

tion to establish that published figures reflect the real effectiveness of placement, not just the numerical computation of placement transactions.

PART VI:

CONCLUSION

Chapter 14. Overcoming the Problems of Communication

Representatives from industry, labour and welfare agencies on the sub-Committees of the Canada Manpower and Immigration Council should be encouraged to undertake a more active role in the clarification of the Division's objectives in the community.

Increased use of Canada Manpower and Immigration Council — page 127.

The public relations activities now carried on by the Division should be re-examined to facilitate improved public awareness of the objectives of manpower policy. **The program of seminars with employer associations should be expanded.**

Expanded public relations activity — page 127.

The Committee recommends that the Division consider the formation of Manpower Management Teams, one for each region, drawn from the ranks of experienced manpower officers. These officers should be temporarily assigned to the Management Teams to examine the operations of individual Canada Manpower Centres, to advise managers and staff on methods to improve the efficiency of their operation and to report to management of the Division at both the regional and national level on the degree to which standards of service are being met in the field.

Manpower Management Inspection Teams — page 128.