

benefit to the job seeker is chiefly that he has a greater choice of jobs. The number of jobs listed under the occupational headings quickly establishes the current demand for labour in any skill. The job seeker has also the satisfaction that he is taking the initiative in seeking a referral.

There are several ways of judging the value to the placement process of this method of matching workers and jobs. At the very least it can be regarded as merely an alternative form of advertisement with a box number. As a technique however it commands academic approbation from manpower economists. Dr. Meltz called it "a major conceptual innovation."

I think it is an excellent concept, but where the conceptual breakthrough really comes in is in saying, 'We are not going to do all this matching. We are not going to make the decision as to which worker should go to which jobs.' We are going to open up the files and say, 'Here are the jobs. You decide which ones you are interested in. We will then determine whether you are job-ready or not.' (14:8)

Dr. Dupré also welcomed the development of the Job Information Centre concept. He urged its full development as a means of maximizing labour force information. In this he included listing known, if not registered, job opportunities existing in the community, for example listing the information that a particular plant happens to be hiring at a given time at the plant gate. (16:13) Many of his suggestions about the potential effectiveness of Job Information Centres to provide training opportunities have been put into effect. A Job Information Centre installed as directed from Headquarters will list out-of-town job orders. It will include a library of general information on employment opportunities and a training file showing current and planned occupational training courses. The opportunity to attend classes demonstrating the Creative Job Search Technique is also offered.

The effectiveness of the Job Information Centre depends on constant up-dating of the lists of job orders as referrals are made. As a technique it is clearly best suited to the work flow of the large urban Canada Manpower Centre where as equipment becomes available, computerized daily listings of job orders can be presented. Where there is a large volume of job orders to be processed, it has demonstratively speeded up the matching process, extended the dissemination of labour market information and helped the Division in its effort to reduce paper work.

There are limitations however to the extension of Job Information Centres which the Division did not perhaps anticipate when it established them throughout the Canada Manpower Centre network. The concept is not suited to the operations of all 450 Centres. Yet at the time of the Committee's hearings complete coverage was within sight. Over 90 per cent of CMCs had undertaken the installation of a Job Information Centre. In the small town CMC displays in the Job Information Centre are little more than a form of office decoration; the local information network about job openings is quicker and quite dependable. An office which services a rural area faces another situation. Casual job seekers are less likely to drop in and serious job seekers