



The Florida Senate

Local Funding Initiative Request - Fiscal Year 2018-2019

1. **Title of Project:** Florida PBS LearningMedia

2. **Senate Sponsor:** Kathleen Passidomo

3. **Date of Submission:** 11/10/2017

4. **Project/Program Description:**

Florida PBS LearningMedia is an open platform of online digital resources that utilizes 40 years of PBS broadcast material and content from other partners who include the Library of Congress, Smithsonian, The National Science Foundation, and NASA, and that houses original content produced by Florida PBS stations. It has digitized existing and new content into small, standard-aligned segments to increase learning outcomes and student engagement. Whether it is a video clip, a self-paced lesson, or an image from the Smithsonian, students, teachers, parents, and other stakeholders can choose from over 125,000 resources. Users can view, search, save, and share digital content directly aligned to the Florida Standards, Next Generation Sunshine State Standards, and Voluntary Prekindergarten Education Standards. The system also includes productivity tools for teachers that personalize the learning experience; analytic and reporting tools that track key performance indicators.

5. **State Agency Contacted?** Yes

a. If yes, which state agency? Department of Education

b. If no, which is the most appropriate state agency to place an appropriation for the issue being requested?

6. **Amount of Non-recurring Requested for fiscal year 2018-19:**

Amount Requested for Operations	Amount Requested for Fixed Capital Outlay	Total Amount of Requested State Funds
1,000,000		1,000,000

7. **Type, amount and percent of matching funds available for this project for fiscal year 2018-19:**

Type	Amount	Percent
Federal	0	0.0%
State (excluding the amount of this request)	0	0.0%
Local	200,000	0.2%
Other	100,000,000	98.8%
TOTAL	100,200,000	99.0 %

8. **Total Project Cost for fiscal year 2018-19 (including the Total Amount of Requested State Funds):** 101,200,000

9. **Previous Year Funding Details:**



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- a. Has funding been provided in a previous state budget for this activity? Yes
b. In the previous 5 fiscal years, how many years was funding provided? (Optional)
c. What is the most recent fiscal year the project was funded? 2016-17
d. Were the funds provided in the most recent fiscal year subsequently vetoed? No
e. Complete the following Worksheet.

FY:	Input Prior FY Appropriation for this project for FY 2017-18 (If appropriated in FY 2017-18 enter the appropriated amount, even if vetoed.)		
	Column:	A	B
Funds Description:		Prior Year Recurring Funds *	Prior Year Nonrecurring Funds *
Input Amounts:			Total Funds Appropriated (Column A + Column B)

10. Is future-year funding likely to be requested?

Yes

- a. If yes, indicate non-recurring amount per year.

1,000,000

11. Program Performance:

- a. What is the specific purpose or goal that will be achieved by the funds requested?

To assist the state in redefining the teaching and learning experience in the digital age by providing much-needed training and professional development using the Florida PBS LearningMedia digital platform, a collection of more than 125,000 digital assets. We work with FL DOE, school districts, individual schools and teachers. Florida PBS LearningMedia is free to those in traditional public schools, charter schools, private schools and home-schoolers. We also produce and upload Florida content.

- b. What are the activities and services that will be provided to meet the intended purpose of these funds?

Training and outreach to FL DOE, school districts, and schools; increased marketing; producing, developing and uploading Florida-specific content.

- c. How will the funds be expended?

Spending Category	Description	Amount
Administrative Costs		
<input checked="" type="checkbox"/> Executive Director/Project Head Salary and	Executive Director/Project	30,000



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Benefits	Head	
<input checked="" type="checkbox"/> Other Salary and Benefits	CFO	25,000
<input checked="" type="checkbox"/> Expense/Equipment/Travel/Supplies/Other	Travel	5,000
<input type="checkbox"/> Consultants/Contracted Services/Study		
Operational Costs		
<input type="checkbox"/> Salary and Benefits		
<input checked="" type="checkbox"/> Expense/Equipment/Travel/Supplies/Other	Station grants, statewide and local training, travel, community engagement, and marketing.	888,000
<input checked="" type="checkbox"/> Consultants/Contracted Services/Study	Lead trainer, PBS special projects/technical support	52,000
Fixed Capital Construction/Major Renovation		
<input type="checkbox"/> Construction/Renovation/Land/Planning Engineering		
TOTAL		1,000,000

d. What are the direct services to be provided to citizens by the appropriations project?

Hands-on training and outreach at various venues, webinars and conferences for teachers, educators, and others. Some teaching sessions would be basic and general. Others would be focused on specific topics such as stem or professional development.

e. Who is the target population served by this project? How many individuals are expected to be served?

Florida PBS LearningMedia is an open platform available to all Floridians including local school districts, at-risk youth, developmentally disabled persons, preschool students, grade school students, high school students, university/college students, after-school providers, and families with school-aged children.

f. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?

This project will improve the quality of education in Florida. We would measure and track the number of teachers (and others) trained, assess the benefit of training, and measure increased usage. We would develop custom feedback instruments to assess benefits of the specific training, and track increased usage through Google analytics.



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- g. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for in the contract?

Reduction in payments based on predefined schedule.

12. The owner(s) of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owner(s) of the facility and the entity.

N/A

13. Requestor Contact Information:

- a. Name: Patrick Yack
- b. Organization: 850-391-5343
- c. Email: pyack@fpbs.org
- d. Phone Number: (850)391-5343

14. Recipient Contact Information:

- a. Organization: 850-391-5343
- b. County: Statewide
- c. Organization Type:
 - ☐ For Profit
 - ☒ Non Profit 501(c) (3)
 - ☐ Non Profit 501(c) (4)
 - ☐ Local Entity
 - ☐ University or College
 - ☐ Other (Please specify)
- d. Contact Name: Patrick Yack
- e. E-mail Address: pyack@fpbs.org
- f. Phone Number: (850)391-5343

15. If there is a registered lobbyist, fill out the lobbyist information below.

- a. Name: Justin Day
- b. Firm: The Advocacy Group at Cardenas Partners
- c. Email: jd@cardenaspartners.com
- d. Phone Number: (850)222-8800