

The criteria for selection of candidates for the position of Manpower counsellor has altered with the change in emphasis to a greater concentration on social objectives. The Minister told the Committee that counsellors are "recruited for both their experience in the real world of work and for their academic background. Today they are better educated than they were in 1966." Some fifty-three per cent have a minimum of a Bachelor degree. Many have post-graduate training in psychology, vocational training and related fields of specialization. (4.9)

Dr. Dupré and Dr. Meltz expressed doubts about the expanded employment of university graduates in manpower counselling. Based on his study of manpower activities in Ontario, Dr. Dupré told the Committee:

Our findings were that, by and large, this did not turn out to be a very good idea . . . CMC managers emphasized to us that what they really looked for in a counsellor was someone who had labour market experience related to the types of occupations in which placements were being made. University graduates . . . tended to lack this experience and in terms of counselling effectiveness were really only good, by and large, in dealing with people problems, as opposed to placement problems. (16:13)

The Division is developing techniques for post recruitment, in-service training but this has a limited value compared with a background of genuine working experience. Employers appearing before the Committee stressed this point.

The incompetent appraisal of the job placement request made by personnel of the Canada Manpower Centre, is possibly due to lack of their own qualifications . . . It would appear that many counsellors . . . employed by Canada Manpower are university educated, and one would assume that such an individual would know what a machinist is, what a marketing analyst is, and so forth, yet, our experience does not bear that out.⁴ (19:14)

Another employer wrote:

. . . Unless the counsellor has at least some knowledge of the skills required and can ask the proper questions of the applicant and recognize his knowledge or lack of it, a written job description is just so many words on a piece of paper.⁵

The Minister rightly has a high regard for the dedication and concern of manpower counsellors. They are the foundation for the administration of the entire range of manpower programs. But if employers are going to take the objectives of the Manpower Division seriously and cooperate in the achievement of them they must have confidence that the counsellors who refer job seekers to them really understand the world of work and can relate to it from actual experience.

There is a logical connection between the duties and the qualifications required of counsellors in CMCs. The Division should, where possible, give explicit recognition to the functional division of duties they perform. The

⁴ M. C. Dressler, Hoffman-LaRoche Limited

⁵ Letter from E. J. Pollack, Leigh-Marsland Engineering Company