



## Cultivating a Culture of Continuous Improvement through Outcomes Based Contracting

*Elise Lenthe (C11) & Cara Jackson (C5)  
Center for Outcomes Based Contracting*

*Christina Gazdick (Duval County Public Schools)*

# Key Objectives

By the end of this session, participants will be able to:

- Describe how OBC creates conditions for mutual accountability and continuous improvement, and what we know about its impact
- Identify strategies Duval County used OBC to build data partnerships and drive implementation integrity
- Connect OBC's mutual accountability framework to their own data and procurement practices

# Let's learn who's in the room!

Please stand / raise your hand if you're part of a...

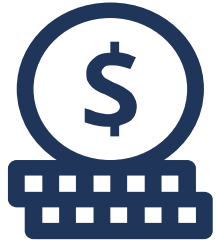
- School, district, LEA, or charter network
- State education agency
- Regional education service agency
- Service provider organization
- Philanthropic or funding organization
- Research institution or think tank
- Education-focused non-profit
- Any others we haven't mentioned yet?



# Outcomes Based Contracting

Definition & Impact

# Goals of Outcomes Based Contracting



## Improve Procurement Practices

Enable buyers to clearly define their desired outcomes from the beginning, enhancing the educational procurement process.



## Strengthen Implementation

Ensure instructional products and services align closely with their research-backed design during implementation.



## Achieving Meaningful Outcomes

Empower districts and providers to work together in achieving meaningful results for all students, regardless of background or circumstance.

# The Fundamental Shift

## TRADITIONAL CONTRACTING

“Did you deliver what you promised?”



## OUTCOMES BASED CONTRACTING

“Did students achieve the results we all committed to?”

**The difference between paying for services and investing in success.**

# How OBC Changes the Game



**Strategic Resource Allocation** - Prioritizing resources with the highest impact



**Evidence-Driven Partnerships** - Data and continuous improvement focus

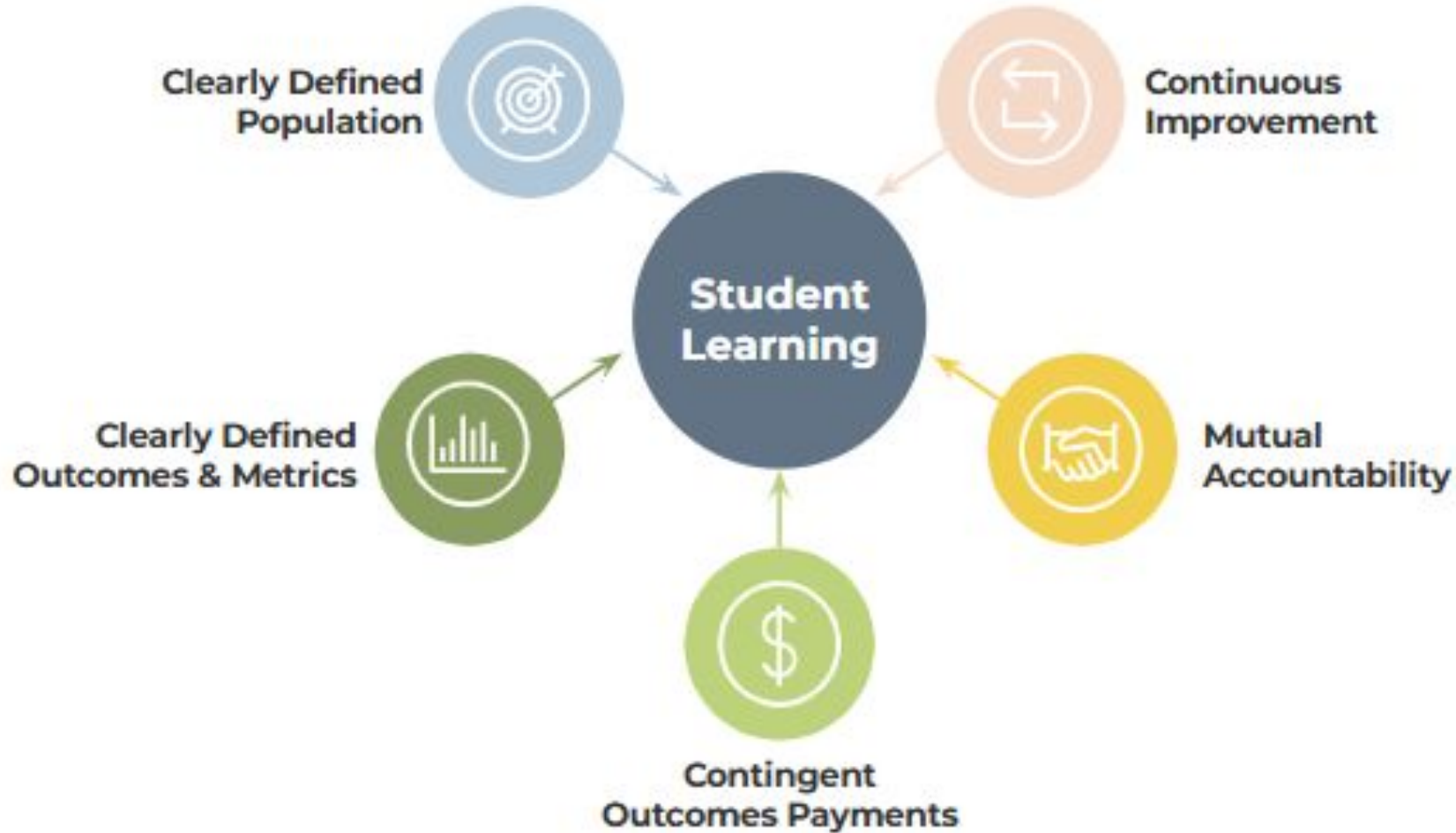


**Shared Accountability** - Everyone succeeds and overcomes barriers together



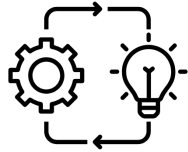
**Continuous Improvement** - Systems for ongoing collaboration to ensure implementation integrity

# Ingredients for a Successful OBC



## Key Research Topics

## Sample Question(s)



**Does OBC work — and how?**

How do interventions implemented under OBC impact student learning? Does it improve implementation integrity?



