



INTERNATIONAL SIGN ASSOCIATION

# Sign, Graphics and Visual Communications Industry

## Get Your Students Hired!

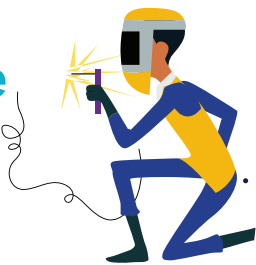
**80%** of sign industry employers struggle to find skilled workers.

Students can use the ISA Digital Badge on their resumes to share relevant skills and find great industry careers.



**\$22.50** per hour in the sign industry is more than the average U.S. worker earns.

**15** subject areas of assessments validate student learning in valuable skillsets!



“I used to think that college was the only way you could get a good job and be successful, but when I toured the two local industries I realized that they offer good jobs right out of high school.”

*Anonymous Student  
Sign Manufacturing Day Participant*

“I will never look at a sign the same way again. It was very interesting to see all the different kinds of skills needed to produce a sign.”

*Anonymous Student  
Sign Manufacturing Day Participant*



[signs.org/getbadge](https://signs.org/getbadge)

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