



StartSmartTexas

Anytime is learning time

startsmarttexas.org



Background



The Texas Education Agency has launched a statewide campaign to improve early literacy and math skills for children ages 0-8.



Research and testing show that Texas children's reading levels have been declining in recent years.



According to 2017 STAAR results, 45% of Texas third-graders read at or above grade level and 48% scored at or above grade level in math.



Start Smart Texas Strategy



Campaign for Grade-level Reading



Texting Pilot and Digital Resources



Parent and Family Empowerment





Campaign for Grade-Level Reading

- Build on national research to empower parents to help with their child's success. By working with families, community leaders and schools, we are building a team to help every child succeed in school and in life.
- Create a statewide strategy to promote and improve reading skills. We work in partnership with statewide organizations and local community groups to build an evidence-based strategy and network of organizations that will work together to increase reading proficiency rates across the state.





Texting Pilot and Digital Resources

- Partnering with Bright By Text to provide free parenting tips via text.
- You will also receive notices of local events happening in your area, like library times and shot clinics.
- To sign up, simply text the keyword below to **274448**:
 - Austin = **SMARTATX**
 - Brownsville/McAllen/Harlingen= **RGVKIDS**
 - Dallas/Fort Worth = **LEARN**
 - El Paso = **SMART**
 - Midland/Odessa = **FAMILY**
 - San Antonio = **KLRN**
 - **Statewide Texting Pilot Coming Soon in partnership with the Texas Workforce Commission**





Parent and Family Engagement

- Educate families in early child development
 - Provide parenting tips via texting program
 - Support Schools in local efforts
 - Research and parenting tips delivered daily via social media
 - Follow us on **Facebook**: [@StartSmartTexas](#)
 - Follow us on **Twitter**: [@StartSmartTX](#)
 - Visit us at: www.startsmarttexas.org



Thank you



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