the packet of materials for this purpose. Neither I, nor anyone else in the company, will ever see or have access to your answers.

Thank you very much for attending to this request. I hope you will complete the questionnaire and return it to RTI in the next few days. If you have questions about it, please contact me.

Selected Employee Package

- RTI Letter to Accompany Questionnaire (With \$10 Incentive)
- RTI Letter to Accompany Questionnaire (Without \$10 Incentive)
- O*NET Brochure
- Instructions for Completing the Web Version of the O*NET Questionnaire
- Web Option Reminder Post-It
- Employee Questionnaire Packet Envelope
- Postage-paid Return Envelope

**RTI Letter to Accompany Questionnaire
(With \$10 Incentive)**

[DATE]

Dear Madam or Sir,

On behalf of the U.S. Department of Labor and the National Occupational Information Network (O*NET®) Consortium, I am requesting your participation in the O*NET Data Collection Program. This important data collection effort is being undertaken to update the O*NET database, our nation's primary source of occupational information. RTI, a non-profit research organization, is conducting this data collection effort for the U.S. Department of Labor and the National O*NET Consortium. We are collecting data from randomly sampled workers in businesses all across the United States.

Your company has agreed to participate in the O*NET Data Collection Program. One of your co-workers, [NAME OF POC], is helping RTI to randomly sample employees to be invited to participate in this important program.

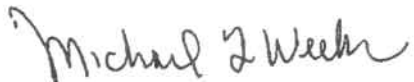
To participate, please complete the questionnaire enclosed with this letter and return it to us in the enclosed stamped envelope. It should only take about 30 minutes to complete. We also ask that you do this on your own time, not company time. We have enclosed \$10, which is yours to keep as an expression of our appreciation for your time.

Your participation is completely voluntary. You can skip over any question you do not want to answer. Your responses are returned directly to RTI, where your answers will be kept completely private and will not affect your employment in any way. Neither your name nor your company's name will be associated with your response. Data will only be used in summary form to describe occupations - not specific jobs or the individuals performing them.

We have enclosed an O*NET brochure that will answer many questions you have about the O*NET program. If you have access to the Internet, you may wish to complete the questionnaire on our web site at <http://onet.rti.org>. We have enclosed instructions to assist you with that. If you have further questions about this request, please contact Ms. Sarah Harris, Data Collection Task Leader, toll-free at RTI at 1-800-334-8571, ext 2-7486.

Thank you for your help with the O*NET project. The participation of businesses and employees across the country will ensure that all occupational information contained in the O*NET system is accurate and useful to business, educators, and individuals exploring careers.

Sincerely,



Michael F. Weeks
O*NET Project Director

Enclosure

**RTI Letter to Accompany Questionnaire
(Without \$10 Incentive)**

[DATE]

Dear Madam or Sir,

On behalf of the U.S. Department of Labor and the National Occupational Information Network (O*NET®) Consortium, I am requesting your participation in the O*NET Data Collection Program. This important data collection effort is being undertaken to update the O*NET database, our nation's primary source of occupational information. RTI, a non-profit research organization, is conducting this data collection effort for the U.S. Department of Labor and the National O*NET Consortium. We are collecting data from randomly sampled workers in businesses all across the United States.

Your company has agreed to participate in the O*NET Data Collection Program. One of your co-workers, [NAME OF POC], is helping RTI to randomly sample employees to be invited to participate in this important program.

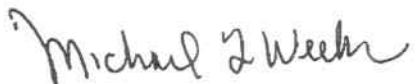
To participate, please complete the questionnaire enclosed with this letter and return it to us in the enclosed stamped envelope. It should only take about 30 minutes to complete. We also ask that you do this on your own time, not company time. We sincerely appreciate your taking the time to help us in this important effort.

Your participation is completely voluntary. You can skip over any question you do not want to answer. Your responses are returned directly to RTI, where your answers will be kept completely private and will not affect your employment in any way. Neither your name nor your company's name will be associated with your response. Data will only be used in summary form to describe occupations - not specific jobs or the individuals performing them.

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Sincerely,



Michael F. Weeks
O*NET Project Director

Enclosure

O*NET Brochure



beyond information.

intelligence.



beyond information. intelligence.

Hire intelligence.

* Rapidly changing world markets and vast technological innovation. Increasing competition at home and abroad. Rising customer expectations. For employers and job seekers alike, staying competitive in today's demanding workplace means making smart choices in all employment decisions. * At the same time, occupational information is everywhere—in books, newspapers, websites, magazines, and elsewhere. But most sources only give part of the picture. Without standardization in the business of employment, compiling, customizing, and maintaining occupational data can be a cumbersome, ongoing process.

Fortunately, the business of employment just got smarter.

O*NET[®] is a unique, powerful source for continually updated occupational information and labor market research. By using a contemporary, interactive skills-based database and a common language to describe worker skills and attributes, O*NET transforms mountains of data into precise, focused occupational intelligence that anyone can understand easily and efficiently.

WHO USES O*NET?

- HR personnel
- Training facilitators
- Students
- Workforce researchers
- Career counselors
- Efficiency experts
- Rehabilitation counselors
- Job seekers
- Software developers
- Displaced workers
- Business forecasters
- Industry analysts
- Educators at all levels
- Organizational consultants

O*NET in action

More than a database—a solution.

O*NET integrates a powerful, relational database, a common language for job and skill descriptions, and crosswalks to other classifications systems into a complete solution for businesses, job seekers, and workforce development professionals. As the most comprehensive occupation resource available, O*NET helps workforce professionals:

- DEVELOP** detailed, accurate job descriptions.
- IDENTIFY** interest and experience requirements to align the right candidate with the right job.
- DESIGN** relevant career curricula and occupational skills development programs.
- DEFINE** success factors for promotion and advancement.
- FORECAST** HR requirements more effectively.

Tools you can use.

Whether it's finding and retaining the right people, developing more effective job descriptions, or just getting the most recent occupational information available, O*NET is your complete solution for keeping up with today's rapidly changing world of work. O*NET offers:

- Current, detailed information on more than 800 occupations including new and emerging and green occupations.
- More than 450 standardized descriptors of skills, abilities, interests, knowledge, and work context plus the tools and technologies used.
- Standard occupational classification (SOC) coding.
- Easy-to-use interface and search menus.
- Skill-searchable occupational descriptions for more exact career targeting.
- Tools to build accurate job descriptions.
- Crosswalks to other classification systems and links to placement and labor market resources.
- Accommodation information to use as a disability counseling tool.

O*NET helps employers by giving them very current information to help in the designing of organizational, recruiting, training, and compensation systems.

—**Michael D. Bass,**
Sears Roebuck & Co.

the power of O*NET

BUSINESSES AND HR PROFESSIONALS

JOB SEEKERS

USE O*NET TO FIND—AND KEEP:

QUALIFIED JOB CANDIDATES

- Expand the pool of quality candidates for open positions.
- Develop effective job descriptions quickly and easily.
- Define employee and/or job-specific success factors.
- Align organizational development with workplace needs.
- Refine recruitment and training goals.
- Design competitive compensation and promotion systems.

A QUALITY JOB

- Find out which jobs fit with their interests, skills, and experience.
- Explore growth career profiles using the latest available labor market data.
- Research what it takes to get their dream job.
- Maximize earning potential and job satisfaction.
- Know what it takes to be successful in their field and in related occupations.

What you're **looking** for.

O*NET ORGANIZES ITS WEALTH OF INFORMATION ABOUT EACH OCCUPATION INTO SEVEN, INTERRELATED AREAS:

EXPERIENCE REQUIREMENTS

describe the education, training, skills, licensing, and experience required for entry and advancement.

OCCUPATION REQUIREMENTS

outline the typical tasks associated with each occupation or group of occupations, including specific physical, social, or structural demands on workers.

WORKER REQUIREMENTS

include individual performance factors, such as skills and knowledge, including basic skills and cross-functional skills.

WORKER CHARACTERISTICS

represent the work styles, interests, and abilities that are important to job seekers evaluating potential career opportunities.

WORKFORCE CHARACTERISTICS

include links to current labor market information on occupations, including wages, employment outlook, and industry size.

OCCUPATION SPECIFIC INFORMATION

provides comprehensive details for a single occupation or narrowly-defined job family.

RELATED OCCUPATIONS

cross-reference occupations that require similar knowledge, skills, and experience.

O*NET in it

* **Get O*NET in it.** Some of the most sophisticated occupational systems in the world contain one powerful, unique ingredient: O*NET. Software and system developers can meet your specific needs by customizing O*NET's powerful, flexible data to your own organization's applications. * O*NET was developed by some of the nation's top occupational researchers and analysts. They have collected and classified occupational information to guarantee that O*NET intelligence is accurate, current, consistent, and comprehensive.

Look for the seal. All software applications and other resources powered by O*NET data will now display the official "O*NET in*it" seal on their packaging. Look for it to find the most dynamic intelligence on today's U.S. labor market.



O*NET will help us keep our internal job descriptions, appraisals, and training up-to-date. Rather than spend our time collecting data, we will have more time to focus on developing our workforce.

—James B. McGregor,
Morgal Machine Tool Company



O*NET is brought to you by:

O*NET Project
USDOL/ETA/OWI/DWSS
200 Constitution Avenue
Mail Stop S-4231
Washington, D.C. 20210

www.doleta.gov/programs/onet

National Center for O*NET Development
P.O. Box 27625
Raleigh, NC 27611

www.onetcenter.org

Instructions for Completing the Web Version



Instructions for Completing the Web Version of the O*NET® Questionnaire

Username: [Username]

Password: [Password]

You can complete the questionnaires online if you prefer.
Just follow these simple steps.

- Step 1.** Go to the web address <http://onet.rti.org>.
- Step 2.** Click on the Login link to gain access to the questionnaires.
- Step 3.** Enter your username and password. This information can be found above or in the upper-right corner of the front cover of any one of the questionnaire booklets that you received.
- Step 4.** Click on OK. Once you are logged in, you will receive further instructions on completing the questionnaires.

Please be assured that your online responses are completely secure and are protected by the same technology used by businesses to secure credit card transactions.

If you have any problems accessing the web site, please call 1-877-233-7348, ext. 100. Technical assistance is available through this toll free number Monday through Friday between 8:30AM and 5:00PM Eastern Time. You can also email your technical questions to onethelp@rti.org.

If you have any other questions about the survey, please call Ms. Sarah Harris at RTI toll free at 1-800-334-8571, ext. 2-7486 from Monday through Friday between 8:30AM and 5:00PM Eastern Time. If you prefer, you can email her at harris@rti.org.

**Thank you again for your participation in the
O*NET Data Collection Program!**

Web Option Reminder Label



Prefer to
complete this
questionnaire
on-line?

LOG INTO

onet.rti.org

TODAY!

Employee Questionnaire Packet Envelope

o*net[®]



Beyond Information. Intelligence.

This is a request for occupational information only.
RTI International is conducting this data collection
effort for the U.S. Department of Labor.

Employee Questionnaire Packet

See enclosed questionnaire for instructions
on completing the survey online.

Postage-Paid Return Envelope



Beyond Information. Intelligence.

P.O. Box 12194
Research Triangle Park, NC 27709

CONFIDENTIAL: To be opened by authorized staff only.

Questionnaire return envelope with stamps
Knowledge questionnaire with appropriate postage for
5oz envelope
All other questionnaires with appropriate postage for
4oz envelopes

Research Triangle Institute
Attn: O*NET Data Receipt
P.O. Box 12194
Research Triangle Park, NC 27709-9779

O*NET Toolkit for Business

- RTI Letter to Accompany Toolkit
- Toolkit Contents

**RTI Letter to Accompany the
O*NET Toolkit for Business**

[DATE]

[NAME OF POC]
[COMPANY NAME]
[COMPANY ADDRESS]

Dear [NAME OF POC]:

Your interest and support of the O*NET[®] Data Collection effort is very important to the success of the program. With that in mind, I am sending you this O*NET Toolkit for Business, in the hope that it will become a valuable aid to you and your organization. This is a free gift to your company from the U.S. Department of Labor.

The O*NET Toolkit for Business was created specifically for organizations like yours to help them use the information available through O*NET to simplify tasks such as writing job descriptions and planning for future human resource needs. The following pieces are included in the toolkit:

- § **The Quick Reference Guide to O*NET:** an executive summary of O*NET information.
- § **The OnLine Guided Tour:** an introduction to the O*NET OnLine application.
- § **The Content Model Reference Card:** an overview of the conceptual foundation for O*NET occupational information.
- § **O*NET At Work: Writing Job Descriptions:** step-by-step guide to writing job descriptions using O*NET OnLine.
- § **O*NET At Work: HR Planning and Employee Retention & Reskilling:** step-by-step guide to doing human resource planning or solving employee retention/reskilling problems using O*NET OnLine.
- § **The compact disc:** provides full copies of the O*NET questionnaires in both MS Word and WordPerfect for in-house use, such as job analysis.

We hope you find this Toolkit useful. If you have any comments or questions, please contact me at 1-877-233-7348, ext. [BL EXTENSION], or the Operations Center Manager at 1-877-233-7348, ext 100.

Sincerely,

[NAME OF BL]
Business Liaison

Enclosure

Toolkit Contents



Disclaimer:

This O*NET® Toolkit for Business has been produced by compiling information and documentation provided by various sources. The examples are provided as illustrative uses of O*NET and, as such, this Toolkit is provided "AS-IS" without expressed or implied warranties.

