

Outreach Programs for the National Compensation Survey

Marketing Public Programs
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Outline

- What is the Bureau of Labor Statistics?
- What is the National Compensation Survey?
- Why have an outreach program?
- Types of NCS outreach programs

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Types of NCS Outreach

- Customer service
- Trade shows
- Presentations

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Customer Service

- BLS Website

The screenshot shows the homepage of the U.S. Bureau of Labor Statistics. At the top, it features the BLS logo and the text "U.S. Department of Labor Bureau of Labor Statistics". Below this is a navigation bar with the URL "www.bls.gov" and a search bar. The main content area is divided into several sections:

- Inflation & Consumer Spending:** Includes links for Consumer Price Index, Inflation Calculator, Layoff Statistics, Productivity, and International Statistics.
- Wages, Earnings, & Benefits:** Includes links for Median Wage, Employment Levels, State and Local Wages, and Compensation Surveys.
- Productivity:** Includes links for Productivity and Costs, and International Comparisons.
- Safety Statistics:** Includes links for Occupational Injuries and Illnesses, and Fatalities.
- International:** Includes links for International Trade Statistics, and International Labor Cooperation.
- U.S. Bureau of Labor Statistics:** A central section with a star logo and a "Latest numbers" box. It lists key statistics: GDP (4.7% in Oct 2008), Unemployment (4.7% in Oct 2008), Average Hourly Earnings (+0.2% in Oct 2008), CPI (+0.2% in Oct 2008), PPI (+0.2% in Oct 2008), Inflation (+0.2% in Oct 2008), and U.S. Retail Price Index (+0.2% in Oct 2008).
- Employment & Unemployment:** Includes links for National Employment, National Unemployment Rate, State and Local Unemployment Rates, and Unemployment by Education, Sex, Race, and Hispanic or Latino Ethnicity.
- At a Glance Tables:** Includes links for U.S. Employment and Unemployment, State, Territory, and District Employment, and Industry of a State.
- Publications:** Includes links for Monthly Labor Review, Monthly Labor Review Online, and International Labor Review.
- Research:** Includes links for Research Reports, and Research in Progress.

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Customer Service, cont'd

- Email inquiries
- Telephone inquiries
- Media

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Trade Shows - Goals

- Market products
- Demonstrate products
- Establish positive rapport with current and future respondents
- Show field representatives the results of their work
- Learn what the current issues are
- Solicit comments/suggestions for future information needs

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Trade Shows - Organizations

- Society for Human Resource Management (SHRM)
- Worldatwork
- International Foundation of Employee Benefit Plans (IFEBP)

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Trade Shows - Advantages

- Targeted audience
- Pleasant and relaxed atmosphere to discuss products
- Ability to establish contacts and follow up after the show

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Trade Shows - Details

- Identify appropriate organizations
- Pre-conference mail out
- Determine products to display and promote
 - Publications
 - Outreach booklet
 - Data on CD
- Booth
- Determine promotional giveaways
- Press package
- Recording booth visitors (for follow up)
- Training for booth staff
- Measure success

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Presentations

- May be in conjunction with trade shows
- Proposals generally have to be submitted far in advance
- Chance of selection is limited
- Topics must have practical applications to those attending the show
- Consider joint presentations with other programs, agencies, or private firms
- Consider local chapters of national organizations

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