NOTICE OF INTENDED DECISION
TO ENTER INTO A SINGLE SOURCE CONTRACT
(PUR 7778)

This Notice of Intended Decision to Enter into a Single Source Contract is posted in accordance with Rule 60A-1.045, Florida Administrative Code, and section 287.057(3), Florida Statutes.

AGENCY: Early Learning Coalition of Brevard County

TITLE: All- Access Professional Development Solution
Short description of the commodity or service desired: Short description of the commodity or service desired: Ptofessional Development Courses in
English and Spanish, Certificates, Virtual Coaching, and Annual Training Subscriptions

CONTACT
Name: Sondra Moffit
Address: 2671 W Eau Gallie Blvd, Melbourne, FL, Suite 102
Telephone: 321-637-1800
Email: invoices@elcbrevard.org

Internal tracking number, if any: 2627 Straighterline
DMS Single Source number, if applicable:

Date posted: 11/17/2026 Time posted: 8:01am

Commodity or Contractual Service (commodity or United Nation Standard Products and Services Code (UNSPSC), manufacturer, model, and description, as appropriate):
Integrated Ptofessional Development Courses in English and Spanish, Certificates, Virtual Coaching, and Annual Training Subscriptions.

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

Performance and/or Design Requirements (intended use, function or application, compatibility, requirements; reference to policy, rule, statute or other act of the Legislature, 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

Price:
$70,000

Justification for Single Source Purchase (what is necessary and unique about the commodity, contractual 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

Failure to file a protest within the time prescribed in Section 120.57(3), Florida Statutes, or failure to file a bond or other security within the time allowed for filing a bond, shall constitute a waiver of proceedings under Chapter 120, Florida Statutes. Protests may be filed with the agency by:

Mail: 2671 W Eau Gallie Blvd, Melbourne, FL, Suite 102

Email: Invoices@elcbrevard.org

Fax: