

News Release



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U.S. Department of Labor Unveils E-mail Subscription Service *Website Users Can Receive Automatic E-mail Updates*

WASHINGTON—The U.S. Department of Labor (DOL) today announced a new effort to expand website usage with the introduction of an e-mail subscription management system.

The new e-mail subscription service will allow citizens to subscribe to receive updates by e-mail when specific information they are interested in changes. The e-mail update includes a direct link to the page of interest. Superior to previous e-mail communication systems such as listservs, e-mail subscription management provides users with more options to personalize information so they receive fewer unwanted e-mails.

The new effort is based on the fact that e-mail is still the most common use of the Internet. According to the Pew Internet Life Project, nearly half of Internet users access e-mail while only 9% visit a government website on any given day. Users often do not remember how to get back to information once they find it on a government website and upwards of 70% of visitors do not return.

The new service allows DOL to reach out to citizens in a medium they use everyday and directly points them to the information they want. DOL expects its web site usage to increase as a result of the e-mail subscription service. In a pre-launch of the system involving Fair Pay initiative information, over 2,000 citizens signed up for updates on the fact sheets relating to the initiative in less than 1 month with minimal promotion.

The department will be rolling out the system in phases with the first including several major agencies in addition to the Office of the Secretary and other information available from the DOL homepage. Initially, there will be 99 initial subscription options across 15 categories.

The DOL selected the *GovDelivery*[®] E-mail Subscription Management system, provided by GovDocs Inc. of St. Paul, Minnesota, to automate management of its e-mail subscriptions across all agency websites. More information about the system can be found at www.govdocs.com.

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