



## REBRAND FREQUENTLY ASKED QUESTIONS

### **Why did NCTE change its visual identity?**

The new NCTE identity reflects a more modern organization that is not only keeping up with today's ever-evolving educational and technological landscape, but also championing progress and evolution within the field. Our new visual identity speaks to the vibrancy and spirit of our current membership and potential members. It reflects the energy they bring to classrooms and the profession.

### **When is it all happening?**

The initial launch of the new NCTE will take place alongside the Annual Convention this November, with the full effect of the new brand rolling out in early 2017.

### **What about the website?**

A whole new NCTE website will be part of the full brand launch in 2017. Through careful insight and research, we are creating the best digital resource for NCTE. Part of what will make our new site exciting is the fact member stories will feature front and center in its content and design. Connect with us at the convention or [here](#) to learn more about sharing your stories with us.

### **How can I keep informed about these changes?**

You can learn about each new NCTE update by subscribing to our bi-monthly e-newsletter and following the hashtag #NCTE. For a behind-the-scenes look at what's happening within NCTE, stay in touch with Executive Director Emily Kirkpatrick via her new blog, [Field Notes](#).

### **Where can I share feedback or new ideas about the rebrand?**

We welcome your thoughts and ideas. To share feedback, contact Emily Kirkpatrick directly via [fieldnotes@ncte.org](mailto:fieldnotes@ncte.org).

### **I'm loving the look. Where can I get new stuff with the brand on it?**

Items branded with the new look and feel will be available through the NCTE store and giveaways on social media, so be sure to follow us on [Twitter](#) and [Facebook](#).