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This Toolkit has been developed and produced by Reingold, Inc. for the Center for Employment Security Education and Research (CESER) and the National O*NET Consortium, with funding from the Employment and Training Administration, U.S. Department of Labor. No license is required to obtain, copy, use, or distribute this product. Materials produced from this publication must be appropriately cited; suggested citation is O*NET®: Toolkit for Business, U.S. Department of Labor, Employment and Training Administration (DOL/ETA).

*Any modifications to the training materials which imply that O*NET can be used for additional purposes not cited in the DOL source materials, for which its validity and reliability have not been established, must be clearly labeled and identified in and on the product as additions made to the original DOL/ETA materials.*

O*NET is a DOL/ETA trademarked product. For any use of the O*NET mark, please contact the National Center for O*NET Development at <http://www.onetcenter.org> or National Center for O*NET Development, North Carolina Employment Security Commission, P.O. Box 27625, Raleigh, NC 27611 for appropriate procedures and requirements.

Inquiries and comments can be addressed to the National Center for O*NET Development by using the contact information below.

National Center for O*NET Development
P.O. Box 27625
Raleigh, NC 27611
www.onetcenter.org

Acknowledgements:

The Employment and Training Administration (ETA) wishes to acknowledge the following organizations and offices for their contributions to the O*NET® Toolkit for Business:

National Center for O*NET Development
Ron Page, Ph.D.

The National O*NET Consortium, comprised of the North Carolina Employment Security Commission; Center for Employment Security Education and Research; and ETA's Office of Workforce Investment and the Skills Assessment Team.

O*NET® Toolkit for Business

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Content Model



O*NET Mini CD



Employers'
Quick Reference Guide to O*NET



Why should you use O*NET?

O*NET is a free, easy-to-use occupational information system that can help your company save time and effort by leveraging its human resource capabilities. From start-up to Fortune 500, every business faces challenges in defining job requirements, developing accurate job descriptions, and implementing effective personnel development strategies. In a technology-driven, highly competitive, and rapidly evolving marketplace, human resource professionals, line managers, and decision-makers all need current, accurate occupational intelligence.

Key O*NET business benefits

Time savings: Developing job descriptions can be time- and labor-intensive. O*NET OnLine puts current, searchable information on hundreds of occupations at your fingertips, including education and experience, apprenticeable specialties, work activities and typical tasks, as well as knowledge, skills, and abilities. You can easily copy O*NET information and tailor it to your company's specific needs—letting you develop quality job descriptions in a fraction of the time.

Efficiency: O*NET data is easy to find, easy to search, and easy to understand—giving you meaningful occupational information and analytical support instantly. This means that you can address a wider range of human resources issues in less time, with less effort.

Consistency: O*NET standardized occupational descriptors make it much easier to compare work across a broad range of functions and levels.

Effectiveness: O*NET provides comprehensive and current information for a wide range of occupations. This translates into better targeted recruiting efforts, more effective training, and better defined career paths.

Added Value: O*NET standardized descriptors create a common language that is an applicable tool for a mobile and rapidly changing world of work. O*NET descriptions are based on rigorous research and the input of industry experts.

Cost Savings: Tracking down all the information you need for Human Resource planning can be expensive. O*NET OnLine brings together occupational information with links to additional resources, such as employment outlook, wages, and other labor market information. All the data is available 24 hours a day, seven days a week, with no fee for use.

To take advantage of O*NET information, use the quick reference information on the next few pages—or see the O*NET OnLine Guided Tour for more in-depth information, tips, and techniques for getting the most from O*NET OnLine. For a more detailed description of the O*NET information, see the Content Model Reference Card.

How Can You Use O*NET?



Log onto O*NET OnLine

Just visit <http://www.onetonline.org> to check out O*NET, run a search, or link to dozens of valuable resources for occupational and career-related information.

Use O*NET OnLine

O*NET OnLine is a web-based application that provides access to information in the O*NET database of occupational information.

The O*NET Database provides occupational information within the following categories:

- ▶ **Worker Characteristics:** Abilities, Interests, Work Values and Work Styles
- ▶ **Worker Requirements:** Skills, Knowledge and Education
- ▶ **Experience Requirements:** Experience, Training, Skills and Licensing Requirements
- ▶ **Occupation Specific Information:** Tasks, Tools and Technology
- ▶ **Occupation Requirements:** Work Activities, Detailed Work Activities and Work Context
- ▶ **Workforce Characteristics:** Links to labor market information, occupational outlook and wage information

O*NET OnLine Search Options

- ▶ **Find Occupations** allows you to search for occupations by entering a title, phrase or code into the Keyword Search box, or by using one of the "Browse by" options: **Bright Outlook**, Career Cluster, **Green Economy Sector**, Industry, Job Family, Job Zone, and STEM Discipline (Science, Technology, Engineering and Mathematics disciplines).
- ▶ **Advanced Search** lets you "Browse by" **O*NET Data**; lets you use **Skills** to find Occupations matching the skills you have or plan to acquire; lets you use specific **Tools or Technology** to find high demand occupations.
- ▶ **Crosswalk** lets you search for an O*NET-SOC occupation using codes or titles from other classification systems such as: the Dictionary of Occupational Titles (DOT), the Military Occupational Classification (MOC), the Registered Apprenticeship Partners Information Data System (RAPIDS), the Standard Occupational Classification (SOC), the Classification of Instructional Programs (CIP), and the Occupational Outlook Handbook (OOH).
- ▶ **Green** lets you search for Green occupations that are part of the green economy.

Valuable Related Links

O*NET OnLine offers a wide variety of links to other valuable occupation-related sites. Each Summary, Details, or Custom Report includes the option of linking directly to Wages and Employment Outlook Information for that occupation on CareerOneStop. There are also links to the U.S. Department of Labor, other government agencies, as well as links to information on disability, accommodations, and workplace issues.

Summary, Details, and Custom Reports

O*NET OnLine provides information at several levels. **Summary** information is designed to provide a quick overview, focusing on the most important information on the occupation. **Details** information gives more comprehensive information. **Custom** information allows users to create their own customized reports.

Downloading the O*NET Database

- ▶ At the upper right of the O*NET OnLine home page, Click on O*NET Sites then click on the link to the Resource Center (<http://www.onetcenter.org>).
- ▶ Click the Developers heading on the Left of the page, then select Production Database.

Download the O*NET Database

The O*NET Database may be downloaded free, for importing into other systems. The O*NET database includes all the occupational information in O*NET OnLine. This information can be used to facilitate career exploration, vocational counseling, and a variety of human resource functions, such as developing job orders, position descriptions, and aligning training with current workplace needs.

O*NET Center Home Page

For more information about using O*NET, or about O*NET products or technical reports, please see www.onetcenter.org.



O*NET is brought to you by:


O*NET Project
USDOL/ETA/OWI/DWSS
200 Constitution Avenue, NW, Room S4231
Washington, DC 20210
www.doleta.gov/programs/onet

National Center for O*NET Development
P.O. Box 27625
Raleigh, NC 27611
www.onetcenter.org



toolkit for business

O*NET OnLine Guided Tour



This *Guided Tour* is designed to help you use O*NET® OnLine more efficiently. While O*NET OnLine has a friendly, easy-to-use interface, this guide and reference tool may speed the learning curve for site navigation and search strategy.

About the O*NET Database and O*NET OnLine

1 O*NET (the Occupational Information Network) **OnLine** is a centralized online resource that enables you to access occupational information in the O*NET database. O*NET OnLine offers links to other valuable online occupational resources, including federal agencies and programs.

The O*NET database is the nation's primary source for occupational information. It offers:

- A common language and consistent descriptors for both worker and occupational information. Because O*NET information is regularly updated and is based on careful research and analysis of "real world" occupational data, it is a useful tool for a wide array of management and human resource activities.
- A unique approach to organizing and presenting occupational information. The O*NET "Content Model" gives employers convenient ways to hone in on information specific to a particular occupation, yet also lets them compare occupations using common skills, job attributes, and worker attributes.
- A helpful analysis and decision support system for many key business functions. Human resource professionals, business forecasters, industry analysts, organizational consultants, and line managers find O*NET information valuable in achieving objectives such as:
 - ◆ **Efficiently developing accurate job descriptions**
 - ◆ **Developing more targeted and effective employee development programs**
 - ◆ **Aligning organizational development initiatives with identified workplace needs**
 - ◆ **Defining recruitment goals**
 - ◆ **Expanding the pool of quality candidates for open positions**



Using O*NET OnLine

The O*NET database houses the occupational descriptors and data that can be accessed through O*NET OnLine. O*NET OnLine is a convenient and easy-to-use interface to the O*NET database.



Logging onto O*NET OnLine

This guided tour is most helpful if you log onto O*NET OnLine at <http://www.onetonline.org> and follow this map to get familiar with its functions and features. Or you may select O*NET OnLine from the O*NET Home Page (<http://www.onetcenter.org/>) to reach O*NET OnLine.

Getting Oriented to O*NET OnLine

O*NET OnLine is designed to be intuitive. It's easy to navigate through the web site and easy to search the database. But because there are several different levels and types of information provided, it's helpful to get a sense of what each category of information is and how it can be used.

O*NET OnLine home page overview

This home page is largely dedicated to O*NET OnLine's search options. The other key information available here includes:

OnLine Help: Assistance for navigating, searching, and retrieving information from O*NET

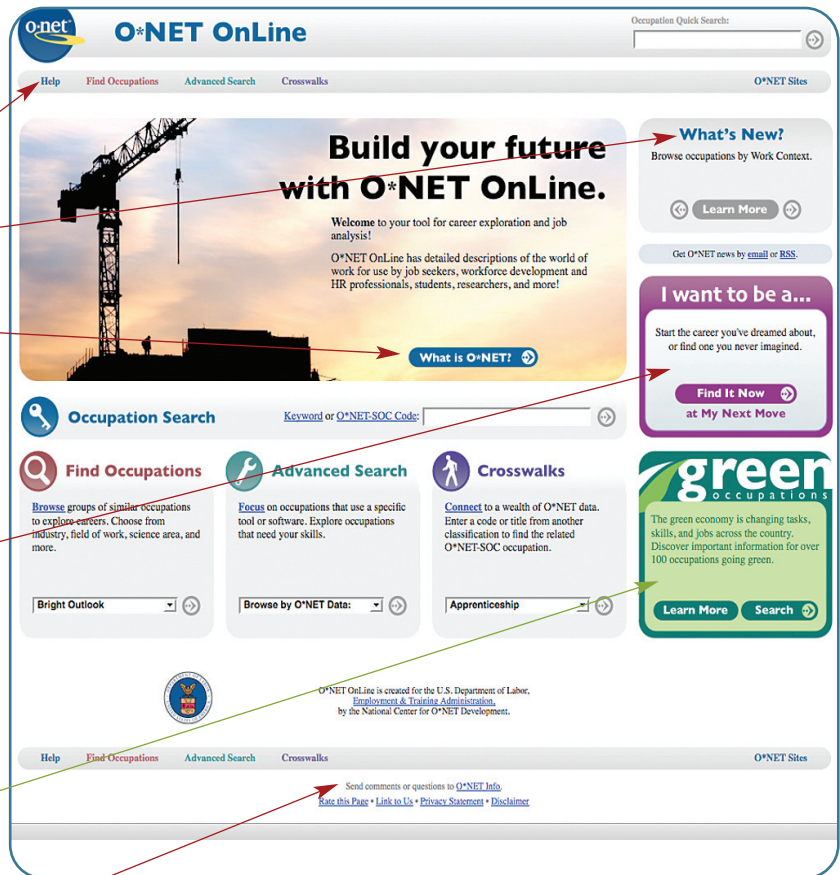
What's New: Link to other O*NET products and tools

What is O*NET: Link to information about O*NET data, applications, and research

My Next Move: A web-based interactive tool for new job seekers, students, and other career explorers to learn more about their career options. Provides the **O*NET Interest Profiler**, a tool that offers customized career suggestions based on a person's interests and level of education and work experience.

Green Occupations: Discover important information about green occupations and the green economy.

An email link for your comments and suggestions for O*NET

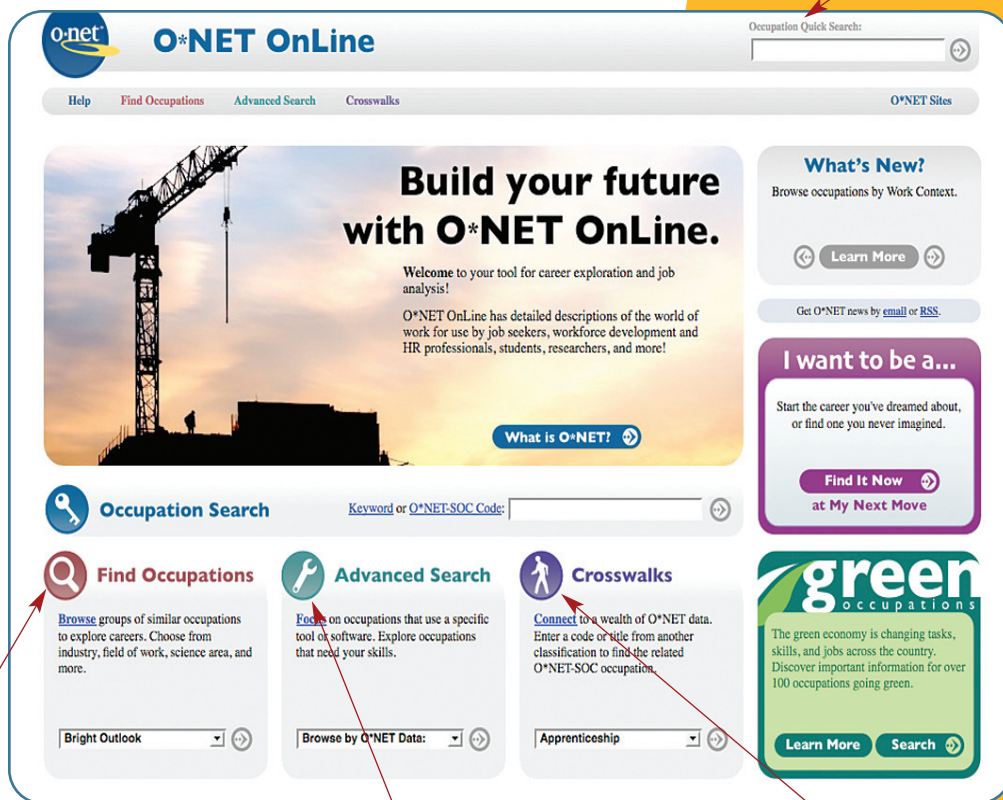


▼ About O*NET OnLine search options

Occupation Quick Search

provides quick access to finding occupations by keyword or code.

