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INTERNATIONAL SIGN ASSOCIATION
FOR IMMEDIATE RELEASE

NOCTI AND THE INTERNATIONAL SIGN ASSOCIATION CREATE DIGITAL BADGE PROGRAM FOR THE SIGN AND GRAPHICS INDUSTRY

BIG RAPIDS, MI – March 18, 2016 – The [International Sign Association](http://www.signs.org) (ISA) and [NOCTI](http://www.nocti.org) have launched a series of digital badges to help students enhance their educational achievements, stand out when competing for jobs and earn college credit hours. A related series of digital badges also is available for sign and graphics companies to help employers measure and validate the knowledge and skill of their workforce.

Badges promote a three-dimensional picture of an individual, allowing viewers to see beyond a report card. They capitalize on technology and offer a means to "display" and validate individual achievements, as well as verify technical competence through projects, programs, courses, assessments, and other activities.

The sign and graphics industry is a \$37.5 billion industry with operations in all 50 U.S. states. Employees work in a range of jobs, from fabrication and installation to sales and marketing. The ISA digital badges are available in 15 areas, ranging from Advertising and Design to Welding.

"The sign and graphics industry offers exciting and diverse careers and every day our work helps other businesses succeed," said Lori Anderson, ISA president and CEO. "Pursuing the ISA digital badge as part of high school and technical school curriculum can help set a student apart when looking for that first job." President/CEO John Foster said, "We are excited to work with ISA on its digital badge initiative for both education and industry. Digital badges provide a unique and efficient way to validate skills needed for the diverse careers within the sign industry."

In addition to the ISA digital badge, ISA annually participates in Sign Manufacturing Day, held the first Friday in October. Sign companies throughout the U.S. and Canada open up their facilities to high school, community college and technical students so that they can learn more about the sign and graphics industry. Last year, more than 2,200 students visited an ISA member company and some started the hiring process on the spot. To learn more about the ISA digital badge, visit www.signs.org/getbadge.

About ISA

The International Sign Association (ISA) represents manufacturers, suppliers, and users of on-premise signs and sign products from the United States and 60 countries around the world. ISA and its Affiliated Associations work to support, promote, and improve the worldwide sign and graphics industry, which employs more than 200,000 American workers and has an economic impact of \$37.5 billion.

About NOCTI

NOCTI is the nation's largest provider of industry-based credentials and partner industry certifications for career and technical education (CTE) programs across the nation. NOCTI provides curricular and instructional improvement tools for secondary and post-secondary institutions. In addition to over 100 industry-based credentials, NOCTI also works with customers to create customized solutions. Services include job and task analysis, assessment construction, assessment delivery, credentialing, score reporting, score interpretation, digital badging and professional development workshops.