

**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 Polk County

TITLE: Social-Emotional Learning Initiative/Conscious Discipline

Short description of the commodity or service desired: Conscious Discipline is a transformational, adult-first approach to school improvement grounded in brain science. It creates conditions where educators are supported, classrooms are calm and connected, and children are able to learn. Conscious Discipline equips early childhood educators with the skills to co-regulate, connect and create the safe, predictable environments needed for young children to thrive. This purchase would demonstrate intentional alignment with Polk County Public Schools Preschool Programs, as they are also implementing Conscious Discipline in VPK classrooms. A pilot group of approximately 20-25 SR and VPK providers will be invited to participate in full training and program implementation during the 2026-2027 contract year, while all contracted providers will have the opportunity to engage in related professional development opportunities. The purchase will include: Initial and ongoing professional development (live or on-demand virtual training and/or in-person training) and related resources; virtual or in-person workshops, institutes, seminars, conferences; virtual and/or in-person coaching sessions; books/book sets and other related resources.

CONTACT

Name: Cheryl Kelly

Address: 115 S. Missouri Avenue, Suite 501; Lakeland, FL 33815

Telephone: 863-577-2450

Email: cherylkelly@elcpolk.org

Internal tracking number, if any: ELCPOLK-FY2026-02

DMS Single Source number, if applicable:

Date posted: 7/21/26 Time posted: 8 am

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

A pilot group of approximately 20-25 SR and VPK providers will be invited to participate in full training and program implementation during the 2026-2027 contract year, while all contracted providers will have the opportunity to engage in related professional development opportunities. The purchase will include: Initial and ongoing professional development (live or on-demand virtual training and/or in-person training); virtual or in-person workshops, institutes, seminars, conferences; virtual and/or in-person coaching sessions; books/book sets and other related resources.

Requestor (division, bureau, office, individual, as appropriate):
Early Learning Coalition of Polk County

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):
The Coalition's goal is to create safe, positive learning environments through the implementation of Conscious Discipline, aligning with Polk County Public Schools and supporting developmentally appropriate learning experiences that foster social-emotional growth and school readiness in young children.

Intended Single Source:
Conscious Discipline

Price:
Up to \$500,000

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):

Conscious Discipline Holdings, LLC dba Loving Guidance, LLC, exclusively holds the copyrights and serves as the sole authority, provider, and distributor of all onsite/virtual training and coaching, workshops, and events conducted by their Loving Guidance Certified Instructors as well as for the products included in this purchase.

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

Lori Shea, Board Vice-Chair/Interim Chair, Early Learning Coalition of Polk County
Dr. Marc Hutek, CEO, Early Learning Coalition of Polk County

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:
Early Learning Coalition of Polk County
Attention: Cheryl Kelly
115 S. Missouri Avenue, Suite 501
Lakeland, FL 33815

Email: CherylKelly@elcpolk.org

Fax: 863-733-9081