O*NET OnLine offers four easy search functions.



Find Occupations allows you to search for occupations by entering a title, phrase or code into the Keyword search box, or by using one of the "Browse by" options: **Bright Outlook**, Career Cluster, **Green Economy Sector**, Industry, Job Family, Job Zone, and STEM Discipline (Science, Technology, Engineering and Mathematics disciplines).

Advanced Search lets you "Browse by" **O*NET Data**; lets you find Occupations using **Skills** you have or plan to acquire; lets you use specific **Tools or Technology** to find high demand occupations.

Crosswalks lets you search for an O*NET-SOC occupation by entering a code from one of several other occupational classification systems.

Using Find Occupations

- Users can search for occupations by:
- Keyword or O*NET-SOC code
- Browsing by Bright Outlook
- Browsing by Career Cluster
- Browsing by Green Economy Sector
- Browsing by Industry
- Browsing a list of Job Families
- Browsing by Job Zone levels
- Browsing by STEM educational area (Science, Technology, Engineering and Mathematics)

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Results for a Quick search are listed in a rank order that is calculated on the relevance of the occupational title, alternate titles, description, tasks, and detailed work activities associated with the word or words you entered.

Clicking on Relevance Score shows where in the O*NET Database your search word(s) found matches.

Relevance Score	Code	Occupation
99	27-1011.00	Art Directors
87	27-1014.00	Multi-Media Artists and Animators
86	27-1024.00	Graphic Designers
86	43-9031.00	Desktop Publishers
86	27-1027.00	Set and Exhibit Designers
86	11-2011.00	Advertising and Promotions Managers
89	25-1121.00	Art, Drama, and Music Teachers, Postsecondary
92	27-1013.00	Fine Artists, Including Painters, Sculptors, and Illustrators
43	29-1125.00	Recreational Therapists
42	27-1021.00	Commercial and Industrial Designers
42	27-2012.02	Directors- Stage, Motion Pictures, Television, and Radio
41	25-4013.00	Museum Technicians and Conservators
41	41-3011.00	Advertising Sales Agents
40	41-9012.00	Models

Understanding Summary, Details, and Custom Reports

Summary Report for:
27-1011.00 - Art Directors

Formulate design concepts and presentation approaches, and direct workers engaged in art work, layout design, and copy writing for visual communications media, such as magazines, books, newspapers, and packaging.

Sample of reported job titles: Art Director, Creative Director, Production Manager

View report: **Summary** Details Custom

When you search for occupational information, O*NET lets you review information at a variety of levels. The sections below illustrate these different options by showing a sample of O*NET data retrieved for a search of the occupational title “Art Director.”

▼ Summary

Summary Reports are displayed when first selecting an occupational. They provide up to ten descriptors rated 50% or higher on the Importance scale for each occupational and worker characteristic.

Summary Example:

For Art Director, two *Interests* categories received high importance ratings.

Interests

Interest code: **AE**

Artistic — Artistic occupations frequently involve working with forms, designs and patterns. They often require self-expression and the work can be done without following a clear set of rules.

Enterprising — Enterprising occupations frequently involve starting up and carrying out projects. These occupations can involve leading people and making many decisions. Sometimes they require risk taking and often deal with business.

▼ Details

The Details Reports option provides complete information, including ratings of relative importance, on all the occupational and worker descriptors. This information is useful for in-depth analysis and for comparing occupations.

[Back to top](#)

Interests Save Table (XLS/CSV)

Occupational Interest	Interest
100	Artistic — Artistic occupations frequently involve working with forms, designs and patterns. They often require self-expression and the work can be done without following a clear set of rules.
89	Enterprising — Enterprising occupations frequently involve starting up and carrying out projects. These occupations can involve leading people and making many decisions. Sometimes they require risk taking and often deal with business.
33	Conventional — Conventional occupations frequently involve following set procedures and routines. These occupations can include working with data and details more than with ideas. Usually there is a clear line of authority to follow.
33	Realistic — Realistic occupations frequently involve work activities that include practical, hands-on problems and solutions. They often deal with plants, animals, and real-world materials like wood, tools, and machinery. Many of the occupations require working outside, and do not involve a lot of paperwork or working closely with others.
22	Social — Social occupations frequently involve working with, communicating with, and teaching people. These occupations often involve helping or providing service to others.
6	Investigative — Investigative occupations frequently involve working with ideas, and require an extensive amount of thinking. These occupations can involve searching for facts and figuring out problems mentally.

Details Example:
Details reports on all six *Interests* categories, including importance ratings.

▼ Custom

Custom allows the user to select the descriptors of interest as well as the scale (*Importance* or *Level* of expertise) and minimum ratings desired for a customized report.

- *Importance* ranks the relative importance of an attribute for a particular occupation.
- *Level* is an indicator of the relative level of expertise required for a skill, knowledge area, or ability.

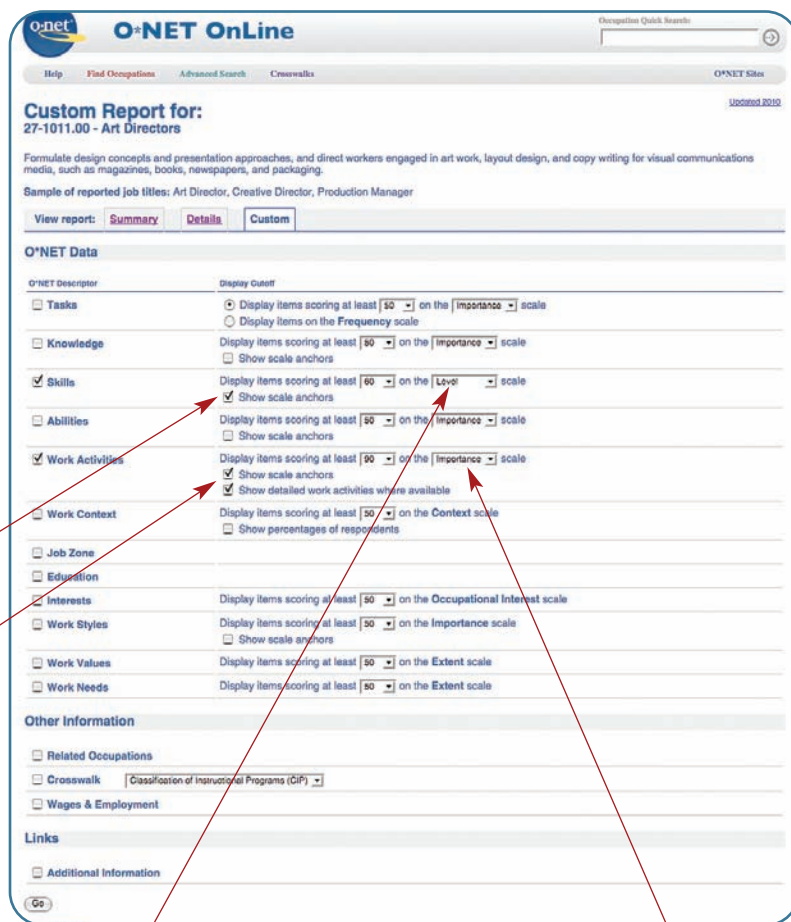
While the same skill can be important to a number of different occupations, the skill level needed for each occupation may be different. For example, critical thinking ranks as Important for both Art Directors and Craft Artists. But the Level rating for critical thinking for Art Directors (57 on the Level scale) is higher than for Craft Artists (46 on the Level scale).

O*NET Rating Scales

O*NET descriptors are rated on several different numeric rating scales, which all range from 0 to 100.

The *Importance* and *Level* scales are applied to Skills, Knowledge, Ability, and Work Activities descriptors. In some domains additional scales are also used.

Users can also choose to include the scale anchors used in the O*NET Questionnaires, as well as Detailed Work Activities that are finer subsets of Work Activities.



Custom Report for:
27-1011.00 - Art Directors

Formulate design concepts and presentation approaches, and direct workers engaged in art work, layout design, and copy writing for visual communications media, such as magazines, books, newspapers, and packaging.

Sample of reported job titles: Art Director, Creative Director, Production Manager

View report: Summary Details Custom

O*NET Data

O*NET Descriptor	Display Option
Tasks	<input type="radio"/> Display items scoring at least <input type="text" value="50"/> on the <input type="text" value="Importance"/> scale <input type="radio"/> Display items on the Frequency scale
Knowledge	<input type="checkbox"/> Display items scoring at least <input type="text" value="90"/> on the <input type="text" value="Importance"/> scale <input type="checkbox"/> Show scale anchors
<input checked="" type="checkbox"/> Skills	<input type="checkbox"/> Display items scoring at least <input type="text" value="60"/> on the <input type="text" value="Level"/> scale <input checked="" type="checkbox"/> Show scale anchors
Abilities	<input type="checkbox"/> Display items scoring at least <input type="text" value="50"/> on the <input type="text" value="Importance"/> scale <input type="checkbox"/> Show scale anchors
<input checked="" type="checkbox"/> Work Activities	<input type="checkbox"/> Display items scoring at least <input type="text" value="90"/> on the <input type="text" value="Importance"/> scale <input checked="" type="checkbox"/> Show scale anchors <input checked="" type="checkbox"/> Show detailed work activities where available
Work Context	<input type="checkbox"/> Display items scoring at least <input type="text" value="50"/> on the Context scale <input type="checkbox"/> Show percentages of respondents
Job Zone	
Education	
Interests	<input type="checkbox"/> Display items scoring at least <input type="text" value="50"/> on the Occupational Interest scale
Work Styles	<input type="checkbox"/> Display items scoring at least <input type="text" value="50"/> on the Importance scale <input type="checkbox"/> Show scale anchors
Work Values	<input type="checkbox"/> Display items scoring at least <input type="text" value="50"/> on the Extent scale
Work Needs	<input type="checkbox"/> Display items scoring at least <input type="text" value="50"/> on the Extent scale

Other Information

Related Occupations

Crosswalk

Wages & Employment

Links

Additional Information

Go

For Example:

Checking *Skills* at a minimum *Level* of expertise of 60 and *Work Activities* at a minimum *Importance* rating of 90, along with scale anchors and Detailed Work Activities, generates the report on the next page.

Custom Report Example



O*NET OnLine

Occupation Quick Search:

Help Find Occupations Advanced Search Crosswalks
O*NET Sites

Custom Report for:

27-1011.00 - Art Directors

Updated 2010

Formulate design concepts and presentation approaches, and direct workers engaged in art work, layout design, and copy writing for visual communications media, such as magazines, books, newspapers, and packaging.

Sample of reported job titles: Art Director, Creative Director, Production Manager

View report: [Summary](#) [Details](#) [Custom](#)

[Skills](#) | [Work Activities](#)

Skills

Save Table (XLS/CSV)

Level	Skill
63	Coordination — Adjusting actions in relation to others' actions. <div style="margin-top: 10px;"> <div style="display: flex; justify-content: space-around; font-size: 0.8em;"> Schedule appointments for a medical clinic Work with others to put a new roof on a house Work as director of a consulting project calling for interaction with multiple subcontractors </div>  </div>
61	Speaking — Talking to others to convey information effectively. <div style="margin-top: 10px;"> <div style="display: flex; justify-content: space-around; font-size: 0.8em;"> Greet tourists and explain tourist attractions Interview applicants to obtain personal and work history Argue a legal case before the Supreme Court </div>  </div>

[back to top](#)

Work Activities

Save Table (XLS/CSV)

Importance	Work Activity
97	Thinking Creatively — Developing, designing, or creating new applications, ideas, relationships, systems, or products, including artistic contributions. <ul style="list-style-type: none"> • create art from ideas • prepare artwork for camera or press • set page layout or composition • tell stories through musical, visual, or dramatic arts • use creativity in graphics • use creativity to art or design work <div style="margin-top: 10px;"> <div style="display: flex; justify-content: space-between; font-size: 0.8em;"> Not Important Somewhat Important Important Very Important Extremely Important </div>  </div>
92	Interacting With Computers — Using computers and computer systems (including hardware and software) to program, write software, set up functions, enter data, or process information. <ul style="list-style-type: none"> • use computer graphics design software <div style="margin-top: 10px;"> <div style="display: flex; justify-content: space-between; font-size: 0.8em;"> Not Important Somewhat Important Important Very Important Extremely Important </div>  </div>

Related Occupations

Related Occupations

- 17-1012.00 [Landscape Architects](#) ★ ✔
- 27-1021.00 [Commercial and Industrial Designers](#) ✔
- 27-1022.00 [Fashion Designers](#)
- 27-1023.00 [Floral Designers](#)
- 27-1025.00 [Interior Designers](#)
- 27-1027.00 [Set and Exhibit Designers](#)
- 27-3031.00 [Public Relations Specialists](#) ★ ✔

At the bottom of Summary and Details reports is a list of Related Occupations. In Custom reports, under Other Information, you may choose to view Related Occupations as well as occupations that Crosswalk with the selected occupation.

