



The U.S. Department of Labor (DOL) fosters and promotes the welfare of job seekers, wage earners, and retirees by improving their working conditions, advancing their opportunities for profitable employment, and protecting their retirement and health care benefits. The Department uses GovDelivery® Email and Digital Subscription Management to communicate quickly, efficiently, and in a cost-effective manner with America’s workers and retirees as directed by the President’s E-Government Agenda.

DOL’S NEEDS

1. Offer an enterprise-wide system where citizens can manage their email subscription preferences for all DOL agencies in one place.
2. Organize and automate the dissemination of information.
3. Reach the public more effectively by growing the subscriber base and offering updates on more topics by subscription.
4. Deploy in less than 30 days with minimal staff commitment and no software or hardware installation.

SOLUTION

The U.S. Department of Labor selected GovDelivery, a web-based solution that monitors websites for content updates and automatically generates email alerts when changes are detected on designated webpages.

The Department of Labor sent hundreds of thousands of critical emails to citizens about Hurricanes Katrina and Rita and the West Virginia Sago mine accident to keep them updated on recovery efforts.



RESULTS

Since launching GovDelivery in August 2004 DOL has:

- Sent **nearly 28 million emails** to more than **129,000 subscribers**.
- Established a sign-up rate of more than 5,000 new subscribers per month.
- Implemented GovDelivery with no additional hardware, software, or staff required.
- Implemented GovDelivery on its Intranet.
- Incorporated more than 110 specific subscription items. Subscription options includes:
 - Employment Law Guide
 - Proposed Legislation
 - The Labor Advocate
 - Audio News Releases



Web visitors click on links located throughout the site to register to receive specific alerts on topics of interest.

Beginning November 12, 2008, DOL has been using the *Message Analytics* module from GovDelivery on a trial basis to track how many users open emails and click on the links within the emails being sent. **More than 56 percent of DOL subscribers are active – this statistic shows that DOL emails are being used by subscribers.**

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GovDelivery, Inc. is the world’s leading provider of government-to-citizen email and wireless communication solutions designed specifically for the public sector and is used by organizations worldwide, including the U.S. Departments of Labor, State, Agriculture, and Commerce, U.K. Parliament, Norwich City Council (U.K.), Washington D.C., California Department of Insurance, Oregon Department of Human Services, Macomb County (MI), City of St. Paul (MN), and many more.



To learn more about GovDelivery, visit www.govdelivery.com; e-mail info@govdelivery.com; call U.S. 866-276-5583 or U.K. 0800 032 5769



The Department of Labor initially launched GovDelivery® Email and Digital Subscription Management across 11 different offices and its affiliated DisabilityInfo.gov and GovBenefits.gov websites— use of GovDelivery continues to expand. Altogether, the Department offers more than 1,400 topics by subscription.

Department of Labor Enterprise-wide Deployment

DOL Agencies and Affiliated Websites Currently Using GovDelivery:



<http://www.dol.gov/odep/>



<http://www.dol.gov/osbp>

Employment and Training Administration

<http://www.doleta.gov/>

Center for Faith-Based and Community Initiatives

<http://www.dol.gov/cfbi/>

Women's Bureau

<http://www.dol.gov/wb>

Below are examples of the 500+ subscriptions offered by DOL and DisabilityInfo.gov:

Topics available include:

- Emergency Preparedness and People with Disabilities
- New Freedom Initiative
- Workforce Recruitment Program

Topics available include:

- Small Business Vendor Outreach Program Registration
- Programs and Services
- Key Points for Small Business

Topics available include:

- Migrant and Seasonal Farmworkers
- Apprenticeship Training, Employer and Labor Services
- WIA Incentive Grant Recipients

Topics available include:

- Grants and Funding Opportunities
- Upcoming CFBCI Events
- Legal and Regulatory Guidance

Topics available include:

- Strengthening the Family Initiative
- Photo Book

GovDelivery is also being used by:

- Office of the Secretary / The Department of Labor Homepage
- Employee Standards Administration's Wage and Hour Division
- Employee Benefits Security Administration
- RegionNet (DOL Intranet)
- DisabilityInfo.gov (affiliated with DOL)
- GovBenefits.gov (affiliated with DOL)

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