



**Association of Texas Professional Educators**  
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## **State's largest educator group rebrands, unveils new website**

*ATPE gets new look and feel, offers same quality protection and support*

**AUSTIN, Texas**—The Association of Texas Professional Educators (ATPE) is recommitting to supporting 21<sup>st</sup> century Texas educators. The organization recently rolled out a new brand that includes a reworked logo, [an all-new website](#) and a tagline its leaders feel better reflects the group's mission: Your Ally. Your Voice.™

Last fall ATPE conducted focus groups around the state with both members and nonmembers to better understand what today's educators need. They learned that Texas educators seek support. Support in the classroom, support at the Capitol and support when job-related legal issues arise. ATPE leaders felt that the group's former tagline, "Supporting Your Freedom to Teach," no longer resonates with educators. Unfortunately, in today's world of hyper-testing, the "freedom to teach" is largely extinct.

"I am very excited about the rollout of the new ATPE brand," Executive Director Gary Godsey said. "We've managed to capture the essence of what the association stands for, truly positioning ATPE to build on our 34 years of past success. The new logo and tagline are indicative of the aspirational goals we have set to take ATPE to the next level, while building on our tradition of impeccable service and partnership with our more than 106,000 members statewide."

Godsey added that ATPE's plan is to be more visible in its more than 400 active local units in Texas and truly serve as a voice for public education and public educators.

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The Association of Texas Professional Educators (ATPE) has been a strong voice for Texas educators since 1980. It is the leading educators' association in Texas with more than 100,000 members statewide. With its strong collaborative philosophy, ATPE speaks for classroom teachers, administrators, future, retired and para-educators and works to create better opportunities for 5 million public schoolchildren. ATPE is the ally and the voice of Texas public school educators.