



The Power of Words and Early Reading is a community-based initiative that focuses on the promotion of language development and early literacy in the Permian Basin.

OUR PURPOSE

The purpose of POWER is to encourage our community to read, speak and interact with children as frequently as possible, beginning at birth.

OUR MISSION

The mission of POWER is to provide our community with tools and resources to help promote language development and early literacy in children, beginning at birth.

OUR VISION

The vision of POWER is that all children in the Permian Basin enter school kindergarten ready.

Kindergarten Readiness

Research has shown that there is a major word gap in words spoken and the types of messages conveyed between children born into poverty and children born into working class or professional families.

Researchers have found the vocabulary of a three year-old predicts the vocabulary knowledge of that same child at the age of nine or ten.

The 2019 data from the Ector County Independent School District indicates:

57%
of kindergarteners who
attended Pre-K were not
kindergarten ready

65%
of the kindergarteners who
did not attend Pre-K were not
kindergarten ready

Importance of Early Reading



The greatest amount of brain growth occurs between birth and age 5. By age 3, roughly 85 percent of the brain's core structure is formed.

Reading aloud to young children is one of the best activities to stimulate language and cognitive skills. It also builds their motivation, curiosity and memory.

Love your children, speak with them, read with them daily and make sure your child knows that you care. This will help teach them to express their love, emotions, curiosity and memory.

