

**DESCRIPTION OF INTENDED
SINGLE SOURCE PURCHASE
(PUR 7776)**

AGENCY: Early Learning Coalition of Brevard County

TITLE: All- Access Professional Development Solution

Short description of the commodity or service desired: Professional Development Courses in English and Spanish, Certificates, Virtual Coaching, and Annual Training Subscriptions

Short description of the commodity or service desired: StraighterLine

CONTACT

Name: Sondra Moffit

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Internal tracking number, if any: 2627 Straighterline

Date posted: 10/26/2026 Last day for receipt of information: 11/16/2026

This description of commodities or contractual services intended for purchase from a single source is posted in accordance with Sections 120.57(3) and 287.057(3), Florida Statutes (F.S.), and will remain posted for a period of at least 15 business days.

Commodity or Contractual Service Required (commodity or United National Standard Products and Services Code (UNSPSC), manufacturer, model, and description, as appropriate):

Integrated Professional Development Courses in English and Spanish, Certificates, Virtual Coaching, and Annual Training Subscriptions.

Quantity or Term (as appropriate):

6 Months through JUNE 30, 2026

Requestor (division, bureau, office, individual, as appropriate):

Early Learning Coalition of Brevard County

Performance and/or Design Requirements (e.g. intended use, function or application, compatibility, requirements; reference to policy, rule, statute or other act of the Legislature, etc., as appropriate):

Expert-designed course bundles for VPK, school readiness, infant/toddler, behavior guidance, science of reading, and director leadership, expert-led sessions on in-demand ECE topics with interactive Q&A, full library of on-demand courses, personalized guidance from ECE specialists for course support, career planning, and educator networking.

Intended Single Source:

StraighterLine Educational Group

Estimated Dollar Amount:
\$70,000

Justification for single source acquisition (what is necessary and unique about the product, service or source; steps taken to confirm unavailability of competition, as appropriate):

StraighterLine, through its Early Childhood Education (ECE) Division—ChildCare Education Institute (CCEI) and ProSolutions Training—provides a comprehensive, accredited professional development solution designed specifically for early learning educators and administrators. This integrated offering supports regulatory compliance, credential advancement, and workforce quality improvement across Florida’s early childhood education system.

StraighterLine’s ECE Professional Development Solution delivers more than course access; it provides a structured, fully supported professional learning ecosystem tailored to the needs of Early Learning Coalitions and licensed providers.

The StraighterLine online learning platform, course catalog, structured pathways, engagement framework, reporting tools, and compliance-aligned training architecture are proprietary to StraighterLine. All course content is owned, maintained, and exclusively delivered through ChildCare Education Institute and ProSolutions Training.

Approved By (names & titles, as appropriate, e.g., requestor, requestor management, information systems, budget, purchasing):

Laura Gambino, Chief Executive Officer

Amaris Rosario, Chief Operating Officer

Sondra Moffit, Director of Finance

Prospective vendors are requested to provide information regarding their ability to supply the commodities or contractual services described. If it is determined in writing by the agency, after reviewing any information received from prospective vendors, that the commodities or contractual services are available only from a single source, the agency shall provide notice of its intended decision to enter a single-source purchase contract in the manner specified in Rule 60A-1.045, Florida Administrative Code, and section 120.57(3), F.S.