

Workforce Development Through
CTE Summit
November 27, 2018

SIGNS MEAN BUSINESS



INTERNATIONAL SIGN ASSOCIATION



Sign, Graphics & Visual Communications Industry – A Great Career for Students

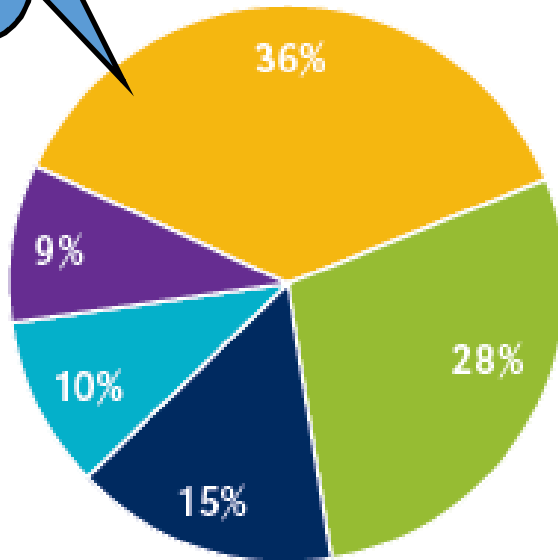
www.signs.org/opportunity

71% of sign, graphics and visual communications companies are **actively hiring!**

23%

of production jobs stay open 10+ months

70% of employers are struggling to find and train good workers



Use Skills Learned in CTE Classes

Skills Credential Assessments in Collaboration with NOCTI



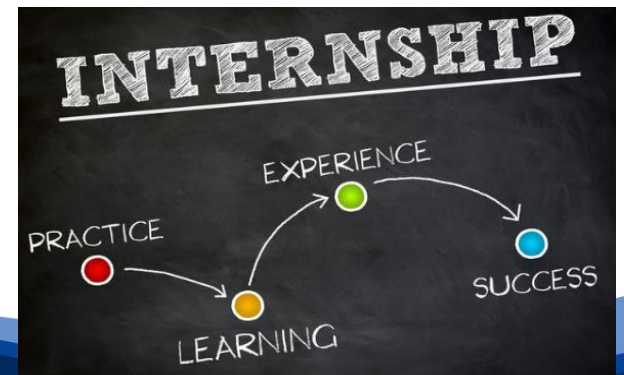
86%

AFTER THE BUSINESS TOUR: **86%** considered an industry career

WE'RE INTERESTED!

Sign MFG Day

Work Based Learning Programs



Industry Knowledge and Resources

ISA Industry Specific Education with Digital Badge



80% Discount for Students

Resources for Students and Educators – Outreach, Career Center, Job Board, Fact Sheets and More



TRAINING
Skills Learning
Skills Assessments
Sign Industry Careers
100% Industry Awareness

SKILLED CAREERS ARE VALUED
THERE'S A LOT TO LOVE ABOUT A CAREER IN THE SIGN, GRAPHICS AND VISUAL COMMUNICATIONS INDUSTRY. The sign and graphics industry is diverse, growing, exciting, and employs more than 200,000 American workers and has an economic impact of \$37.5 billion. Job exposure in the sign and graphics industry and the fact you will find your jobs are better than in other fields:
- The work is exciting and fulfilling.
- Employees take the pride of helping their community.
- Career development and growth exists.
- They enjoy seeing their handiwork on display throughout their towns.
Industry careers offer great pay and technical skills are valued.

PLUS, WE'RE HIRING!
75% of companies in the sign, graphics and visual communications industry are actively seeking qualified workers. Future employees can find a great career and prospective employers through experience in the Sign Manufacturing 101. Find and post jobs and resumes on ISA's job board for the sign, graphics and visual communications industry.

WAGES AND BENEFITS | **POST OR FIND A JOB** | **TOOLS FOR STUDENTS & TEACHERS**

WATCH: DISCOVER A CAREER IN THE SIGN & GRAPHICS INDUSTRY | **WATCH: ALFONSO FOUND A GREAT CAREER** | **JOB DESCRIPTIONS**

TELL YOUR STUDENTS
the ISA Digital Badge

FIND A GREAT CAREER
THE SIGN, GRAPHICS AND VISUAL COMMUNICATIONS INDUSTRY

SIGNS SUCCESS
CAREERS WITH EXCELLENT PAY AND BENEFITS

SIGNS OF SUCCESS
Ask anyone in the sign, graphics and visual communications industry and they'll tell you they love their jobs as much as they love their field. They thrive on the constant challenge and creativity. They take the pride of seeing their community. They enjoy seeing their handiwork on display throughout their towns. But their true source of pride is the International Sign Association shows that the industry offers more than just good feelings. Pay, benefits and more typically outpace comparable industries.

HOURLY WAGES HIGHER THAN OTHER FIELDS...

Field	Average Hourly Wage
Sign and graphics	\$22.05
Overall manufacturing	\$20.99
Average U.S. worker	\$21.50

...AND GETTING BIGGER RAISES IN 2017:

Field	Sign Industry	Hourly
Sign and graphics	5.1%	5.1%
Overall U.S. workers	2.8%	2.8%

ANTICIPATED SIGN AND GRAPHICS RAISES IN 2018:

Category	Anticipated Raise
Salaried	4.7%
Hourly	5.0%
Management	4.7%

WHERE CAN YOUR STUDENTS FIND A GREAT CAREER?
USING THE SKILLS STUDENTS LEARN IN YOUR CLASS
15 core skill sets can be demonstrated to potential employers with the ISA Digital Badge: **Sign Design, Sign Installation, Sign Production, Sign Maintenance, Sign Repair, Sign Safety, Sign Business, Sign Marketing, Sign Sales, Sign Customer Service, Sign Project Management, Sign Quality Control, Sign Problem Solving, Sign Teamwork, Sign Communication.**

EARNING ABOVE AVERAGE PAY FOR THEIR WORK
Average Hourly Wages in 2015
\$22.05: Sign and graphics
\$21.43: Average U.S. Worker
\$21.63: SIGN INDUSTRY EMPLOYEES

CAPTURING OPEN JOB OPPORTUNITIES
AND 77% are actively living, primarily in production/installation
68% of sign companies say attracting skilled workers is a significant workforce issue.

IN THE SIGN, GRAPHICS AND VISUAL COMMUNICATIONS INDUSTRY!

INTERNATIONAL SIGN ASSOCIATION
www.signs.org

WWW.SIGNS.ORG/OPPORTUNITY
@ISAsign | workforasign.org