



INTERNATIONAL SIGN ASSOCIATION

# SIGN, GRAPHICS AND VISUAL COMMUNICATIONS INDUSTRY

## 2016 AT WORK

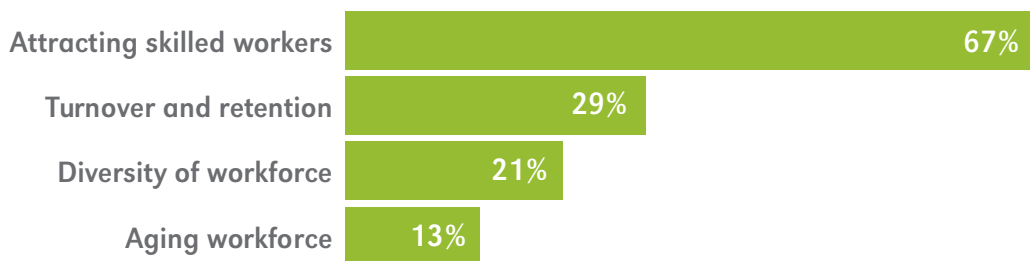


**MORE THAN HALF—54%**—of companies have difficulty in finding qualified workers to hire. The sign, graphics and visual communications industry works to build businesses and communities through its products. To do so, it relies on the skills of men and women who work in the industry. But attracting workers continues to be one of the most pressing issues facing the industry. In April 2016, we asked sign, graphics and visual communications professionals about their top workforce issues. Here’s what we heard.

### WORKERS NEEDED

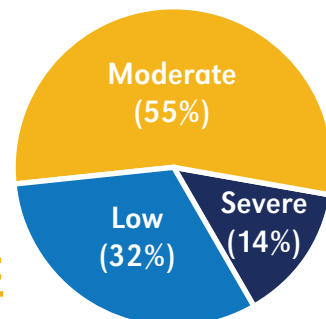
Finding, training and retaining workers continues to top the list of the biggest workforce issues in the sign, graphics and visual communications industry.

#### WHAT ARE THE MOST SIGNIFICANT WORKFORCE ISSUES IMPACTING YOUR BUSINESS?



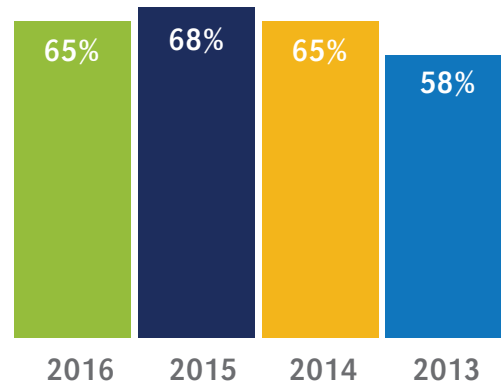
#### WHAT CATEGORY OF SEVERITY WOULD YOU SAY IS THE WORKFORCE SHORTAGE?

Most feel the workforce shortage is **MODERATE**



DO YOU PLAN TO ADD STAFF IN THE COMING YEAR?

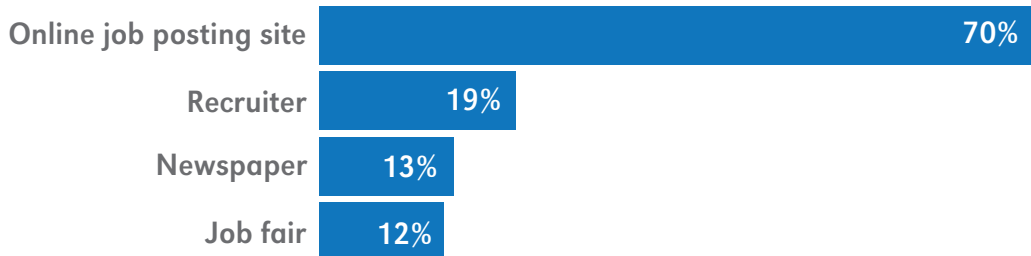
Most companies are  
**CONSISTENTLY HIRING**



## FINDING AND TRAINING WORKERS

METHODS OF RECRUITING NEW WORKERS ARE CHANGING

The use of some traditional methods drop while online job postings remain strong.



WHAT IS THE BIGGEST REASON THE INDUSTRY INVESTS IN TRAINING?

Companies invest in training to  
**RETAIN EMPLOYEES**



## ISA'S WORKFORCE DEVELOPMENT PROGRAMS AND CAREER CENTER

- **FIND** new employees through the ISA Job Board
- **QUALIFY** pre-employment with ISA Skills Assessment with Digital Badge
- **ONBOARD AND RETAIN** with training in ISA Sign Academy Online



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[WWW.SIGNS.ORG/CAREERS](http://WWW.SIGNS.ORG/CAREERS)



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