Related Occupations for Art Director



Wages and Employment Information

O*NET OnLine provides national wage and employment information at the bottom of each Summary or Details Report. In addition, the user can select to be taken to CareerOneStop for further career resources.

The screenshot shows the 'Wages & Employment Trends' section for a national occupation. It includes the following data:

- National**
 - Median wages (2009): \$37.78 hourly, \$78,580 annual
 - Employment (2008): 84,000 employees
 - Projected growth (2008-2018): Average (7% to 13%)
 - Projected job openings (2008-2018): 28,700
 - Top industries (2008): Self-Employed (60% employed in this sector), Professional, Scientific, and Technical Services (19%), Information (11%), (see all industries)
- State & National**
 - Select a State: [dropdown menu]
 - Go: [button]
 - CareerOneStop logo

Performing a Skills Search

Skills Search lets a user identify occupations that utilize specific skills. This search strategy could help employees locate other positions within an organization or help an HR professional develop career ladders within a company. When you select Skills Search, a screen displays definitions for six broad skill categories:

- ▶ **Basic Skills**
- ▶ **Complex Problem Solving Skills**
- ▶ **Resource Management Skills**
- ▶ **Social Skills**
- ▶ **Systems Skills**
- ▶ **Technical Skills**

Under each skill category, you can select any number of the more specific skills listed. Then click Go at the bottom of the page. The Skills Search Results page will display a list of occupations that match the selected skills, along with a count of the skills matched.

The screenshot shows the 'Skills Search' page on O*NET OnLine. It features a navigation bar with 'Help', 'Find Occupations', 'Advanced Search', and 'Crosswalks'. The main content area is titled 'Skills Search' and includes a search box and a list of skill categories. The 'Basic Skills' category is expanded, showing a definition and two sub-skills:

- Active Learning** — Understanding the implications of new information for both current and future problem-solving and decision-making.
- Active Listening** — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

Using O*NET Crosswalks

Crosswalk Search lets you search for related O*NET-SOC occupations using codes or titles from other classification systems:

- ▶ **Apprenticeship** – Registered Apprenticeship Partners information Data System (RAPIDS)
- ▶ **DOT** – Dictionary of Occupational Titles
- ▶ **Education** – Classification of Instructional Programs (CIP)
- ▶ **Military** – Military Occupational Classification (MOC)
- ▶ **SOC** – Standard Occupational Classification

O*NET OnLine Occupation Quick Search:

Help Find Occupations Advanced Search Crosswalks O*NET Sites

Crosswalk Search

Apprenticeship
Search codes or titles from the Registered Apprenticeship Partners Information Data System (RAPIDS).
 Go
Examples: 0235, glass blower

DOT
Search codes or titles from the Dictionary of Occupational Titles (DOT).
 Go
Examples: 885.131-010, tree pruner

Education
Search codes or titles from the Classification of Instructional Programs (CIP).
 Go
Examples: 50.0402, advertising

Military
Search codes or titles from the Military Occupational Classification (MOC).
 Go
Examples: 96U, radio operator

Occupation Handbook
Search titles from the Occupational Outlook Handbook (OOH).
 Go
Examples: education administrators

O*NET-SOC 2010
Search codes or titles from the O*NET-SOC 2010.
 Go
Examples: 15-1199.11, nursing assistant

O*NET OnLine Occupation Quick Search:

Help Find Occupations Advanced Search Crosswalks O*NET Sites

Tools & Technology Search

Use machines, equipment, tools, or software to find high demand occupations. Learn about the tools, technology, and related skills needed to successfully perform in today's world of work.

Enter a specific tool or technology: Go
Examples: drill, Microsoft Excel

Help Find Occupations Advanced Search Crosswalks O*NET Sites

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Search Tools & Technology

The user of the Tools & Technology Search enters the name of a specific tool or software product to find occupations which may use that tool. For example, the following is a partial list of the results for "Tax software"

- ▶ 13-2011.01 [Accountants](#)
- ▶ 13-2021.01 [Assessors](#)
- ▶ 13-2082.00 [Tax Preparers](#)

Saving O*NET Information

You can print and save any information retrieved from O*NET Details and Custom Reports.

- ▶ See Save Table and click on [XLS](#) or [CSV](#) at the top of any table of information.
- ▶ These links let you view or download the data as an XLS (Excel) or CSV (Comma-Separated Values) file.



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National Center for O*NET Development
P.O. Box 27625
Raleigh, NC 27611
www.onetcenter.org

An orange graphic of a right-pointing arrow with a curved top edge, containing the text "toolkit for business".

toolkit for business

A background graphic consisting of a white grid pattern in the upper left and a blue dot pattern in the lower right, both on a dark blue background.

O*NET at Work:
Writing Job Descriptions

Describing jobs within an organization is a common task that can consume large amounts of time and resources. This example application demonstrates how human resource personnel can use O*NET® to develop job descriptions faster, better, and cheaper.



The Employer's Challenge

Vitality, Inc. is a mid-size professional services company with a growing information technology (IT) department. To better meet internal demand for technical support, the company needed to create several technical support or "help desk" positions, and to develop a new position description for computer support. Bob Garcia, the Human Resource (HR) Manager, turned to O*NET information to help identify job requirements for computer support work.

1

Writing an Effective Job Description

Job descriptions provide information to guide many human resource applications. The amount of detail required depends on the intended use. The more detail provided, the greater the breadth and depth of human resource applications that may be addressed. The HR Manager determined that O*NET information could provide a starting point for developing job descriptions more efficiently.

Step 1: Identify Job Tasks, Responsibilities, and Work Context factors that will be part of the newly created positions.

The HR Manager accessed the internet and typed in <http://www.onetonline.org>. At the O*NET OnLine home page, he selected **Find Occupations**. From the **Find Occupations** screen, he was able to access the database of information describing work for computer support occupations.

Using **Keyword search**, the HR Manager typed in “computer support” and clicked **GO**.

The first match listed on the resulting screen was “Computer Support Specialists.” The HR Manager selected this occupation and a *Summary Report* was displayed.

The HR Manager then selected *Custom* reports, which provides options for what information the user wants displayed on the occupation.



On the **Find Occupations** screen, the user typed “computer support” in the *Keyword search* box.

The user then clicked on the *Go* button.

Next, the HR Manager decided what information describing the work of Computer Support Specialists he wanted to see.

The user selected the Tasks, Work Activities, and Work Context check boxes.

The user clicked Go to create the Custom Report.

For selected O*NET Descriptors on the Custom Report Menu, users can choose the minimum score for the items displayed and the type of scale, such as Importance or Level.

The HR Manager copied the brief occupation description to the job description document he is creating (see page 6).

A sample of job titles obtained from incumbents is provided.

Users can download the tables for selected O*NET descriptors by clicking on either XLS or CSV by Save Table.

Activities are listed in descending order of importance.

Importance	Category	Task
99	Core	Oversee the daily performance of computer systems.
87	Core	Answer user inquiries regarding computer software or hardware operation to resolve problems.
85	Core	Enter commands and observe system functioning to verify correct operations and detect errors.

Importance	Work Activity
99	Interacting With Computers — Using computers and computer systems (including hardware and software) to program, write software, set up functions, enter data, or process information.
87	Getting Information — Observing, receiving, and otherwise obtaining information from all relevant sources.
86	Making Decisions and Solving Problems — Analyzing information and evaluating results to choose the best solution and solve problems.

The HR Manager printed the *Custom Report* and asked the IT Manager to highlight Tasks, Work Activities, and Work Context information relevant for the position. Once the IT Manager highlighted the important information about the work of Computer Support Specialists, the information was copied to the draft job description (see page 6).

Next, the IT Manager added information to customize the job description to the needs of Vitality, Inc. The HR Manager gave the Work Context Questionnaire* to employees in the information technology department to complete. This gave him information about social and physical factors in the workplace. Social factors include supervision, responsibility and customer service interaction. Physical factors include aspects of the environment that affect the employee's physical comfort. This information was also added to the draft job description.

Information from the Work Context Questionnaire* can be used to describe the working conditions in which work is performed, and adds greater detail to a job description.

Step 2: Identify the Knowledge, Skills, and Abilities that are important for performing the identified tasks.

Returning to the **Custom Report Menu** in O*NET, the HR Manager created another Custom Report to access information on Knowledge, Skills, and Abilities. Working with the IT Manager, the HR Manager copied the appropriate language from the O*NET Custom Report for Computer Support Specialists to the draft job description.

The user chose to examine Knowledge and Skills by *Level* rather than *Importance*.

Custom Report for:
15-1041.00 - Computer Support Specialists

Provide technical assistance to computer system users. Answer questions or resolve computer problems for clients in person, via telephone or from remote location. May provide assistance concerning the use of computer hardware and software, including printing, installation, word processing, electronic mail, and operating systems.

Sample of reported job titles: Information Technology Specialist (IT Specialist), Support Specialist, Computer Technician, Computer Support Specialist, Help Desk Analyst, Technical Support Specialist, Network Support Specialist, Electronic Data Processing Auditor (EDP Auditor), Network Technician, Computer Specialist.

View report: Summary Details Custom

Knowledge | Abilities

Knowledge Save Table (XLS/CSV)

Level	Knowledge
85	Computers and Electronics — Knowledge of circuit boards, processors, chips, electronic equipment, and computer hardware and software, including applications and programming.
76	Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Information about *Abilities* was copied from O*NET in the same manner as *Knowledge* and *Skills*.

Abilities Save Table (XLS/CSV)

Level	Ability
69	Oral Comprehension — The ability to listen to and understand information and ideas presented through spoken words and sentences.
69	Oral Expression — The ability to communicate information and ideas in speaking so others will understand.
66	Written Comprehension — The ability to read and understand information and ideas presented in writing.
62	Inductive Reasoning — The ability to combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events).
62	Near Vision — The ability to see details at close range (within a few feet of the observer).
60	Information Ordering — The ability to arrange things or actions in a certain order or pattern according to a specific rule or set of rules (e.g., patterns of numbers, letters, words, pictures, mathematical operations).
60	Problem Sensitivity — The ability to tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.
60	Written Expression — The ability to communicate information and ideas in writing so others will understand.

* The Work Context Questionnaire is included in the O*NET Questionnaires on the enclosed mini CD.



Once the information was gathered using O*NET OnLine, the HR Manager and the IT Manager completed a draft of a job description. They presented this draft to people in information technology functions within the company for final revisions.

The job description that the HR Manager and IT Manager developed using O*NET information is shown to the right. The language for the job description was taken from O*NET OnLine. The red text was contributed by the staff.

Benefits to the Employer

The employer realized the following benefits:

- ▶ The time invested in developing the job description was reduced from an average of 24 hours to 8 hours.
- ▶ The cost to the employer was reduced dramatically from approximately \$1,440 to approximately \$480.
- ▶ The job description was created using a standardized and common language.
- ▶ The standardized language used made it much easier to compare work across functions and levels.
- ▶ The new O*NET based description was of much higher quality than the less specific descriptions used in the past.
- ▶ Through O*NET OnLine links, the employer accessed additional information on the Internet, such as current U.S. salaries, current and projected employment, and related training.

Sample Job Description:

Computer Help Desk Specialist

Summary of Work Activities and Responsibilities: Provides technical assistance to **internal** computer system users for **word processing, electronic mail, spread sheet, database, and project management applications**. Answers questions and resolves computer problems for system users in person or over the telephone. Prepares **and conducts** evaluations of software and hardware and makes recommendations to management for review. Monitors software, hardware, and peripheral equipment to detect errors, evaluate effectiveness, **and resolve problems**. Installs software, hardware, and peripheral equipment and performs minor repairs. **May be required to** prepare and conduct training **for system users**. **Help Desk Specialists** are results oriented, **capable of** working on their own and making decisions. **Work is performed from a central, well equipped technology center or at user stations**. *(This summary is a compilation of information found in the O*NET Custom Report for Computer Support Specialists.)*

Typical Tasks:

- 1) Installs and performs minor repairs to hardware, software, and peripheral equipment **in a system using [insert required software]** following design or installation specifications.
- 2) Confers **daily** with staff, users, and management to determine requirements for new systems or modifications.
- 3) Reads technical manuals, confers with users, and conducts computer diagnostics to investigate and resolve problems and provide technical assistance.
- 4) Enters commands and observes system functioning to verify correct operations and detect errors.
- 5) Refers major hardware or software problems or defective products to vendors or technicians for service.
- 6) Maintains record of daily data communication transactions, problems and remedial action taken, and installation activities.
- 7) Conducts office automation feasibility studies, including workflow analysis, space design, and cost comparison analysis.
- 8) Reads trade magazines and technical manuals, and attends conferences and seminars to maintain knowledge of hardware and software.
- 9) Inspects equipment and reads order sheets to prepare for delivery to users.

