



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2019-2020

LFIR#: 1246

1. **Title of Project:** Principal's Playbook Pilot

2. **Senate Sponsor:** Manny Diaz

3. **Date of Submission:** 02/05/2019

4. **Project/Program Description:**

The Principal's Playbook Pilot will provide a personalized professional learning, coaching, and school improvement platform for leaders serving in persistently low-performing schools. It will deliver data-driven, just-in-time support through sequenced actions focused on specific needs, expert-curated resources, and access to a network of peers. The Principal's Playbook will combine this with coaching, mentoring, and collaboration experiences—all in one centralized place. Each principal will be provided a coach through the Florida Association of School Administrators (FASA).

5. **State Agency to receive requested funds :** Department of Education

State Agency Contacted? Yes

6. **Amount of the Nonrecurring Request for Fiscal Year 2019-2020**

Type of Funding	Amount
Operations	1,150,000
Fixed Capital Outlay	
Total State Funds Requested	1,150,000

7. **Total Project Cost for Fiscal Year 2019-2020 (including matching funds available for this project)**

Type of Funding	Amount	Percent
Total State Funds Requested (from question #6)	1,150,000	100.0%
Federal	0	0.0%
State (excluding the amount of this request)	0	0.0%
Local	0	0.0%
Other	0	0.0%
Total Project Costs for Fiscal Year 2019-2020	1,150,000	100.0%

8. **Has this project previously received state funding?** No

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	NonRecurring		

9. **Is future-year funding likely to be requested?** No

10. **Details on how the requested state funds will be expended**

Spending Category	Description	Amount
Administrative Costs:		



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Executive Director/Project Head Salary and Benefits		
Other Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study		
Operational Costs:		
Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study	Principal's Playbook licenses for 300 users and stipends for the 50 principal coaches provided by FASA.	1,150,000
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		
Total State Funds Requested (must equal total from question #6)		1,150,000

11. Program Performance:

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

Improve persistently low-performing schools by providing direct support to school and district leadership through data-driven improvement plays and virtual coaching.

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

Each school and district leader and their coach will be provided access to the Principal's Playbook platform for the 2019-20 school year.

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

District and school leaders participating in the Principal's Playbook project will be provided with research-based and evidenced-based actions and coaching support targeted at improving student performance in their schools and districts.

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

The target population are school and district leaders serving persistently low-performing K-12 schools. 250 leaders and 50 leadership coaches are expected to participate.

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

The benefit of this pilot will be improved student achievement and performance in persistently low-performing schools and a model that can be replicated with other low performing schools. Outcomes will be measured through the Florida Standards Assessment.

f. 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?

Withholding of payment until deliverables are met satisfactorily.



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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.

NA

13. Requestor Contact Information:

- a. **Name:** Evan Lefsky
- b. **Organization:** Public Consulting Group
- c. **E-mail Address:** elefsky@pcgus.com
- d. **Phone Number:** (352)617-6040

14. Recipient Contact Information:

- a. **Organization:** Public Consulting Group
- b. **County:** Leon
- 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:** Evan Lefsky
- e. **E-mail Address:** elefsky@pcgus.com
- f. **Phone Number:** (352)617-6040

15. Lobbyist Contact Information

- a. **Name:** Allyce Heflin
- b. **Firm Name:** Southern Strategy Group
- c. **E-mail Address:** heflin@sostrategy.com
- d. **Phone Number:** (850)445-6674