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## CHAPTER 4

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### THE CANADA MANPOWER CENTRE

The placement activity of the Manpower Division is carried out through 600 points of service. These include 450 permanent Canada Manpower Centres and 172 locations regularly covered by an itinerant service, together staffed by approximately 4,000 counsellors. In its presentation to the Committee the Division described the range of activities carried out in a Canada Manpower Centre.

The CMC is the point at which manpower policy takes concrete form. Here placement, employment, counselling, testing, employer services, selection for manpower training, the provision of training allowances and mobility grants and the creation of job opportunities actually take place. (11:31)

With over 450 CMCs there is obviously a danger of generalizing. Some of the following comments may have general application, but many do not. Some may be relevant to a category of CMCs such as those in large urban centres. The majority of comments will concern cases or situations which occur on a random basis in some CMCs and not in others mainly for historical and personal reasons. Sometimes the directives from headquarters may be at fault; in other instances, the local CMCs may be ignoring an instruction.

#### **The Job Description**

The actual procedure of placing people in jobs is put in motion in the Canada Manpower Centre when the employer places his job order. This form describes the nature of the work to be performed and the qualifications desired in those referred for employment. It is at present dealt with in Canada Manpower Centres at various staff levels ranging from the anonymous telephone operator to the occupational specialist counsellor. The accuracy of the information recorded when the order is taken and the understanding of the nature of the job have a direct bearing on the referral of a job seeker. The job order must be accurately recorded and understood in the Canada Manpower Centre by both those who receive it from the employer and those who refer applicants to fill it.

Unfortunately, the very streamlining of recording job orders by a telephone clerk in urban CMCs is a source of frustration to employers who want to work through a counsellor they know, or an official they can call back by name. This desire should be met. The development of the essential rapport between the counsellor and the employer which will benefit the job seeker begins with this initial contact.