*(from the **Tasks** section of the **Custom Report**)*

Knowledge, Skills, and Abilities: **Must have** knowledge of electronic circuit boards, processors, chips, and computer hardware and software, including applications and programming. **Must understand** the principles and processes for providing customer services. Knowledge of instructional methods **is helpful but not required**. *(from the **Knowledge** section of the **Custom Report**)* **Must be able to** determine what is causing operating problems and decide how to solve them using active listening and critical thinking skills. *(from the **Skills** section of the **Custom Report**)* **Must have the ability to communicate clearly, both orally and in writing, and use deductive and mathematical reasoning to detect, diagnose, and solve computer and system related problems**. *(from the **Abilities** section of the **Custom Report**)*

Education and Experience Requirements: People in this position must have a Bachelor's Degree in Management Information Systems, Computer Science, Information Technology, or a related computer field, and two years of experience in computer support and service. **Must have experience with [insert required software]**. *(from the **Job Zone - Education** section of the **Custom Report**)*



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A yellow graphic of a right-pointing arrow with a rounded tail, containing the text "toolkit for business".

toolkit for business

A background graphic consisting of a white grid pattern in the upper left that transitions into a pattern of white dots in the lower right, all set against a blue gradient background with a white light flare on the left.

O*NET at Work: HR Planning, Employee Reskilling and Retention

Two important challenges in today's workplace are 1) how to keep up with the changing skills requirements of jobs and 2) how to retain employees with the proper skills. This example application shows how Reliant Bank used O*NET® to help address these challenges.



The Employer's Challenge

Reliant Bank, a medium-sized financial services company, has had difficulty ensuring that it has employees with the right skills to handle its computer and information technology applications. With changes in hardware and software technology, as well as user requirements, the company has needed to continuously work on reskilling its workforce.

The President of Reliant Bank feels that it has had too much turnover from its computer and information technology (IT) jobs. Exit interviews have indicated that a primary reason for turnover is that employees want to upgrade their skills and be positioned for career advancement opportunities.

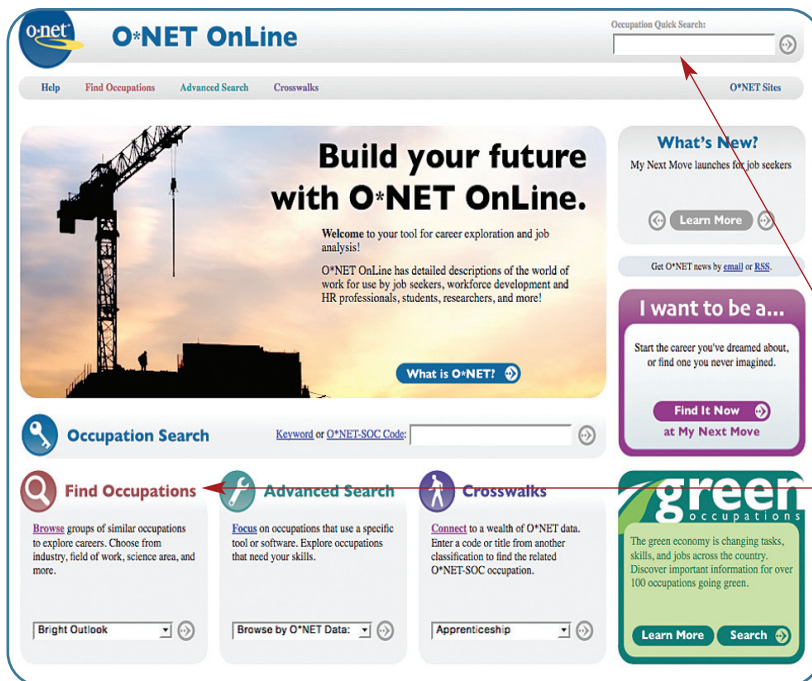
The bank has not had a framework for addressing these issues. Sharon Rogers, the Human Resources (HR) Manager, determined that the O*NET system provides the framework and tools to help address these challenges. The following examples show how the HR manager addressed 1) Human Resource Planning — the identification of future skills requirements and how to position the organization for fulfilling these requirements, and 2) Employee Retention — facilitating the development of employees and positioning them for career advancement opportunities when they become available.

Example 1 Human Resource Planning

Human Resource Planning addresses the organization's future employee needs by providing a systematic process for determining current versus future knowledge and skill requirements. It requires identifying the types of knowledge, skills, and abilities needed at a future point in time and then comparing this to what is currently available. The difference, or gap, may then be addressed.

Work analysis information, as provided by O*NET, can be a critical component of an effective HR Planning process. The Reliant HR Manager decided to use O*NET to help address the organization's HR Planning and employee reskilling and retention issues.

The HR Manager also determined that the greatest need was in the area of information technology. Specifically, the needs were in hardware and software application support. She took these steps:



Occupation Quick Search enables the user to search for occupations by keyword or code. It can be accessed in the header of each O*NET OnLine screen or by selecting **Find Occupations** on the home page.



Step 1: Identify future staff needs.

The HR Manager met with line managers to identify future staff needs. They decided to concentrate on defining needs two years in the future. The strategic business plan for the next two years was reviewed. To accomplish its business plan, Reliant Bank needed approximately an eight percent (8%) increase in staff for computer hardware and software support.

Step 2: Define Work and Worker Requirements of future staff needs

The HR Manager reviewed information in O*NET OnLine. She accessed the Internet and typed in <http://www.onetonline.org>.

More information was needed on the nature of work in computer maintenance and support.

The user went to the Find Occupations screen and selected Computer and Mathematical under Job Family.

The user then selected Go.

On the Job Family list screen the user selected "Computer Support Specialists." The Summary Report for this occupation was displayed. However, the HR Manager wished to customize the report and so she chose Custom on the View Report line.

Next, the user chose to investigate Tasks, Knowledge, Skills, and Abilities by checking the appropriate boxes within the Custom Report Menu.

For selected O*NET Descriptors on the Custom Report Menu, users can choose the minimum score for the items displayed and the type of scale.

The user selected the Level scale for Knowledge and Skills.

The user then selected Go.

Importance	Category	Task
88	Core	Oversee the daily performance of computer systems.
87	Core	Answer user inquiries regarding computer software or hardware operation to resolve problems.

The user reviewed the key tasks of Computer Support Specialists. The list of tasks in O*NET provides clarity about the application of Knowledge, Skills, and Abilities.

Tasks are listed here.

Knowledge Save Table (XLS/CSV)

Level	Knowledge
85	Computers and Electronics — Knowledge of circuit boards, processors, chips, electronic equipment, and computer hardware and software, including applications and programming.
76	Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Next, the user reviewed the Knowledge areas.

Users can download the tables for selected O*NET descriptors by clicking on the "save table" link.

Knowledge areas are listed in descending order by Level.

Skills Save Table (XLS/CSV)

Level	Skill
57	Reading Comprehension — Understanding written sentences and paragraphs in work related documents.
54	Active Listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
54	Critical Thinking — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
54	Speaking — Talking to others to convey information effectively.
52	Instructing — Teaching others how to do something.

The user then reviewed the Skills.

Skill areas are presented in descending order for Computer Support Specialists.

Abilities Save Table (XLS/CSV)

Importance	Ability
78	Oral Comprehension — The ability to listen to and understand information and ideas presented through spoken words and sentences.
78	Oral Expression — The ability to communicate information and ideas in speaking so others will understand.
72	Written Comprehension — The ability to read and understand information and ideas presented in writing.
69	Written Expression — The ability to communicate information and ideas in writing so others will understand.
66	Information Ordering — The ability to arrange things or actions in a certain order or pattern according to a specific rule or set of rules (e.g., patterns of numbers, letters, words, pictures, mathematical operations).
66	Near Vision — The ability to see details at close range (within a few feet of the observer).

The user then reviewed the Abilities.

Abilities are listed in descending order of Importance.

Step 3: For gaps, define Knowledge, Skills, and Abilities required.

The HR Manager compiled the O*NET information into a listing for the target job. This was reviewed by the IT manager and selected members of the IT staff. They reported that the information was an excellent framework for the "job of the future." They added additional information that was specific to Reliant Bank's hardware and software environment and completed the effort within an hour.



Step 4: Create a master plan for acquiring or repositioning employees to address future needs.

The HR Manager then worked with line managers to develop a concrete plan of action for developing and acquiring employees with the required skills. A description of the jobs and job requirements was posted for current employees.

Example 2 Employee Reskilling and Retention

The second issue that the HR Manager addressed was employee reskilling and retention. What skills are required in the future? How can employees assure that they have the skills that will enable them to advance in their career? When employees feel that they have advancement opportunities, they are more inclined to stay with the organization.

Step 1: Identify future Knowledge, Skill, and Ability needs.

The Knowledge, Skill, and Ability requirements that were defined in Example 1 were used. In addition, the HR Manager printed out the **Summary Report** for Computer Support Specialists.

Summary Report for:
15-1041.00 - Computer Support Specialists

Provide technical assistance to computer system users. Answer questions or resolve computer problems for clients in person, via telephone or from remote location. May provide assistance concerning the use of computer hardware and software, including printing, installation, word processing, electronic mail, and operating systems.

Sample of reported job titles: Information Technology Specialist (IT Specialist), Support Specialist, Computer Technician, Computer Support Specialist, Help Desk Analyst, Technical Support Specialist, Network Support Specialist, Electronic Data Processing Auditor (EDP Auditor), Network Technician, Computer Specialist

View report: **Summary** Details Custom

Tasks

- Oversee the daily performance of computer systems.
- Answer user inquiries regarding computer software or hardware operation to resolve problems.
- Enter commands and observe system functioning to verify correct operations and detect errors.

Knowledge

- Computers and Electronics** — Knowledge of circuit boards, processors, chips, electronic equipment, and computer hardware and software, including applications and programming.
- Customer and Personal Service** — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- English Language** — Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
- Telecommunications** — Knowledge of transmission, broadcasting, switching, control, and operation of telecommunications systems.

Skills

- Active Listening** — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- Speaking** — Talking to others to convey information effectively.
- Reading Comprehension** — Understanding written sentences and paragraphs in work related documents.
- Critical Thinking** — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Abilities

- Oral Comprehension** — The ability to listen to and understand information and ideas presented through spoken words and sentences.
- Oral Expression** — The ability to communicate information and ideas in speaking so others will understand.
- Written Comprehension** — The ability to read and understand information and ideas presented in writing.
- Written Expression** — The ability to communicate information and ideas in writing so others will understand.
- Information Ordering** — The ability to arrange things or actions in a certain order or pattern according to a specific rule or set of rules (e.g., patterns of numbers, letters, words, pictures, mathematical operations).

The *Summary Report* displays the most important variables within each available category for the occupation of interest.

Step 2: Identify current Knowledge, Skill, and Ability levels.

Selected employees completed O*NET Knowledge, Skill, and Ability questionnaires. These questionnaires were included in the O*NET Toolkit for Business that Reliant Bank received. An analysis of this information identified current knowledge, skill, and ability levels.

Step 3: Identify gaps and development opportunities.

The current Knowledge, Skills, and Abilities levels were compared to the future needs. Where gaps were identified, the employer took steps to supplement current training in preparation for future requirements.

Step 4: Communicate career opportunities and development requirements.

Reliant Bank communicated to its employees about its future requirements and the knowledge, skills, and abilities needed. Where employees identified gaps, they initiated efforts to acquire the necessary knowledge, skills, or abilities. This positioned them for future job opportunities within the organization.

As a result of these actions employee turnover was reduced.

6

Benefits to the Employer

The employer realized a number of benefits by using O*NET, including:

- ▶ Creating a concrete strategy for addressing its future employee needs.
- ▶ Reducing employee turnover in mission critical jobs.
- ▶ Developing consistent and thorough job descriptions.
- ▶ Saving time by leveraging O*NET technology and information.
- ▶ Incurring no additional expense and remaining within existing budgets.
- ▶ Adopting a framework for defining jobs and work and ensuring that the organization had a thorough and systematic means of defining jobs and worker requirements across the organization.



O*NET is brought to you by:

O*NET Project
USDOL/ETA/OWI/DWSS
200 Constitution Avenue, NW, Room S4231
Washington, DC 20210
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National Center for O*NET Development
P.O. Box 27625
Raleigh, NC 27611
www.onetcenter.org

toolkit for business

Reference Card the O*NET Content Model

The O*NET® Content Model is the conceptual framework underlying the database. It identifies the structure and types of information contained in the O*NET Database. The O*NET Content Model provides data categories that allow you to review information from the standpoint of occupations (via job-oriented descriptors) and people (via worker-oriented descriptors).



O*NET's Content Model clusters information into six broad categories, called domains:

- ▶ **Worker Characteristics:** enduring characteristics such as abilities, interests, and work styles, that might influence both a worker's performance and the capacity to acquire knowledge and skills required for effective work performance.
- ▶ **Worker Requirements:** work-related attributes acquired and/or developed through experience and education related to the occupation. *Knowledge* refers to acquired facts and principles pertinent to a job. *Skills* are the application of knowledge in a work setting and may be divided into basic skills (such as reading, which facilitates the acquisition of new knowledge) and *cross-functional skills* (such as problem solving, which extends across several domains of activities).
- ▶ **Experience Requirements:** qualities related to previous activities and specific types of work activities. This category includes information about the typical experiential backgrounds of workers in an occupation or group of occupations, as well as certification, licensure, and training.
- ▶ **Occupational Requirements:** O*NET identifies generalized work activities and detailed work activities that may be performed within multiple occupations. Using this framework, a single set of descriptors can be used to describe many occupations. Work context descriptors (the physical, social, or structural context of work) that may impose specific demands on workers are also included in this category.
- ▶ **Occupation-Specific Information:** descriptors that apply to a single occupation or a narrowly defined job family. This information includes occupation-specific tasks and machines, tools and software—referred to as Tools and Technology. This category is particularly important for specific human resource applications, such as training, developing job descriptions, or redefining jobs.
- ▶ **Workforce Characteristics:** general characteristics of occupations that may influence occupational requirements, including the occupation's social and economic contexts. Labor market information defined by industry or occupation also falls within this category. O*NET provides this information through links from O*NET OnLine to statistical labor market information including compensation and wage data, employment outlook, and industry size information. Much of this information is collected outside of O*NET by organizations such as the U.S. Department of Labor's Bureau of Labor Statistics, the Department of Commerce, the Department of Defense, and the Census Bureau. An interactive version of the O*NET Content Model is available from the O*NET Resource Center home page at <http://www.onetcenter.org/>



O*NET is brought to you by:

O*NET Project
USDOL/ETA/OWI/DWSS
200 Constitution Avenue, NW, Room S4231
Washington, DC 20210
www.doleta.gov/programs/onet

National Center for O*NET Development
P.O. Box 27625
Raleigh, NC 27611
www.onetcenter.org

A closer look at the Content Model.

