



UTEC's new logo COURTESY OF UTEC

Name change reflects times

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LOWELL — As their organization transformed since its inception 16 years ago, United Teen Equality Center leaders decided a change in their name was appropriate to reflect their evolution.

UTEC will now stand for “United to Empower Change,” a shift that Executive Director Gregg Croteau and Chief Innovation Officer Ed Frechette believe reflects their mission better than before.

When UTEC began, it mainly served teenagers about 14 or 15 years old. Over time, the center attracted older youths, Croteau said, and now their average age is 20. As a center that serves youths of all ages, having “teen” in their name proved to be problematic.

“This really came about as an evolution of the work and who we’re focusing on,” Croteau said.

The change took about a year, as the two worked to find a fitting name that still utilized the “UTEC” acronym. UTEC used brainstorming sessions and focus groups to achieve the perfect replacement.

“We’ve always been known as UTEC, we’re able to continue to be known, even more so, as UTEC,” Croteau said. “We wanted to better reflect the focus of the mission. We don’t serve just teenagers.”

With the new name comes a new logo.

The letters UTEC spread out across a black background with a sun peeking out from behind.