

The diffusion of duties resulting from the increased emphasis on human resource development has disturbed some counsellors. One wrote privately to the Committee:

It was only a couple of years ago that our emphasis was on being an effective placement service . . . . Now we find the placement taking a secondary role, UIC enforcement and social workers have taken over as the first priority . . . . We can get so involved in helping the unfortunate that we lose sight of our main purpose—maximum utilization of the labour force.

This counsellor's concern that the range of special services directed toward the disadvantaged has reduced his effectiveness as placement officer was also expressed by others who appeared before the Committee. "The main goal of counselling in a Canada Manpower Centre to me is to serve the placement function", Dr. Dupré told the Committee.

If all of this in-depth counselling of individuals with personal as opposed to placement problems is conducted by the placement agency, you simply get that placement agency away too much from concentrating on what its prime objective should be. (16:18)

This objection is met to some extent, at least where there are sufficient counsellors on the staff of a CMC, by a division of duties made possible by the installation of the Job Information Centre. It separates those in need of in-depth counselling from those who are job-ready. Where feasible, given the size of the Canada Manpower Centre and the size of its workload, this functional division should be publicly acknowledged by reinstating the old title of placement officer to describe those whose duties relate primarily to the placement of the job-ready or nearly job-ready. The title of manpower counsellor would then be restricted to those who are specialists in vocational and personal counselling, a large number of whom have been recruited by the Division.

The Committee learned that many counsellors—to use the present undifferentiated title—spend a disproportionate amount of their time dealing with persons who have great difficulty getting or holding a job and who return to the CMC over and over again. When such repeaters are identified they should be transferred by a placement officer to the manpower counsellor. However the responsibilities of even the manpower counsellor should be limited. Some of their activities have left the impression that the CMC is an extension of the community social assistance agency. Manpower counsellors should, as far as possible, restrict their activities to the improvement of the job seekers' employment potential and should refer clients requiring guidance on personal problems to the appropriate agency.

The qualifications listed on posters recruiting manpower counsellors are first, university graduation or evidence of demonstrated capacity for administrative work; second, related experience evidenced by having carried out work assignments involving the provision of services for the welfare and social needs of individuals or the instruction, interviewing and guidance of individuals.