Each information category (or domain) in the O*NET Content Model contains subcategories or sub-domains, which further define each category. For example, the Worker Characteristics domain includes additional sub-domains: Abilities, Interests, and Work Styles.

Level 1: Worker Characteristics

Level 2: Abilities

Level 3: Cognitive

Physical
Sensory
Psychomotor

Level 2: Interests

Level 3: Realistic

Investigative
Artistic
Social
Enterprising
Conventional

Level 2: Work Styles

Level 3: Achievement Orientation

Social Influence
Interpersonal Orientation
Adjustment
Conscientiousness
Independence
Practical Intelligence

Thank You/Reminder Postcard to Employee

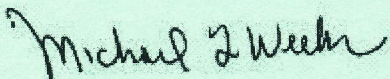
Dear Madam or Sir:

I recently mailed you a questionnaire and asked for your help to update and expand the National Occupational Information Network (O*NET[®]) database. If you have completed and returned it to us, please accept my sincere thanks. As one of the randomly sampled respondents from across the country, your answers are critical to keeping the O*NET database accurate and up-to-date.

If you have not yet completed and returned the questionnaire, please do so today. Your answers will ensure that the O*NET database remains a useful tool for business, educators, and individuals seeking career information. If you have access to the Internet, you may complete the questionnaire on our web site at <http://onet.rti.org>.

Thank you for your help.

Sincerely,



Michael F. Weeks
O*NET Project Director

P.S. If you have any questions about this research project, please call Mrs. Sarah Harris at RTI at 1-800-334-8571, extension 2-7486.

THANK YOU!



Avoider Letters

- RTI Avoider Letter for Verification
- RTI Avoider Letter for Screening
- DOL Avoider Letter for Recruiting
- DOL Avoider Letter for Sampling
- DOL Avoider Letter for Follow-Up Calling

RTI Avider Letter for Verification

[DATE]

[NAME OF POC]

[COMPANY NAME]

[COMPANY ADDRESS]

Dear [NAME]:

RTI, a non-profit research organization, is assisting the United States Department of Labor in an initiative to build and maintain an occupational database known as the Occupational Information Network (O*NET®). As a replacement for the Dictionary of Occupational Titles, the O*NET® project represents a vital component of the Department of Labor's effort to develop job related information that workers can use to prepare themselves with the requisite skills to ensure success in the workplace.

Your establishment has been randomly selected to participate in this important program. Over the past several weeks, I have telephoned your company several times, but have been unsuccessful in identifying someone to help us. I only need to ask a few short questions about occupations performed in your organization to determine your eligibility to participate in the O*NET® Data Collection Program. This call should take only about 5 minutes of your time.

There is not much time left in the data collection schedule, so it is important that we talk with a representative of your organization as soon as possible. Therefore, I would greatly appreciate your calling me, hopefully within the next few days, toll free, at 1-877-233-7348, ext. [BL EXTENSION]. You may call any time between 9:00 a.m. and 5:00 p.m., Eastern Time, Monday through Friday.

I look forward to hearing from you at your earliest convenience, and thank you, in advance, for your cooperation.

Sincerely,

[Name of BL]

O*NET Business Liaison

RTI Avider Letter for Screening

[DATE]

[NAME OF POC]

[COMPANY NAME]

[COMPANY ADDRESS]

Dear [NAME OF POC]:

RTI, a non-profit research organization, is assisting the United States Department of Labor in an initiative to build and maintain an occupational database known as the Occupational Information Network (O*NET[®]). As a replacement for the Dictionary of Occupational Titles, the O*NET[®] project represents a vital component of the Department of Labor's effort to provide current job-related information that workers can use to prepare themselves with the requisite skills to ensure success in the workplace. Your establishment was randomly selected to participate in this important program.

Several weeks ago, I spoke with someone who identified you as someone who could answer a few short questions about the occupations performed in your organization. The purpose is to determine whether your company is eligible to participate in the O*NET[®] Data Collection Program. Over the past few weeks I have tried several times, although unsuccessfully, to reach you by telephone.

Since there is not much time left in the data collection schedule, I would greatly appreciate the opportunity to talk with you about the O*NET[®] Program at your earliest convenience – hopefully within the next few days. The call should take only about 5 minutes of your time.

Please call me, toll free, at 1-877-233-7348, ext. [BL EXTENSION] any time between 9:00 a.m. and 5:00 p.m., Eastern Time, Monday through Friday.

Again, it is important that I speak with you as soon as possible. I look forward to hearing from you, and thank you in advance for your cooperation.

Sincerely,

[Name of BL]

O*NET Business Liaison

DOL AVOIDER LETTER FOR RECRUITING



[DATE]

[NAME OF POC]
[COMPANY NAME]
[COMPANY ADDRESS]

Dear [NAME OF POC]:

As you may recall, the U.S. Department of Labor is sponsoring an important data collection project for the Occupational Information Network (O*NET®). Some weeks ago, our representatives at RTI, a non-profit research organization, sent a package of materials to you describing the O*NET® project and a desk clock. The clock is our gift to you just for taking a few minutes to talk with us.

[COMPANY NAME] is one of a relatively small sample of companies in your industry that has been randomly selected to participate in the O*NET® Data Collection Program, so it is very important that we receive some critical follow-up information from you. Since our initial conversation, we have tried several times, although unsuccessfully, to follow-up by phone. The purpose of our call is to verify that you received the package and to obtain additional information about the occupations within your company (as a representative of your industry) that is not available elsewhere.

The enclosed brochure provides more information about the O*NET® Data Collection Program and the level of participation we are requesting from your company. Additional O*NET® information is available on the Internet at <http://www.onetcenter.org>.

It is very important that our RTI representative speak with you within the next few days, as this phase of the data collection is coming to a close. Please contact [NAME OF BL] as soon as possible, toll-free, at 1-877-233-7348, ext. [BL EXTENSION], to discuss your company's participation in this program. You may call any time between 9:00 a.m. and 5:00 p.m., Eastern Time, Monday through Friday. The call should take only a few minutes of your time.

Thank you very much for your cooperation.

Sincerely,

A handwritten signature in cursive script that reads "Pamela H. Frugoli".

Pamela Frugoli
O*NET/SKILL Assessment Team Lead
Office of Workforce Investment

Enclosure

DOL Avoider Letter for Sampling



[DATE]

[NAME OF POC]
[COMPANY NAME]
[COMPANY ADDRESS]

Dear [NAME OF POC]:

The U.S. Department of Labor is sponsoring an important data collection project for the Occupational Information Network (O*NET[®]). Recently, a representative from RTI, a non-profit research organization, spoke with you about randomly sampling a small number of employees from your organization. We want to ask these employees to complete and return to us a short questionnaire. In the past few weeks, we have tried many times to reach you to follow up, but we have yet to speak with you directly.

We sincerely appreciate your cooperation in the project to this point. However, we still need to finalize this stage of the data collection as soon as possible to complete our data collection activities with your organization. The information we are requesting from your company is not available elsewhere, and therefore, it is *very important* that we have your company's input. The sampling process will involve only a few additional minutes of your time and the information you provide will be kept strictly private.

The O*NET Data Collection Program is an initiative to develop job related information that workers can use to prepare themselves with the requisite skills to ensure success in the workplace. The effectiveness of the Program depends on direct input from a relatively small number of organizations and their employees across the United States who have been randomly selected to participate. Additional information on the O*NET Data Collection Program is available online at www.onetcenter.org.

It is urgent that our RTI representative speaks with you within the next few days, as this phase of the data collection is nearly complete. The call should take only a few minutes of your time. At your earliest convenience, we would appreciate your calling [NAME OF BL] toll-free, at 1-877-233-7348, EXT. [BL EXTENSION], to discuss your company's participation in this program. You may call any time between 9:00 a.m. and 5:00 p.m., Eastern Time, Monday through Friday.

Thank you very much for your time and cooperation.

Sincerely,

A handwritten signature in black ink that reads "Pamela H. Frugoli". The signature is written in a cursive, flowing style.

Pamela Frugoli
O*NET/SKILL Assessment Team Lead
Office of Workforce Investment

DOL Avoider Letter for Follow Up Calling



[DATE]

[NAME OF POC]
[COMPANY NAME]
[COMPANY ADDRESS]

Dear [NAME OF POC]:

Thank you for your assistance with the Occupational Information Network (O*NET®) Data Collection Program. The information your employees provide about their occupations will guide workers in developing the requisite skills to ensure future worker and business success.

I am writing to ask your help in finalizing our data collection activities. Our project records show that some of the questionnaires we sent to your business have not yet been returned to RTI. [BL Name], our project representative at RTI, has attempted to contact you several times to follow up, but as yet has been unable to speak with you directly. This phase of the O*NET® Data Collection Program is nearly complete, and we have only a short time to obtain this important occupational information from the randomly sampled employees at your business.

It is very important that we speak with you within the next few days to learn the status of these missing questionnaires and to determine if for any reason, any of the sampled employees will be unable to meet our request. The deadline for this phase of the data collection program is near.

Please call [Name of BL] toll-free at 1-877-233-7348, ext. [BL EXTENSION], at your earliest convenience so that we may finalize our activities for your company. You may call any time between 9:00 a.m. and 5:00 p.m., Eastern Time, Monday through Friday. The call should take only a few minutes of your time.

Thanks again for your continued assistance with this important program.

Sincerely,

A handwritten signature in cursive script that reads "Pamela H. Frugoli".

Pamela Frugoli
O*NET/SKILL Assessment Team Lead
Office of Workforce Investment

Occupation Expert Method Materials

- Letter to Occupation Expert from U.S. Department of Labor
- RTI Letter to Occupation Expert to Accompany Questionnaire (with \$40 Incentive)
- RTI Letter to Occupation Expert to Accompany Questionnaire (without \$40 Incentive)
- Occupation Expert Questionnaire Sequence Labels
- Occupation Expert Method Who What & How Brochure
- Association Endorsement List
- Instructions for Completing Occupation Expert Web Version
- Thank You / Reminder Postcard to Occupation Expert
- Occupation Expert Avoider Letters

**Letter to Occupation Expert from
U.S. Department Of Labor**



(DATE)

(OE NAME)

(ADDRESS)

(ADDRESS)

(ADDRESS)

Dear (OE NAME):

You recently received a phone call from RTI about an important program called the Occupational Information Network (O*NET[®]). As the caller explained, the U.S. Department of Labor is requesting your assistance with the O*NET program. The program serves employers, human resource professionals, job seekers, trainers, and labor market analysts nationwide who depend on occupational information to perform their daily work. Individuals who are exploring and planning careers also use O*NET information. We would like your help to keep this information current.

You have been identified as an occupation expert for the occupation of (occupation name). As a participating expert, you will be asked to complete O*NET questionnaires on the knowledge areas, work activities, work context factors, and tasks common to the occupation; we also ask for some background information about you. To express our appreciation for your expert contribution to this effort, you will receive a payment of \$40 and a framed Certificate of Appreciation from the U.S. Department of Labor. These items will be included when we mail the questionnaires to you. You can either complete the paper questionnaires and mail them back to RTI in the postage-paid envelope they will provide, or you may complete the questionnaires online using unique login credentials provided on each questionnaire cover.

Your participation in this effort is voluntary, yet participation by you and other occupation experts is vital to the success of this important program. A member of the RTI O*NET team will call you in a few days to provide additional details and answer any questions you may have. Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink that reads "Pamela H. Frugoli".

Pamela Frugoli
O*NET/SKILL Assessment Team Lead
Office of Workforce Investment

**RTI Letter to Occupation Expert to Accompany
Questionnaire (with \$40 Incentive)**

(DATE)

(OE NAME)

(ADDRESS)

(ADDRESS)

(ADDRESS)

Dear (OE NAME):

Thank you for agreeing to participate in the O*NET[®] Data Collection Program as an occupation expert for the occupation of [OCCUPATION]. We greatly appreciate your contribution of expertise concerning this occupation. As we recently discussed on the telephone, enclosed you will find the O*NET questionnaires, a postage-paid return envelope, \$40 in cash, and a framed Certificate of Appreciation from the U.S. Department of Labor. If you have access to the Internet, you may wish to complete the questionnaires online at <http://onet.rti.org>. In your questionnaire packet, you will find instructions for responding online.

Your responses will be kept private. The questionnaires have an identification number for mailing and tracking purposes only. Your responses will be combined with those of other experts in this occupation and will be reported in summary form only.

Participation by you and other occupation experts is invaluable to the accuracy and usefulness of information in the O*NET database, from which educators, business professionals, counselors, researchers, and career seekers benefit. **Please complete the questionnaires in the order indicated on the questionnaire cover**, in as many sittings as your schedule requires. It should take you approximately 90 minutes to complete all five questionnaires. If you have further questions about the O*NET program or the questionnaires, please contact me toll-free at 877-233-7348, ext. [BL extension].

