



INTERNATIONAL SIGN ASSOCIATION
www.signs.org

Diverse CAREER Possibilities

About ISA:

The International Sign Association (ISA) represents manufacturers, suppliers and users of on-premise signs and sign products from all 50 states and around the globe. The sign and visual communications industry is a \$37.5 billion business that employs more than 200,000 individuals.

One of ISA's long term goals is to showcase and promote the many exciting and diverse career opportunities that exist within the sign and visual communications industry and to apprise students of the abundant employment opportunities that are present to skilled and qualified candidates.

The Collaboration:

ISA strongly encourages and supports students that work to enhance their educational achievements by completing NOCTI assessments, particularly those in the following areas:

- 21st Century Skills for Workplace Success
- Advertising & Design
- CAD
- CAD-CAM
- Construction
- Electrical Occupations
- Electronics
- Electronics Technology
- Industrial Electricity
- Industrial Electronics
- Mechanical Drafting & Design
- Precision Machining
- Technical Drafting
- Visual Communications and Interactive Media Design
- Welding

Learn more on reverse...



ISA offers digital badges to students meeting a 70% cut score on any of the 15 supported NOCTI credentials. Students who earn an ISA digital badge can share the badge as part of their portfolio. The ISA membership which includes sign companies, service providers, and end-users has played a key role in launch of the ISA digital badge initiative.

What is a 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!

- ★ Badges promote a three-dimensional picture of an individual's skills beyond the report card.
- ★ Capitalizing on technology, badges help to “display” and validate individual achievements.
- ★ Badge viewers can verify technical competence through digitally-linked requirements including assessments.

What is Most Appealing About the Industry?

