

CITC chooses Asymmetrica Labs to increase certification rates for construction training

CITC is a construction training organization located in Colorado that offers apprenticeship classes in bricklaying, carpentry, electrical, pipe-fitting, plumbing and sheet metal and is sponsored by five trade associations. These associations strongly believe that the critical need for construction training is best served by combining the strength of their organizations to conserve the administrative and overhead costs. The main training is an apprenticeship program designed to effectively train craft and journey workers. CITC students become highly skilled through the classes and labs offered. This training allows for professional growth and higher paying opportunities for the students. Students may also earn college credits by successfully completing the coursework.

Challenge

"One of the big challenges for CITC is that the average age of our students is between 25 to 35 years old and many have been out of school for quite some time", says Cori Gerlitz, Executive Director of CITC. "Only a handful have attended any school or training beyond high school and for many of the students high school was difficult because they had different learning challenges that were never fully addressed. CITC instructors must figure out a way to explain the course lessons so it makes sense to everyone going through the training. If the instructors can help increase the retention and comprehension for students reading the course materials they will have a much better chance of completing the certification exams that are mandatory for students to successfully complete in order to practice their trade and increase their earning potential. Long story short, if Asym can help some of my students succeed then I am all for it," said Gerlitz.

Solution

The Asym Training Content Optimization Solution formatting provides visual cues that help students read and comprehend your content faster. Basically, Asym chunks long strings of text into shorter chunks of meaning. This "chunking" helps your prospects and customers read faster and understand more so they stay on your site longer and engage more. This technique of emphasizing units of meaning with visual cues has been studied and field-tested by scientists from many different fields for the past 60 years, and results have been published in dozens of peer-reviewed journal articles. These studies show that using this approach improves reading speed, comprehension, and enjoyment by up to 40%.

Solution overview

Company

Construction Industry Training Council (CITC)

Product

Asym Training Content Optimization Solution

Industry

Construction

Organization size

Small

"Asym brings increased retention that directly translates to a safer building environment for local communities."

Cori Gerlitz
Executive Director
CITC

CITC's Goals for Asym

- Increase revenue by attracting more students
- Increase student certification success rate and CITC credibility
- Increase retention and provide a safer building environment in the community

Benefits

Higher retention of training material

Since many of the students have issues with reading, any incremental improvements with helping students retain more information they need to successfully complete their certification exams makes a huge impact on individual lives.

Increase reading comprehension

Asym makes it easier for students to read and comprehend more of what they are reading. This helps with keeping a positive attitude for students who traditionally have struggled with reading and perceive of themselves as poor readers.

Attract more students from the website and brochures

CITC hopes to attract more students to their training programs by using Asym on all of the promotional material as well as the training curriculum.

No training required to implement Asym

It's easy and fast to start using Asym and you will see results immediately. No training is required, just a few lines of code is put on your digital pages to begin.

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Cori Gerlitz
Executive Director
CITC

About Asymmetrica Labs

Asymmetrica Labs was founded in 2014 in San Francisco, CA. It operates within the hospitable walls of HVF – Hard Valuable Fun – an organization that is part (mad) science lab, part seed fund. At Asym our focus is on combining reading science and data science to better understand how humans read. We use this understanding to improve reading comprehension, and our software applies these data models in real time to adjust word spacing on web or other documents. For more information, visit www.asym.co.

About CITC

CITC is a construction training organization offering apprenticeship classes in bricklaying, carpentry, electrical, pipefitting, plumbing and sheet metal. CITC is sponsored by five trade associations, including Associated Builders and Contractors (ABC), Associated General Contractors (AGC), HVAC Mechanical Contractors Coalition (HMCC), Plumbing Heating Cooling Contractors of Colorado (PHCC), and the Rocky Mountain Masonry Institute (RMMI). Learn more at www.citcinc.org.