

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.

The Job Information Centre

The Division has introduced a new facility for speeding up the processing of job orders, for generally improving the placement service. This is a section of the Canada Manpower Centre known as the Job Information Centre (JIC), a store-front, self-service operation. JICs were installed in 350 Canada Manpower Centres by March 31, 1975 with the remaining ones scheduled for completion in 1976. In the JIC all job orders are publically posted in printed listings or on cards by occupational category for quick reference by a job-seeker. The name of the employer is not shown. Referrals to actual employers are made by counsellors usually assigned on rotation to work in the JIC area. In this system, the amount of screening is minimal. The job seeker interested in the job has a brief interview with the JIC counsellor who checks that the job is still open and arranges an interview with the employer. Only minimal verification is made of the job seeker's qualifications for referrals of this kind.

The development of the Job Information Centres followed a suggestion by the Economic Council in 1971 that the Division carry out pilot projects to test the "open-file" system of listing available jobs. Ottawa and Hamilton were first selected. The pilot projects drew on the experience in the self-service approach already in operation in the public employment services of the United States, Germany and Sweden.

The Job Information Centre is designed for the job-ready client who can help himself with a minimum of assistance from a counsellor. This is an aspect which has an obvious appeal for the Division. "The idea here is that about sixty per cent of the people who are looking for a job do not need a heavy paternalistic approach to it", the Minister explained. (4:11) With the Job Information Centre in operation the flow of routine business is improved so that more counsellors are available to provide the more demanding specialized services developed to assist the hard-to-place, disadvantaged worker. It frees counsellors "to concentrate on the forty per cent of the people who need more than simply a referral." (4:12) The importance of this should not be underestimated. Mr. Manion has stated that the extra time for other activities which has become available "is the primary contribution of JICs and the most significant measure of their worth."¹

The Division has promoted the benefits of this system to employers by pointing out the increased exposure given to their job orders. The employer potentially has a longer list of candidates to choose from. Fewer vacancies are therefore likely to be cancelled because of a lack of suitable candidates. The

¹ *Canada Manpower Review*, Second Quarter, 1974., page 14.