

<p>U.S. Department of Labor Employment and Training Administration Office of Apprenticeship (OA) Washington, D.C. 20210</p>	<p><u>Distribution:</u>  A-541 Headquarters A-544 All Field Tech A-547 SD+RD+SAA+ Lab.Com</p> 	<p><u>Subject:</u> Rebranding and Renaming of the International Brotherhood of Electrical Workers (IBEW), National Electrical Contractors Association (NECA), National Joint Apprenticeship and Training Committee (NJATC)</p> <p><u>Code:</u> 400.1</p>
<p>Symbols: DSNIP/DMc</p>	<p>Action: Immediate</p>	

**PURPOSE:** To inform the staff of OA and the State Apprenticeship Agencies (SAA), Registered Apprenticeship program sponsors and other Registered Apprenticeship partners of the rebranding and renaming of the IBEW—NECA NJATC.

**BACKGROUND:** In accordance with the decision made effective on July 28, 2014, by the Trustees of the NJATC for the Electrical Industry, the NJATC has been rebranded and renamed the Electrical Training ALLIANCE. This effort is the first step to more clearly articulate the benefits of their organization to the electrical industry and to young men and women seeking apprenticeship opportunities.

This effort will have very little impact on the current operation of the local programs, and any decisions on their behalf will be made by their respective Trustees. The name on the National Guidelines for Apprenticeship Standards and local standards will not be obligated to change.

**ACTION:** The OA staff should familiarize themselves with this bulletin. A copy of the press release which further explains this effort has been attached for your information and review.

If you have any questions, please contact Doug McPherson, Apprenticeship and Training Representative, Division of Standards and National Industry Promotion, at (202) 693-3783.

**NOTE:** This bulletin is being sent via electronic mail.

Attachments

- [NJATC TRANSITIONS INTO THE ELECTRICAL TRAINING ALLIANCE](#)



## NJATC TRANSITIONS INTO THE ELECTRICAL TRAINING ALLIANCE

For Immediate Release  
July 28, 2014

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(Upper Marlboro, MD) - The National Joint Apprenticeship and Training Committee for the Electrical Industry (NJATC) announced today that the NJATC Trustees have taken the first steps in the transition of the NJATC into the Electrical Training Alliance. The NJATC was created in 1941 by the International Brotherhood of Electrical Workers (IBEW) and the National Electrical Contractors Association (NECA) to develop and standardize training to educate the members of the IBEW and NECA, insuring they are providing the electrical construction industry with the most highly trained and highly skilled workforce.

NJATC Executive Director, Michael Callanan stated that over the past ten years the NJATC has become, in effect, “a diverse alliance of IBEW local unions, NECA electrical contractors, industry training partners and manufacturers, community colleges and universities, and public and private school systems.” “Today, Callanan stated, we have over 300 joint apprenticeship training centers in the United States and Canada, over 100 electrical industry organizations and manufacturers and dozens of public and private organizations that are united by, and committed to, training the next generation of electrical workers.”

NJATC Director of Operations, Mark Cerulla revealed three primary drivers for the transition to the new organizational structure from the NJATC to the Electrical Training Alliance. “First, our new name better reflects the reality of our operation and the way we do business. We are truly an alliance of very diverse industry partners united by a common cause. Second, the NJATC, IBEW and NECA, over the course of the past ten years have been in the process of transforming our apprenticeship model. With the advent of a Core Curriculum Training Model; new National Guideline Apprenticeship Standards that provide greater latitude to local training centers; and the implementation of a Blended Learning model that leverages technology to improve our training outcomes, the timing was right for rebranding our organization to better reflect the scope and breadth of what we do. And finally, and perhaps most importantly, our new name and restructured organization will better allow us to meet the needs of the electrical industry and our customers. There simply is not a better electrical training infrastructure in the world and we need to ensure that our customers know and appreciate what stands behind each IBEW and NECA trained electrical worker.”

Callanan noted that “The NJATC as we know it will not disappear but will become a part of the Electrical Training Alliance.” The NJATC, Callanan stated has “served the IBEW and NECA, and our industry well for 73 years, I see the NJATC remaining an important part of the new alliance, perhaps transitioning into a Foundation that supports the greater mission of the new Electrical Training Alliance.” Callanan concluded, “no matter, what we are called and how we identify ourselves, the critical point is that we will remain committed to expanding our new alliance to include all entities and organizations that are united to expanding apprenticeship opportunities in the electrical industry that provide a pathway to the middle class for young men and women, through an “earn while you learn” model that ensures the most highly trained electrical workforce in the world.”



## ABOUT THE ELECTRICAL TRAINING ALLIANCE

The Electrical Training Alliance was created from the legacy of the National Joint Apprenticeship and Training Committee (NJATC). The NJATC was founded in 1941 by the National Electrical Contractors Association (NECA) and the International Brotherhood of Electrical Workers (IBEW) and served for over 73 years as the training arm of the IBEW and NECA. The Electrical Training Alliance is a nonprofit organization that draws upon an extraordinary number of diverse partnerships within the electrical industry, all committed and devoted to training the next generation of electrical workers. The Electrical Training Alliance consists of 300 joint apprenticeship and training centers in the United States and Canada, over 100 electrical industry manufacturer's and training partners and a vast network of public and private educational institutions from secondary school level to the university level.

## ABOUT NATIONAL ELECTRICAL CONTRACTORS ASSOCIATION (NECA)

NECA is the voice of the \$130 billion electrical construction industry that brings power, light, and communication technology to buildings and communities across the United States. NECA's national office and 119 local chapters advance the industry through advocacy, education, research, and standards development. For more information, visit [www.necanet.org](http://www.necanet.org).

## ABOUT THE INTERNATIONAL BROTHERHOOD OF ELECTRICAL WORKERS (IBEW)

The IBEW is an international labor organization that has trained the most qualified electricians in the trade for more than 117 years. With approximately 725,000 members in the United States, Canada, Puerto Rico, Guam and the Republic of Panama, the IBEW has members in construction, utilities, manufacturing, telecommunications, broadcasting, railroads and government. For more information, visit [www.ibew.org](http://www.ibew.org).

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