



**INDEPENDENT
ELECTRICAL
CONTRACTORS**

NATIONAL

2020 ANNUAL REPORT

POWERING YOU FORWARD

“2021 will be an exciting year for our association and industry. IEC emerges from 2020 and the challenges presented by the COVID-19 pandemic stronger than ever. Over the last year, our members have developed innovative solutions to keep their businesses thriving despite the difficult state of the world, and these advances will allow us to build an even stronger industry in the year ahead. IEC continues to elevate the merit shop electrical and systems contractors in America every day, and looks forward to serving you, our members, and advancing our mission in the year ahead.”



SPENSER VILLWOCK
CEO, IEC National

JOIN US IN CELEBRATING IEC'S ACCOMPLISHMENTS IN 2020:

- ⚡ We achieved a 63-year historical record of 13,882 apprentices enrolled in IEC training schools across the country.
- ⚡ We facilitated the first ever IEC Virtual Convention & Expo in 2020, bringing our members together in a safe and responsible manner while delivering the on trend content that is so important to the advancement of our industry.
- ⚡ In 2020, IEC National worked with local contractors in Upstate New York to launch a new provisional chapter, IEC New York. Our national network is now 53 chapters strong!
- ⚡ IEC enhanced the reach of its hallmark publication, IEC *Insights*, through a new online version of the magazine featuring additional content, a useful archive of earlier editions, and information on the magazine's expert authors.
- ⚡ IEC's Education & Training department took swift action to augment the capabilities of the CMS and Big Blue Button to provide chapters with a platform to continue online training classes during the pandemic.
- ⚡ To aid our chapters with apprenticeship recruitment, IEC gave the MyElectricCareer website a facelift featuring new branding, messaging, and testimonials from current and former apprentices.
- ⚡ IEC launched an Emerging Leaders program with the goal of preparing the leaders of the future through a six-month professional development experience.
- ⚡ IEC held it's National Instructors Conference in July via the Big Blue Button platform, providing our members with exceptional content despite the limitations imposed by the pandemic.
- ⚡ To support workforce development, IEC launched a Workforce Development Toolkit in the fourth quarter of 2020 full of need-to-have recruitment materials like apprenticeship brochures, quick fact sheets on the electrical industry and profession, tips on where to recruit, talking points for presentations, and more.
- ⚡ Our industry partners continue to engage with IEC in unique and customized ways and we innovate with them to serve our mission.
- ⚡ The association met all financial targets within the \$5.1M annual operating budget despite the impact of the COVID-19 pandemic on all aspects of our lives and businesses. IEC National navigated with precision through the unprecedented times and continued to serve the members, students, and chapters of the federation.
- ⚡ IEC launched a rebranding/remessaging campaign with a new modern color palette and design, and an inspiring message built to attract both apprentices and new company members to our organization.
- ⚡ IEC's government affairs team took a stand on dozens of issues that affect policy areas including labor, workforce development, safety, health care, tax, and government procurement. Our organization supported 56 IEC-friendly candidates during the 2020 election cycle through our National PRIDE PAC and will continue to fight for our merit shop businesses in 2021.

In 2021, we'll continue to raise the bar. In the first quarter, we'll launch an exciting new national website featuring an easy to navigate, user-friendly online platform, a dynamic design, and additional content aimed at informing and educating our members. We'll continue to update our 4-year curriculum and bring our members a Limited Energy/Low Voltage education program. We'll target new areas of the country ripe for IEC chapter expansion, and we'll provide our current chapters with the help they need to succeed through the IEC Chapter Ambassador program. Committed to the future of our members and our organization, IEC will support the next generation of electricians through the new IEC Emerging Leaders program and enhanced recruitment effort, and will continue to recognize exceptional work through the 2021 IEC National Awards.

IEC has been steadfast in our commitment to serve you, our merit shop contractor members, and the future of our association is bright. Thank you for your support and commitment to IEC. We could not do this without you and we do all of this because of you. **We are Merit Shop. We are IEC!**

2020 IEC DASHBOARD

53

Total Number of Chapters

3,667

Total Number of Members

1,140

Total Attendance at Virtual Convention

13,882

Total Number of Apprentices

19,722

Total Number of Education Materials Delivered

1 PROVISIONAL CHAPTER

IEC New York

5,267

Number of green apprentice leads received through MYEC

7,452

Plays of the Electrical Current Podcast

24%

Increase in Facebook followers from 2019 to 2020

12%

Increase in Instagram followers from 2019 to 2020

\$88,625

PAC & PEF Receipts as of December 1

RAISED FOR PRIDE PAC & POLITICAL EDUCATION FUND

2021 IEC NATIONAL EXECUTIVE COMMITTEE

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