

Chapter 2. A Public Employment Service in an Evolving Work Environment

Changing attitudes of the work force — page 14.

Attitudes toward employment in Canada have altered in recent years. Canadians change their jobs more frequently; they are selective about the jobs they are willing to fill and surveys show that on average their job search effort is weak. These attitudes affect the competence of Canada Manpower and must be kept in mind in assessing the effectiveness of the services provided.

PART II:

THE PLACEMENT FUNCTION

Chapter 3. The Formidable Task: An Introduction to Canada Manpower's Placement Services

Limitations to CMC service — page 19.

Canada Manpower is restricted in its placement service activities by two conditions. It cannot refuse to assist any job seeker who registers and it must fill vacancies from persons registered with it. It follows that **the Division's first responsibility as a public service must be to the job seeker and especially to the unemployed job seeker.**

Cooperation of employers — page 19.

This fact must be faced. **To be effective the Division must therefore seek the understanding and cooperation of employers by explaining the limitations which its role as an unemployment agency places on the services they can expect from Canada Manpower Centres.**

Chapter 4. The Canada Manpower Centre

Contact person for employers — page 22.

The employer who seeks workers should be given a contact in the Canada Manpower Centre who should be a manpower counsellor or a counsellor assistant. This is necessary to secure the cooperation of employers and thereby to fulfill Canada Manpower's responsibility to the job seeker.

Improved job orders — page 22.

The Committee recommends that the Division improve arrangements for the receipt of job orders to ensure that all relevant information is included and that the order is an accurate description of the work and the working conditions.

Action on job orders — page 23.

The counsellor contact handling the order should personally verify that appropriate action has been taken in the CMC and that the employer is satisfied his job order has been given attention.

Screening job orders in the JIC — page 25.

The Job Information Centre is an efficient method of handling job-ready clients, thus leaving CMC personnel more time for job seekers who require vocational counselling or training. **The counsellor taking the job order should be required to ensure that the employer completely understands the limited screening of applicants likely to be referred to him from a listing of his order**