Thank you for completing and returning the questionnaires at your earliest convenience.

Sincerely,

[BL Name]
Business Liaison

**RTI Letter to Occupation Expert to Accompany
Questionnaire (without \$40 Incentive)**

(DATE)

(OE NAME)
(ADDRESS)
(ADDRESS)
(ADDRESS)

Dear (OE):

Thank you for agreeing to participate in the O*NET[®] Data Collection Program as an occupation expert for the occupation of [OCCUPATION]. We greatly appreciate your contribution of expertise concerning this occupation. As we recently discussed on the telephone, enclosed you will find the O*NET questionnaires, a postage-paid return envelope, and a framed Certificate of Appreciation from the U.S. Department of Labor. If you have access to the Internet, you may wish to complete the questionnaires online at <http://onet.rti.org>. In your questionnaire packet, you will find instructions for responding online.

Your responses will be kept private. The questionnaires have an identification number for mailing and tracking purposes only. Your responses will be combined with those of other experts in this occupation and will be reported in summary form only.

Participation by you and other occupation experts is invaluable to the accuracy and usefulness of information in the O*NET database, from which educators, business professionals, counselors, researchers, and career seekers benefit. **Please complete the questionnaires in the order indicated on the questionnaire cover**, in as many sittings as your schedule requires. It should take you approximately 90 minutes to complete all five questionnaires. If you have further questions about the O*NET program or the questionnaires, please contact me toll-free at 877-233-7348, ext. [BL extension].

Thank you for completing and returning the questionnaires at your earliest convenience.

Sincerely,

[BL Name]
Business Liaison

**Occupation Expert
Questionnaire Sequence Labels**

OE Questionnaire Sequence Labels

(Revised June 2008 with emphasis on Web Login information)



Please Complete this
Questionnaire
FIRST

Prefer to complete the questionnaire online?
Log into onet.rti.org today!



Please Complete this
Questionnaire
SECOND

Prefer to complete the questionnaire online?
Log into onet.rti.org today!



Please Complete this
Questionnaire
THIRD

Prefer to complete the questionnaire online?
Log into onet.rti.org today!



Please Complete this
Questionnaire
FOURTH

Prefer to complete the questionnaire online?
Log into onet.rti.org today!



Please Complete this
Questionnaire
FIFTH

Prefer to complete the questionnaire online?
Log into onet.rti.org today!

**Occupation Expert Method
Who What & How Brochure**

Your Participation in O*NET Involves Only Three Simple Steps

Step 1: Ensure all O*NET questionnaires on the packing list are enclosed within the box.

Review the materials in the box you receive to ensure all of the O*NET questionnaires are enclosed. The covers for the questionnaires are different colors and are labeled according to their content and the order in which they should be completed.

Step 2: Complete the O*NET questionnaires.

Please complete the O*NET questionnaires in the order indicated on the labels on the cover of the questionnaires. In order to maximize the quality of the data, we have pre-assigned the order of the questionnaires. Please complete the questionnaires in that order. Work at your own pace, in as many sittings as your schedule requires. You may wish to complete the questionnaires online at <http://onet.rti.org>. Your unique login credentials are printed in the upper-right corner of each printed questionnaire cover.

Step 3: Return the O*NET questionnaires in the enclosed postage-paid return envelope.

After completing the O*NET questionnaires, please return them in the postage-paid return envelope. Before sealing the envelope, please review the checklist located on the back of the return envelope.

Form: OE 03/2012

Find out more at <http://onet.rti.org>.



O*NET Data Collection Program: Occupation Expert

Who, What & How

An Introduction to the Occupational Information Network

How will I personally benefit?

As our way of saying thanks for completing and returning the O*NET questionnaires, we will send you \$40 in cash and a framed Certificate of Appreciation from the U.S. Department of Labor (If you wish, you may decline the gifts). These items will arrive in a package with the O*NET questionnaires. In addition, you will benefit from the improvement in the O*NET database. Millions of people nationwide will better understand the occupation with the up-to-date, accurate information that you provide.

Who will contact me?

You will be called by one of O*NET's professionally-trained Business Liaisons, who will walk you through the data collection process and be available to address your questions and concerns. Because we are committed to providing you with the highest quality of service, O*NET supervisors may monitor a sample of these calls.

If you have questions, you can call toll-free: 1-877-233-7348, ext. 100, and the O*NET Operations Center Manager, will assist you.

Is information on the O*NET Program available on the World Wide Web?

Yes. General information on many O*NET programs and resources can be found at the O*NET Resource Center website: <http://www.onetcenter.org>.

Will the information that I provide be kept private?

Absolutely! No identifying information about you will be published or released in any form to anyone outside the research team. We do not use names in our results. Your data will be combined with data from other occupation experts in order to develop a more complete and comprehensive database.

Am I required by law to participate?

Your participation is voluntary. However, you are a critical link in this data collection program. This is an opportunity to provide direct input to the United States Department of Labor by providing occupational information.

Are you selling me something?

Absolutely NOT! This is not a market study and we are not selling anything. O*NET information is available at no cost by downloading the O*NET Database or by viewing the O*NET data using O*NET Online (<http://online.onetcenter.org>).

Find out more at <http://onet.rti.org>.

What is O*NET®?

The O*NET® acronym stands for “Occupational Information Network.” It is an automated database that replaces the Dictionary of Occupational Titles (DOT) as the nation’s primary source of occupational information. O*NET information is available as a timely, easy-to-use database designed to help millions of employers, workers, educators, and students make informed decisions about education, training, career choices, and work.

What is the O*NET Data Collection Program?

The O*NET Data Collection Program is an ongoing effort to develop and maintain this unique database on the detailed characteristics of workers and occupations. The information is primarily collected from employees working within selected organizations. Occupation experts are providing information for some occupations. The collection of this information is designed to provide data that are valid, reliable, and current. The O*NET Data Collection Program is a critical step in the full development of O*NET.

Who is funding this program?

The United States Department of Labor (DOL) funds the O*NET Data Collection Program. You may verify this information by checking the DOL website: <http://www.doleta.gov/programs/onet>.

Find out more at <http://onet.rti.org>.

Who is conducting the O*NET Data Collection?

RTI International is working with the United States Department of Labor (DOL) to collect these data. RTI International is an independent, not-for-profit research organization located in Research Triangle Park, NC. RTI is affiliated with Duke University, the University of North Carolina at Chapel Hill, and North Carolina State University.

What is an occupation expert?

An occupation expert is a person who has several years of experience and training in an occupation. He or she has the expert knowledge required to respond to questions about the skills, knowledge and activities required for work in the occupation.

How did you get my name?

Occupation experts are identified by contacting professional associations and educational institutions related to the occupation.

What kinds of questions will I be asked?

The questionnaires consist of objective questions about the activities, work context, training, and other aspects of work within an occupation.

Why should I participate?

Your participation is important because your responses, combined with the responses of other experts, will describe your occupation to millions of job seekers, educators, career counselors, human resource professionals, and labor market analysts.

What are you asking me to do?

The “Three Simple Steps” on the last page of this brochure summarizes your participation. Briefly, we will ask you to carefully complete several questionnaires in a certain order and return them to RTI in the postage-paid return envelope provided. If you have access to the Internet, you may wish to complete the questionnaires on our Web site. In your questionnaire packet, we will enclose instructions for responding online. It should take you approximately 90 minutes to complete the questionnaires.

Can I complete the questionnaires online?

Absolutely. Each of the paper questionnaires sent to you is also available via our secure Web site, <http://onet.rti.org>. As an identified occupation expert, you will be issued login credentials to allow you to access Web versions of the questionnaires. These unique credentials (username and password) are printed on the cover of each paper questionnaire for ease of reference.

Association Endorsement List



Association Support

As a leading national and industry association, we support O*NET, the Occupational Information Network. A major initiative of the United States Department of Labor, O*NET is a database of occupation information, specifying job characteristics and worker skills and abilities.

O*NET helps employers meet human resource challenges by identifying front line skill needs. It helps employees identify skills necessary to succeed in their fields, and helps job seekers understand the skills and training they need for the jobs they want.

We urge you to complete the O*NET questionnaire. By providing this valuable information, you will help the O*NET database capture the realities of the changing American workplace and be a participant in building a national labor exchange system able to compete in the international marketplace.

a

Academy of Criminal Justice Sciences	American Association of Community Colleges	American Federation for Medical Research
Accrediting Council for Continuing Education and Training	American Association of Cosmetology Schools	American Federation of Home Health Agencies
African American Women's Clergy Association	American Association of Early Childhood Educators	American Federation of School Administrators
Air Conditioning Contractors of America	American Association of Engineering Societies	American Federation of Teachers
Aircraft Electronics Association	American Association of Motor Vehicle Administrators	American Financial Services Association
Allied Pilots Association	American Association of Museums	American Fisheries Society
American Academy of Actuaries	American Association of Psychiatric Technicians	American Forest & Paper Association
American Academy of Environmental Engineers	American Association of State Colleges and Universities	American Foundry Society
American Academy of Orthotists and Prosthetists	American Association of Zoo Keepers	American Geological Institute
American Academy of Physical Medicine and Rehabilitation	American Bar Association	American Health Information Management Association
American Academy of Physician Assistants	American Business Conference	American Historical Association
American Apparel and Footwear Association	American Chemical Society	American Home Furnishings Alliance
American Association for Adult and Continuing Education	American College of Cardiology	American Hotel and Lodging Association
American Association for Health Education	American Composites Manufacturers Association	American Industrial Hygiene Association
American Association for Homecare	American Congress on Surveying and Mapping	American Institute for Conservation of Historic and Artistic Works
American Association for Leisure and Recreation	American Correctional Association	American Institute of Aeronautics and Astronautics
American Association for Marriage and Family Therapy	American Council for Construction Education	American Institute of Building Design
American Association for Respiratory Care	American Council of Life Insurers	American Institute of Chemists
American Association for Vocational Instructional Materials	American Counseling Association	American Institute of Constructors
American Association of Colleges of Pharmacy	American Culinary Federation	American Institute of Engineers
	American Dental Assistants Association	American Institute of Floral Designers
	American Design Drafting Association	American Institute of Professional Bookkeepers
	American Education Finance Association	American Insurance Association
	American Electronics Association	American Jail Association
		American Library Association
		American Loggers Council
		American Management Association

National Association of School Psychologists
National Association of Service Managers
National Association of Social Workers
National Association of State Directors of Career Technical Education Consortium
National Athletic Trainers' Association
National Bicycle Dealers Association
National Blacksmiths and Weldors Association
National Burglar and Fire Alarm Association
National Business Education Association
National Career Development Association
National Center for Manufacturing Sciences
National Center for Simulation
National Cleaners Association
National Concrete Masonry Association
National Cosmetology Association
National Council for Advanced Manufacturing
National Council of Agricultural Employers
National Council of Teachers of English
National Council of Teachers of Mathematics
National Criminal Justice Association
National Dance Association
National Dental Assistants Association
National Dental Association
National Earth Science Teachers Association
National Elevator Industry, Inc
National Employment Counseling Association
National Environmental Health Association
National Farmers Union
National Federation of Licensed Practical Nurses
National Freight Transportation Association
National Funeral Directors Association
National Glass Association
National Hardwood Lumber Association
National High School Association
National Human Resources Association
National Institute for Automotive Service Excellence
National Institute for Literacy
National Institute for Metalworking Skills
National Judges Association
National League of Postmasters of the United States

National Management Association
National Maritime Education and Training Association
National Paralegal Association
National Propane Gas Association
National Railroad Construction and Maintenance Association
National Registry of Environmental Professionals
National Rehabilitation Counseling Association
National Retail Federation
National Roofing Contractors Association
National Science and Technology Education Partnership
National Society of Professional Surveyors
National Stone, Sand and Gravel Association
National Terrazzo and Mosaic Association
National Therapeutic Recreation Society
National Tile Contractors Association
National Tooling and Machining Association
National Tour Association
National Training and Simulation Association
National Utility Contractors Association
Network and System Professionals Association
Network Professional Association
New York Academy of Sciences

O-S

Outdoor Power Equipment Aftermarket Association
Owner-Operator Independent Drivers Association
Packaging and Label Gravure Association
Painting & Decorating Contractors of America
Pedorthic Footwear Association
Plastic and Metal Products Manufacturers Association
Pleaters, Stitchers & Embroiderers Association
Plumbing-Heating-Cooling Contractors National Association
Precision Machined Products Association
Precision Machined Products Association Educational Foundation
Precision Metalforming Association
Precision Metalforming Association Educational Foundation
Printing Industries of America & Affiliates

Professional Association of Custom Clothiers
Professional Caddie Association
Professional Landcare Network
Professional Managers Association
Property Casualty Insurers Association of America
Refractory Ceramic Fibers Coalition
Refrigeration Service Engineers Society
Retail Bakers of America
Risk Management Association
Society for Experimental Biology and Medicine
Society for Foodservice Management
Society for Protective Coatings
Society for Technical Communication
Society of Allied Weight Engineers
Society of American Archivists
Society of American Florists
Society of American Foresters
Society of Computer Professionals
Society of Fire Protection Engineers
Society of Manufacturing Engineers
Society of Naval Architects and Marine Engineers
Society of Petroleum Engineers
Society of Professional Benefit Administrators
Soil Science Society of America
SOLE—The International Society of Logistics
Specialty Graphic Imaging Association
Structural Insulated Panel Association

t-w

Telecommunications Industry Association
Tooling and Manufacturing Association
Transportation Intermediaries Association
Tree Care Industry Association
Tube and Pipe Association International
Tubular Piping Association
United Brotherhood of Carpenters and Joiners of America
United Council on Welfare Fraud
United Professional Sales Association
United States Tour Operators Association
Water Environment Federation
Western Dredging Association
Wildlife Disease Association
Wood Flooring Manufacturers Association
Wood Moulding and Millwork Producers Association
World International Nail and Beauty Association
World Leisure and Recreation Association

