

**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 Hillsborough County

TITLE: School Readiness

Short description of the commodity or service desired: TORSH Talent is a secure, online, cloud-based professional learning platform that, among other things, enables schools and organizations to support educator growth throughout the entire development cycle of assessment, observation, feedback, goal-setting, and coaching.

CONTACT

Name: Dr. Fred Hicks

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Internal tracking number, if any: N/A

DMS Single Source number, if applicable: N/A

**Date posted: 06/26/26    Time posted: 9:00 A.M.**

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

Provide software licenses to Torsh Talent's secure, online, cloud-based coaching and professional learning platform for two years. From both an operational and fiscal perspective, a two-year agreement provides meaningful benefits to the Coalition and the State of Florida.

A multi-year agreement creates continuity for implementation, training, and educator adoption, which is especially important in statewide early learning and quality improvement initiatives. By maintaining a stable platform environment over a longer period, the Coalition can avoid disruption to coaching cycles, onboarding, reporting processes, and provider engagement efforts that directly support School Readiness and VPK program outcomes. Florida's early learning system is designed to support consistent, high-quality early learning experiences and continuous program improvement across the state.

Additionally, a two-year structure reduces administrative burden and procurement costs for both the Coalition and the State by minimizing duplicate review, approval, contracting, onboarding, and implementation activities that would otherwise occur annually. This allows Coalition staff to remain focused on provider support, quality initiatives, professional development, and family services rather than recurring procurement cycles. Florida's early learning coalitions play a

critical role in administering School Readiness and VPK programs, supporting provider quality, and advancing kindergarten readiness outcomes statewide.

The multi-year agreement also provides direct financial value through discounted pricing associated with a longer-term commitment. By purchasing two years at a time, the Coalition receives cost savings compared to annual renewals while locking in pricing protection against future increases. This approach maximizes return on investment by reducing annual procurement costs, avoiding reimplementations expenses, preserving historical data continuity, and ensuring uninterrupted access to platform enhancements, training resources, technical support, and ongoing educator engagement.

From a programmatic standpoint, sustained use of the platform over multiple years strengthens implementation fidelity and increases long-term impact. Consistency in coaching, observation, and quality improvement efforts is particularly important as Florida continues emphasizing accountability, classroom quality, instructional support, and measurable child outcomes across School Readiness and VPK programs.

Requestor (division, bureau, office, individual, as appropriate):  
Early Learning Coalition of Hillsborough 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 support high-quality instruction for children and increase kindergarten readiness rates. The Coalition will provide access to the Torsh coaching software to teachers working in contracted childcare centers in Hillsborough County. TORSH Talent helps schools and organizations increase educator instructional capacity, improve the delivery of educator professional development, and generate insights into educator effectiveness. Torsh Talent is grounded in the outcomes of expanding coaching capacity, reducing travel burden, and creating a more unified, data-driven support system for providers. Consistency in coaching, observation, and quality improvement efforts is particularly important as Florida continues emphasizing accountability, classroom quality, instructional support, and measurable child outcomes across School Readiness and VPK programs.

Intended Single Source:  
Torsh Inc.

Price:  
\$75,000 for Two Years. Includes a 28% discount on license for the two year contract.

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):  
Torsh Inc (“TORSH”) is the single and sole source provider of the uniquely developed online coaching and professional learning platform, TORSH Talent. TORSH maintains all intellectual property rights to the TORSH Talent platform and said platform must be purchased directly from

TORSH as there are no agents or dealers authorized to represent or sell TORSH Talent. TORSH Talent is a FERPA compliant, online, cloud-based professional learning platform that, among other things, enables organizations to support educator, provider, and staff growth throughout the entire development cycle of assessment, collaboration, goal-setting, observation, feedback, and coaching. TORSH Talent is a tool through which all of the disparate elements of coaching can be organized, tracked, managed and implemented in one single and easy to use digital place. This includes a proprietary Digital Forms Wizard for building rubrics and data forms as well as a robust and highly flexible Custom Report Builder for real-time monitoring and tracking goals. TORSH Talent helps organizations easily and efficiently increase educator instructional capacity, improve the delivery of educator professional development, and generate insights into educator effectiveness. There are no other items or products practically available for purchase that serve the same purpose or function and TORSH determines the price for TORSH Talent because of exclusive distribution and marketing rights.

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

Any protest must be addressed to TBD sent/received within 72 hours of posting.

**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: 6302 E. Martin Luther King, Jr., Blvd. Suite 100, Tampa, FL 33619**

**Email: FHicks@elhc.org**

**Fax: N/A**