

**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 Palm Beach County, Inc

TITLE: Every Child Ready — Literacy Mindset™ System, Professional Learning, Coaching, Assessment, and Readiness Analysis

Short description of the commodity or service desired: Professional services and proprietary literacy tools to deliver the Every Child Ready program for the 2026–2027 program year. The engagement includes educator and coach professional learning; the Literacy Mindset™ Instructional Guide; the Foundational Skills Assessment; the Classroom Observation Record; platform access; the Literacy Coach Fellowship; pre- and post-administration of the proprietary Literacy Mindset Educator Diagnostic and Early Literacy Self-Efficacy Survey; cycle data briefs; county-level readiness and growth analysis; and an end-of-year report and presentation.

CONTACT

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Internal tracking number, if any: 4796

DMS Single Source number, if applicable:

Date posted: 10/22/2026 Time posted: 1:00PM

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

Every Child Ready, a proprietary Literacy Mindset™ System engagement that includes professional learning, instructional materials, platform access, coaching cycles, and the Foundational Skills Assessment for up to 175 VPK educators and aides; the same services for up to 50 School Readiness educators and aides across up to 25 three-year-old classrooms; and a yearlong Literacy Coach Fellowship, Classroom Observation Record, calibration, and professional learning for up to 30 ELCPBC coaches and managers.

The engagement also includes pre- and post-administration of the proprietary Literacy Mindset Educator Diagnostic and Early Literacy Self-Efficacy Survey for up to 400 educators, aides, coaches, and managers; up to three in-person and three virtual training sessions; practice labs; asynchronous learning resources; the Literacy Mindset Instructional Guide; the Foundational Skills Assessment and administration supports; assessment-cycle data briefs; county-level VPK readiness and growth analysis; comparison-provider analysis; and an end-of-year report and presentation to ELCPBC leadership and the Board.

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

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):
Every Child Ready is intended to build on the countywide literacy knowledge baseline established in spring 2026, when 365 Palm Beach County educators and the Coalition’s coaching team completed the proprietary Literacy Mindset Educator Diagnostic. The service must preserve the ability to measure change against those baseline results through use of the same proprietary diagnostic and self-efficacy survey at the close of the 2026–2027 program year.

The service must provide an integrated early-literacy instructional system aligned to the Florida Early Learning and Developmental Standards (FELDS), Domain IV: Language and Literacy, and the Literacy Mindset Competencies. It must connect educator knowledge, classroom instructional practice, coaching observations, child foundational-skills results, and county-level child readiness outcomes within a shared competency framework and instructional progression.

The service must include: a scenario-based educator diagnostic that produces competency-gap profiles by literacy domain; an instructional guide that translates the program’s literacy framework into sequenced classroom routines; a formative child assessment that identifies each child’s next foundational skill and connects it to a corresponding instructional routine; a classroom observation instrument aligned to the instructional guide; professional learning and coaching supports addressing identified needs, including phonological awareness and oral-language development; data analysis and reporting on educator knowledge, classroom practice, child outcomes, and VPK readiness; and platform-based delivery of the diagnostic, assessment, training, observation record, and resulting data within a single integrated system.

All data collected through the engagement will be owned by ELCPBC. Mindset CoPilot retains intellectual-property rights to the Literacy Mindset™ System, including the Instructional Guide, Foundational Skills Assessment, Classroom Observation Record, diagnostic instruments, scoring methodology, profile format, platform, and related proprietary content.

Intended Single Source:
Mindset CoPilot, PBC

Price:
\$800,000.00

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):

Mindset CoPilot, PBC is the sole source for Every Child Ready because the required engagement depends on proprietary instruments, content, methodology, and an integrated instructional system developed and delivered exclusively through Literacy Mindset™.

The Coalition has already established a countywide literacy knowledge baseline using the proprietary Literacy Mindset Educator Diagnostic. In spring 2026, 365 Palm Beach County educators and the Coalition’s coaching team completed the diagnostic. Every Child Ready requires administration of the same instrument at the close of the 2026–2027 program year so that ELCPBC can measure change against its existing baseline. A different assessment instrument would not produce comparable results, would require a new baseline, and would forfeit the value of the data already collected.

The Literacy Mindset Educator Diagnostic is a proprietary scenario-based assessment aligned to the Florida Early Learning and Developmental Standards, Domain IV: Language and Literacy, and the Literacy Mindset Competencies. It assesses applied professional knowledge through classroom scenarios and generates a competency-gap profile across literacy domains, including phonological awareness, phonics and decoding, print concepts, and oral-language development. The diagnostic instrument, scoring methodology, and profile format are the original intellectual property of Mindset CoPilot, PBC and are not available from another provider.

Every Child Ready also requires proprietary components that operate as one integrated system: the Literacy Mindset Instructional Guide; the Literacy Mindset Foundational Skills Assessment; the Literacy Mindset Classroom Observation Record; and the Literacy Mindset platform. The Instructional Guide translates the framework into classroom routines. The Foundational Skills Assessment identifies the specific skill each child needs next and directs the educator to a corresponding instructional routine. The Classroom Observation Record is aligned to the Instructional Guide so that instruction, observation, and coaching feedback are based on the same standards. The platform delivers the diagnostic, assessment, professional learning, and observation record and holds the resulting data in a single integrated record.

The system is grounded in the proprietary Three Sciences Framework, developed exclusively by Dr. Paige C. Pullen. The framework integrates learning science, instructional science, and literacy science to support educator professional learning and early-literacy instruction. The framework and the proprietary instruments and content built on it are delivered exclusively through Literacy Mindset™.

Because the requested engagement must continue the Coalition’s existing Literacy Mindset diagnostic baseline and requires the exclusive use of the proprietary Literacy Mindset™ Instructional Guide, Foundational Skills Assessment, Classroom Observation Record, platform, diagnostic instruments, scoring methodology, and Three Sciences Framework, the services are not reasonably available from another vendor. Accordingly, the engagement qualifies as a single-source procurement under Section 287.057(3)(c), Florida Statutes.

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

Aruna Gilbert, CPO

Christie Young, COO

Aileen Martinez, CFO

Chelsea Reinhart, VP of QP

Anthony Hernandez, Procurement Director

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:

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Fax: