



INTERNATIONAL SIGN ASSOCIATION

ISA DIGITAL BADGE PUTTING YOUR STUDENTS ON A PATH TO A GREAT CAREER

ISA is offering digital badges to students meeting a 70% cut score on any of the 15 supported NOCTI (National Occupational Competency Testing Institute) credentials. Students who earn an ISA digital badge can **share the badge** as part of their portfolio, **earn college credit** and **advance to a great career**.



As an educator, you can use the ISA Digital Badge as a tool to:

Impact student retention and motivation

Recognize achievements outside of the classroom

Get your students hired

Badges have the potential to impact you, your students, your school and your community as well as the workforce.

GREAT CAREER POTENTIAL

Sign and Visual Communications Industry

68%

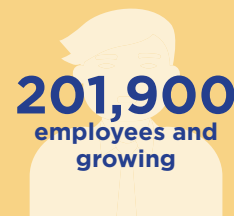
companies in the industry looking to add staff in coming year



\$37.5 BILLION
in U.S. Sales in 2012

63%

sign companies who state attracting skilled workers is #1 issue impacting business



201,900
employees and growing



jobs in all 50 states and around the globe
small towns to big cities | local sign shops to major nationwide employers | largely insulated from international competition

average sign worker earns

\$21.63 per hour



Help wanted: We're Hiring!

80%

of manufacturers report a moderate to severe shortage of skilled workers

from
2015-2025

3.4 MILLION
jobs will be needed



2 MILLION

jobs are expected to go unfilled due to the skills gap shortage

67%

companies reporting they do not have enough skilled employees—technicians, machinists, craft workers

56%

companies anticipating the skills gap will grow through 2016

WHY AN ISA DIGITAL BADGE?



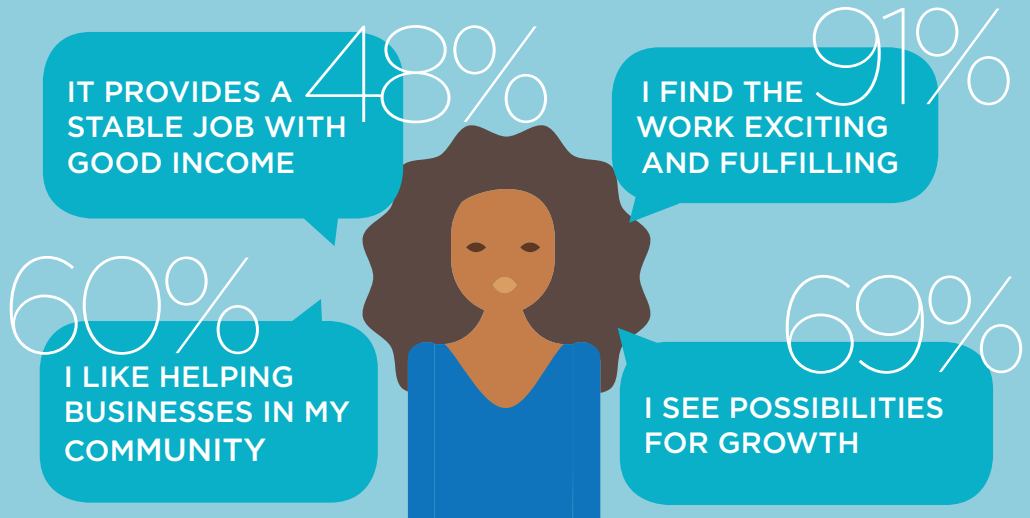
Badges provide a new way to validate skills and enhance student learning through greater engagement. And, sign and visual communications companies are looking to hire - the badge shows employers you have skills beyond the typical entry-level position.

Promote a three-dimensional picture of an individual, skills beyond the report card

Capitalize on technology and "display" and validate individual achievements

Verify technical competence through assessments

What is most appealing about the industry?



STEM/STEAM

Examples of STEM/STEAM careers that tie in with the sign and visual communications industry and the digital badges:



GRAPHIC DESIGNERS



IT



MARKETING



ACCOUNTANTS



MANUFACTURING (WELDERS, ELECTRICAL TECHNOLOGY, INDUSTRIAL ELECTRONICS, ETC.)



50% of STEM jobs are open to workers with less than a bachelor's degree

30% of STEM intensive jobs are in occupations such as installation, manufacturing, construction, etc.

SIGNS ARE EXCITING AND PROVIDE VARIED CAREERS RANGING FROM WELDING TO CAD/CAM TO ELECTRICAL TO GRAPHIC DESIGN AND MUCH MORE. STUDENTS CAN SHOW EMPLOYERS THEY HAVE THE KNOWLEDGE AND TALENT THEY ARE LOOKING FOR.

15 Credential Assessments from ISA and NOCTI



FOLLOW US



LEARN HOW YOU CAN SET YOUR STUDENTS APART FROM THE COMPETITION WITH AN ISA DIGITAL BADGE!

www.Signs.org/GetBadge

SOURCES: ISA State of the Industry Survey 2015, Ernst & Young, "ISA Economic Impact of the Sign & Visual Communications Industry," 2014, ISA Wage & Benefits Survey 2015, Association for Career and Technical Education, The Manufacturing Institute Skills-and-Training-Study, The Skills Gap in U.S. Manufacturing 2015 and Beyond sponsored by The Manufacturing Institute and Deloitte.

Learn more about how ISA supports the sign and visual communications industry by visiting www.signs.org/opportunity