



**ignite**  
sparking interest in technology

# SPARKING INTEREST IN **COMMERCIAL ELECTRONICS SYSTEMS CAREERS**

AN INTRODUCTION TO  
THE IGNITE INITIATIVE  
FOR NSCA MEMBERS



# ignite

## Careers in the Commercial Electronics Systems Industry

### engage. excite. **ignite.**

NSCA's IGNITE is a program supported largely by its members who together work to attract, engage and encourage students to join the commercial electronics systems industry—because technology is cool.

IGNITE works to generate interest in security, life safety, telephone/voice, IT/networking and audio video/lighting, by connecting local high school and college students with manufacturers, dealers and integrators like you to spark imagination and encourage students to consider new career paths in our industry.

Together we have a powerful and influential voice to attract, retain and grow qualified new talent in our industry—the next generation of technicians, managers, sales leaders and innovators to our profession.

### **sparking interest**

today means recruiting  
tomorrow's talent for  
our industry.



### It's All About Recruiting Momentum

It takes the work of many to move the needle. The more visible and engaged we are in our local educational communities, the more momentum IGNITE will create. Together, as an industry, we can make a difference in the lives of young people by building awareness of the commercial electronics systems industry. Through NSCA's efforts to provide and build awareness of available scholarships, certifications, internships, mentorships and training programs, we provide an on-ramp to a broad range of job and career opportunities.

Joining the IGNITE movement as a member means that you'll be supporting the growth of the awareness of the commercial electronics systems industry, helping to attract tomorrow's talent for the next generation of trained and committed industry professionals.

## How NSCA Members Can Help:

- **Be an advocate and ambassador for your state/region.**  
Leverage your deep roots in and understanding of our industry to relay on to today's students the great benefits of building a career in the commercial electronics systems industry.
- **Support local/regional industry job fairs.**  
Bring your passion for our industry to job fairs and make connections with students, educators and job seekers.
- **Contact and visit local high schools, technical schools, community colleges and other adult education organizations.**  
Be a guest speaker or industry representative and share your inside knowledge of the industry with today's students.
- **Mentorship and intern programs.**  
Your company can provide a great opportunity to students who exhibit an interest in building a career in our industry. Foster their interest by providing them with a hands-on learning experience of what the industry entails and offers.
- **Sponsorship or donations.**  
Marketable support from industry partners like you will allow IGNITE to reach more students and more successfully create a pipeline of future candidates for industry growth.

## Together We'll Reach...

**100,000**

Career and Technical  
Education Teachers

**47,000**

Guidance Counselors

**4,000**

Career and  
Technical Education  
Department Chairs

**7,000**

Electronics Trade  
Teachers



# Leadership. Participation. Awareness.

IGNITE is committed to the promotion of opportunities to attract the next generation to the commercial electronics systems industry and fill the funnel with qualified candidates.

To support the invaluable grassroots contributions in the field from our members, NSCA has implemented a robust, highly targeted, integrated marketing and visibility campaign for the IGNITE program to include publicity, advertising, conferences, email marketing, social media, web retargeting, and the distribution of support materials to faculty, guidance counselors and administrators.

Through the outreach of members like **you**, the message of IGNITE is brought to people who can act on our campaign's objectives.

IGNITE is poised to create positive awareness of the industry by providing integrators and manufacturers with a marketing arsenal to put in front of young students to attract new talent candidates for the industry.

Ask yourself what **you** can do as a member to help IGNITE the spark for an interest in technology. Contact an NSCA IGNITE volunteer specialist today at **(319) 861-8632** or email **info@nsca.org**.

