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# A. J. Hart Coins Vocationeers

By GEORGE TRUMBULL

The second and the most commonly understood function of employment agencies is to qualify men and women applicants to fill specific job orders for employers, according to A. J. Hart, 987 Ann, manager of Michigan's oldest employment agency and three time president of the Michigan Assn. of Private Employment Agencies.

Hart stated that this can be both an easy or more time-involving job depending upon the work being applied for. He added that in the case of a male or female typist-clerk the counseling is relatively easy but for a plant engineer, a private secretary or a chief accountant a higher degree of skill is required to qualify applicants.

In most agencies, no one counselor would try to qualify all three. Hart disclosed, "Each would be the separate responsibility of an expert in his or her field or work."

"EVERY BIT of the counselor's skill and experience would go into the applicant interviews, to determine first if he or she was qualified in the general scope of the work involved; second, in the specific duties required within the particular job; and finally, to judge whether or not the applicant's personality, experience and future objectives fit closely the employer and the job opportunity."

And very important, of course—would the applicant want to work for the particular employer involved? Hart added.

Hart stated that the employer often makes the second function difficult by failing in one way or another to give the agency a complete and specific job description.

"THE THIRD principal function of an agency is to find jobs for applicants when no job opening for his or her skills known to the agency at the time the applicant comes in," Hart pointed out.

He said this was a very important part of the business of a good agency because it frequently involves applicants of high degree of skill and aptitude in job classifications of low wage rate and which are relatively small in number.

Hart mentioned the example of a young (34) man of good personality, appearance, academic background and work history.

In this case he was a graduate of a large state university with a degree in accounting. Later he became a C.P.A. and during his first six years out of college worked in metals manufacturing plants on

costs and methods, job standards, etc., and was in the Navy where he did cost and contract work.

"AFTER NAVY he joined a public accounting firm, in cost work and audits; later heading their tax department. During this time he studied law at night and was admitted to the Bar. The agency counselor he consulted had no specific job order to his liking, which could use his splendid background and provide the future potential he required.

"But by using top industry contacts developed over years of service, the counselor placed this young man as assistant treasurer of a metals manufacturing plant, definitely hired to fill the aging

treasurer's position within three years, and to become a board member at that time," Hart said.

BECAUSE OF THE importance of this vocational counseling phase of the agency business, Hart has coined and applied for copyrights to the word "vocationeers" to describe agency function broadly and quickly.

"Like 'realtors', the word 'vocationeers' will be made available to recognized placement counseling agencies which are able to qualify under a code of ethics and standard of performance comparable to the code which made 'realtors' a valuable asset to those authorized to use it and an assurance of high standards of operation to their clients," Hart stated.

He added that the personnel counseling and placement business is a fascinating and profitable one which required a high degree of skill and training on the part of the agency staff, and a backlog of substantial and/or contacts with management in business and industry.

"THE GROWTH in service and importance of the employment agency profession in the last 25 years might be compared to grocery store business," Hart said.

"Today's enormous super-markets with their veritable food-fair displays of every known fresh, canned and frozen foods, is a far cry from the 'papa and mama' corner gro-

cery of two generations ago. Today's giant markets give convenient, economical, and complete ongoing food service to their buyers, and at the same time provide better and more economical distribution for the producers, manufacturers and suppliers.

"Agency work is influenced by national, economic and political factors, general business and economic conditions and even by day to day weather, but over the years, the employment agency business has grown up, prospered modestly and now occupies an important professional place in the employer-employee relationship," Hart concluded.

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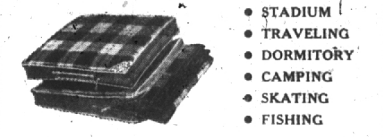
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