American Meat Institute
American Mental Health Counselors Association
American Moving & Storage Association
American Optometric Association
American Pharmacists Association
American Physical Therapy Association
American Physiological Society
American Planning Association
American Probation and Parole Association
American Prosthodontic Society
American Psychological Association
American Public Gas Association
American Public Human Services Association
American Purchasing Society
American Rehabilitation Counseling Association
American Rental Association
American Road and Transportation Builders Association
American School Counselor Association
American School Health Association
American Society for Clinical Laboratory Science
American Society for Engineering Education
American Society for Engineering Management
American Society for Microbiology
American Society for Quality
American Society for Training and Development
American Society of Agronomy
American Society of Association Executives
American Society of Certified Engineering Technicians
American Society of Interior Designers
American Society of Professional Estimators
American Society of Radiologic Technologists
American Society of Sanitary Engineering
American Society of Travel Agents
American Sociological Association
American Subcontractors Association
American Therapeutic Recreation Association
American Watchmakers-Clockmakers Institute
American Water Works Association
American Zoo and Aquarium Association
America's Health Insurance Plans
Animal Behavior Society

Appraisal Institute
Appraisers Association of America
Architectural Engineering Institute of the American Society of Civil Engineers
Associated Bodywork and Massage Professionals
Associated Builders and Contractors
Associated General Contractors of America
Associated Locksmiths of America
Associated Specialty Contractors
Association for Career and Technical Education
Association for Career and Technical Education Research
Association for Childhood Education International
Association for Commuter Transportation
Association for Continuing Higher Education
Association for Financial Professionals
Association for Healthcare Documentation Integrity
Association for Library and Information Science Education
Association for Library Collections and Technical Services
Association for Professionals in Infection Control and Epidemiology
Association for the Advancement of Cost Engineering
Association of Business Support Services International
Association of Consulting Foresters of America, Inc.
Association of Credit and Collection Professionals
Association of Energy Engineers
Association of Environmental Engineering and Science Professors
Association of Equipment Management Professionals
Association of Executive and Administrative Professionals
Association of Information Technology Professionals
Association of Management Consulting Firms
Association of Master of Business Administration Executives
Association of Minority Health Professions Schools
Association of Oncology Social Work
Association of Sales and Marketing Companies
Association of School Business Officials International

Association of Schools of Allied Health Professions
Association of Surgical Technologists
Association of the Wall and Ceiling Industry
Association of Women in the Metal Industries
Association of Women Soil Scientists
Automotive Maintenance and Repair Association

b-h

Belt Association
Biomedical Engineering Society
Biotechnology Industry Organization
Blow-in-Blanket Contractors Association
Bread Bakers Guild of America
Brotherhood of Shoe and Allied Craftsmen
Business Marketing Association
Business Professionals of America
California Fashion Association
Ceilings and Interior Systems Construction Association
Center for Book Arts
Ceramic Tile Institute of America
Chamber of Shipping of America
Chartered Property Casualty Underwriters Society
Commercial Vehicle Training Association
Community Transportation Association of America
CompTIA
Construction Management Association of America
Consumer Electronics Association
Contact Lens Manufacturers Association
Council for American Private Education
Council of Fashion Designers of America
Council of Industrial Boiler Owners
Council of Supply Chain Management Professionals
Crane Certification Association of America
Crop Science Society of America
Custom Electronic Design and Installation Association
Dangerous Goods Advisory Council
Deck Industry Association
Dietary Managers Association
Drug and Alcohol Testing Industry Association
Edison Welding Institute
Editorial Freelancers Association
Electronics Technicians Association International

Employee Benefit Research Institute
Energy Council of the Northeast
Fabricators & Manufacturers Association
International
Federal Resource Center for Special
Education
Federation of Tax Administrators
Flexographic Technical Association
Floor Covering Installation Contractors
Association
Foodservice Consultants Society
International
Forest Resources Association
Forging Industry Association
Gases and Welding Distributors
Association
Graphic Artists Guild
Group Underwriters Association of
America
Healthcare Distribution Management
Association
Home Care Aide Association of America
Home Healthcare Nurses Association
Hospice Association of America
Hospitality Business Alliance

i-k

IEEE (Institute of Electrical and
Electronics Engineers)
IEEE Aerospace and Electronic Systems
Society
IEEE Computer Society
IEEE Engineering in Medicine and
Biology Society
IEEE Engineering Management Society
Independent Automotive Damage
Appraisers Association
Industrial Designers Society of America
Information Systems Audit and Control
Association
Information Technology Association of
America
Inland Marine Underwriters Association
Institute for Certification of Computing
Professionals
Institute for Operations Research and the
Management Sciences
Institute for Supply Management
Institute of Environmental Sciences and
Technology
Institute of Industrial Engineers
Institute of Management Accountants
Institute of Management Consultants
USA
Institute of Packaging Professionals

Insurance Information Institute
International Association for Computer
Information Systems
International Association of Administrative
Professionals
International Association of Arson
Investigators
International Association of Asian Studies
International Association of Campus Law
Enforcement Administrators
International Association of Fire Chiefs
International Association of Foundation
Drilling
International Association of Workforce
Professionals
International Disk Drive Equipment and
Materials Association
International Economic Development
Council
International Executive Housekeeping
Association
International Federation of Professional
and Technical Engineers
International Fire Marshals Association
International Interior Design Association
International Maintenance Institute
International Masonry Institute
International Plant Propagators' Society
International Public Management
Association for Human Resources
International Ticketing Association
International Union of Bakers and
Bakers-Confectioners
International Union of Bricklayers and
Allied Craftworkers
International Union of Painters and Allied
Trades
International Union of Police Associations
International Warehouse Logistics
Association
Ironworker Management Progressive
Action Cooperative Trust
Irrigation Association
Jewelers of America
Jewelry Information Center
Kitchen Cabinet Manufacturers
Association

m-n

Machinery Dealers National Association
Manufactured Housing Institute
Marine Technology Society
Marketing Research Association
Mason Contractors Association of
America

Material Handling Equipment Distributors
Association
Metals Service Center Institute
Metropolitan Burglar and Fire Alarm
Association
Minerals, Metals, and Materials Society
Modular Building Institute
NALS
National Academy of Opticianry
National Academy of Sciences
National Alliance of Business
National Association for Business
Economics
National Association for Equal
Opportunity in Higher Education
National Association for Girls and Women
in Sport
National Association for Home Care and
Hospice
National Association for Practical Nurse
Education and Service
National Association for Printing
Leadership
National Association for Sport and
Physical Education
National Association of African American
Studies
National Association of Child Care
Professionals
National Association of Child Care
Resource and Referral Agencies
National Association of Construction
Boilermaker Employers
National Association of Counties
National Association of County Surveyors
National Association of Emergency
Medical Technicians
National Association of Environmental
Professionals
National Association of Geoscience
Teachers
National Association of Health
Underwriters
National Association of Hispanic and
Latino Studies
National Association of Independent
Insurance Adjusters
National Association of Independent
Publishers
National Association of Legal Assistants
National Association of Manufacturers
National Association of Native American
Studies
National Association of Professional
Employer Organizations
National Association of Sales and
Marketing Agencies

**Instructions for Completing Occupation Expert
Web Version**



Instructions for Completing O*NET[®] Occupation Expert Questionnaires Online

Username: [Respondent Specific]
Password: [Respondent Specific]

You can complete the questionnaires *online*, if you prefer. Just follow these simple steps.

- Step 1.** Go to the Web address <http://onet.rti.org>.
- Step 2.** Click on the Login link to gain access to the questionnaires.
- Step 3.** Enter your **Username** and **Password**. This information can be found above or in the upper-right corner of the front cover of any one of the questionnaire booklets that you received.
- Step 4.** Click on **OK**. Once you are logged in, you will receive further instructions on completing the questionnaires.

Please be assured that your online responses are completely secure and are protected by the same technology used by businesses to secure credit card numbers.

If you have any problems accessing the Web site, please call 1-877-233-7348, ext. 100. Technical assistance is available through this toll free number Monday through Friday between 8:30 AM and 5:00 PM Eastern Time. You can also email your technical questions to onethelp@rti.org.

If you have any other questions about the survey, please call Ms. Sarah Harris at RTI toll free at 1-800-334-8571, ext 2-7486 from Monday through Friday between 8:30 AM and 5:00 PM Eastern Time. If you prefer, you can email her at harris@rti.org.

**Thank you again for your participation in the
O*NET Data Collection Program!**

**Thank You / Reminder Postcard
for Occupation Expert**



Dear Occupation Expert:

An O*NET questionnaire package was recently mailed to you. If you have completed and returned the questionnaires, please accept my sincere thanks. Your responses are critical to keeping the occupational information accurate and current.

If you have not yet completed and returned the questionnaires, please do so as soon as possible. You may find it convenient to complete the questionnaires online; if so, please refer to any of the questionnaire covers for your unique login credentials, and then visit <http://onet.rti.org> to participate. Your answers will ensure that O*NET data provide useful information for individuals and businesses across the nation.

If you have questions, please call the Operations Center Manager toll-free at 877-233-7348, ext. 100.

Sincerely,

A handwritten signature in black ink that reads "Michael F. Weeks".

Michael F. Weeks
O*NET Project Director

**O*NET Data Collection Program
Research Triangle Institute
P.O. Box 12194
Research Triangle Park, NC 27709-1294**

Affix
stamp
Here

**OE Postcard
Affix
Address Label
Here**

Occupation Expert Avoider Letters

[DATE]

[OE NAME]

[OE ADDRESS]

[OE ADDRESS]

Dear [OE NAME]:

RTI, a non-profit research organization, is assisting the United States Department of Labor in an initiative to build and maintain an occupational database known as the Occupational Information Network (O*NET[®]). The O*NET program represents a vital component of the Department of Labor's effort to develop job-related information that workers can use to prepare themselves for success in the workplace.

You have been selected to participate in this important program. Over the past several weeks, I have telephoned you several times but have been unsuccessful in reaching you. I only need to ask you a few short questions to determine your eligibility to participate as an occupational expert on the work of [OCCUPATION NAME]. This call should take only about 5 minutes of your time.

There is not much time left in the data collection schedule, so it is important that I talk with you as soon as possible. I would greatly appreciate your calling me within the next few days, toll-free, at 877-233-7348, ext. [BL extension]. You may call anytime between 9 a.m. and 5 p.m., Eastern time, Monday through Friday.

I look forward to hearing from you at your earliest convenience, and thank you, in advance, for your cooperation.

Sincerely,

[BL NAME]

Business Liaison



[DATE]

[OE NAME]
[OE ADDRESS]
[OE ADDRESS]

Dear [OE NAME]

As you may recall, the U.S. Department of Labor is sponsoring an important data collection program for the Occupational Information Network (O*NET®). Some weeks ago, our representatives at RTI, a non-profit research organization, sent a package of materials to you describing the O*NET program. The desk clock included in the package is our gift to you just for taking a few minutes to talk with us.

You have been selected to participate in the O*NET Data Collection Program as an occupational expert on the work of [OCCUPATION NAME]. Since our initial conversation, we have tried several times, although unsuccessfully, to follow up by phone. The purpose of our call is to verify that you received the package and to talk with you about your voluntary participation in this very important program.

The enclosed brochure provides more information about the O*NET Data Collection Program and the level of participation we are requesting from you. Additional O*NET information is available on the Internet at <http://www.onetcenter.org>.

It is very important that our RTI representative speak with you within the next few days, as this phase of the data collection is coming to a close. Please contact [BL NAME] as soon as possible, toll-free, at 877-233-7348, ext. [BL extension], to discuss your participation in this program. You may call anytime between 9 a.m. and 5 p.m., Eastern time, Monday through Friday. The call should take only a few minutes of your time.

Thank you very much for your cooperation.

Sincerely,

A handwritten signature in cursive script that reads "Pamela L. Frugoli".

Pamela L. Frugoli
O*NET/Skill Assessment Team Lead
Office of Workforce Investment

Reference number 891



[DATE]

[OE NAME]
[OE ADDRESS]
[OE ADDRESS]

Dear [OE NAME]:

Thank you for your assistance with the Occupational Information Network (O*NET®) Data Collection Program. The information you provide about the occupation of [OCCUPATION NAME] will guide workers interested in learning about those skills that are important for success within this occupation.

I am writing to ask your help in finalizing our data collection activities. Our program records show that the questionnaires we sent you have not yet been returned to RTI. [BL NAME], our program representative at RTI, has attempted to contact you several times to follow up, but has not yet been able to speak with you directly. This phase of the O*NET Data Collection Program is nearly complete, and we have only a short time to obtain this important occupational information from you.

It is very important that we speak with you within the next few days to learn the status of your questionnaires. The deadline for this phase of the data collection program is near.

Please call [BL NAME], toll-free at 1-877-233-7348, ext. [BL Extension] at your earliest convenience. You may call anytime between 9 a.m. and 5 p.m., Eastern time, Monday through Friday. The call should take only a few minutes of your time.

Thanks again for your continued assistance with this important program.

Sincerely,

A handwritten signature in cursive script that reads "Pamela L. Frugoli".

Pamela L. Frugoli
O*NET/Skill Assessment Team Lead
Office of Workforce Investment

Reference number 891