**What makes OBC work well?**

Which aspects of the OBC model were most and least influential in shaping action and supporting positive outcomes? How should we refine the OBC model to help more students succeed?



**How does OBC scale?**

What are the conditions for OBC to work well? Can those conditions can be met in new service areas, with lighter-touch support models, and in less-prepared contexts?

# Impact findings

## Context

2,000 students in grades 2-4, in 22 schools, who scored below proficiency on prior spring state assessment

SY 2024-2025

ELA EdTech (AI Tutoring)

30 minutes / week for 25 weeks

73.8% met at least 75% of dosage

Regression discontinuity design

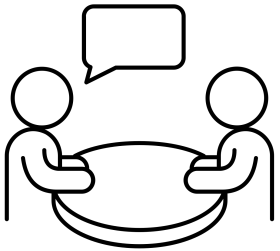
- 2nd graders assigned to treatment were **28 percentage points more likely to meet proficiency** on the EOY ELA exam.
- No effects were found in older grades, despite similar dosages across all grades

*The intervention may be more effective for younger grades*

# Activity

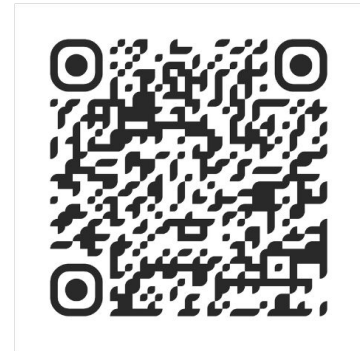
Evaluating evidence to inform procurement decisions

# Activity Instructions



**Part I:** A district is implementing an AI-powered reading intervention for ~2,000 students in grades 2-4 who are performing below grade level. What implementation supports might a district need to put in place to achieve the results they want? What would that look like in a contract?

**Part II:** Review the research around this intervention (Evidence for ESSA). How does this affect your answer?



**Part III:** Looking at what you identified, in what ways do you think outcomes based contracting could support implementation?

# Duval County's experience with OBC

Christina Gazdick, Director Research Evaluation and  
Data

# Duval's OBC Journey

**2022**

Joined pilot  
OBC cohort



**SY2024**

Renewed and  
expanded  
tutoring OBC



**SY2025**

Launched ed  
tech OBC



**SY2023**

Launched first  
tutoring OBC



**Spring 2024**

Joined pilot  
edtech cohort



**SY2026**

Renewed ed  
tech OBC for  
year 2



# Four Strategic Innovations in SY2024-25

## INDIVIDUAL TRACKING: NAMES OVER NUMBERS



Regular meetings with building leaders at schools struggling with implementation transformed principals into school level program champions.

## INTERSCHOOL COMPETITION: GAMIFYING SUCCESS



Schools embraced friendly rivalry with a leaderboard competition that rewarded schools achieving high dosage with "Amirabucks." Usage spiked district-wide after a February slump.

## PRINCIPAL MEETINGS: CHAMPIONS OF CHANGE



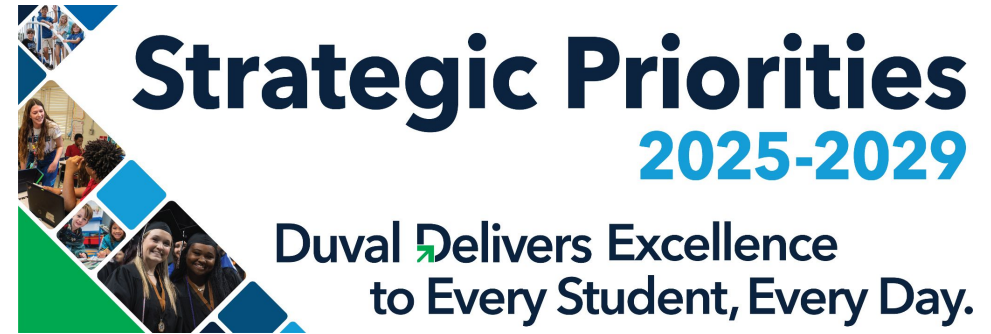
Regular meetings with building leaders at schools struggling with implementation transformed principals into school level program champions.

## REAL-TIME INNOVATION: COLLABORATIVE PROBLEM-SOLVING



Amira developed a new administrative dashboard tailored to DCPS needs when district leaders identified gaps in dosage tracking.

# The future of OBC in Duval



## Key Priorities:

1. Advance Student Academic Growth and Achievement
2. Foster a Safe Learning and Workplace Environment
3. Recruit, Develop and Retain Excellent Teachers and Workforce
4. Improve Operational Efficiency and Financial Responsibility
  - a. Demonstrate positive returns on investment for contracted services - goal: increase the number of **outcomes based district** contracts from 1 to 15 in 2029
5. Ensure Effective Communication
6. Enhance Community Collaborations and Partnerships

# Duval Questions & Answers

What questions do you have about Duval's experiences with outcomes based contracting?



# Resources

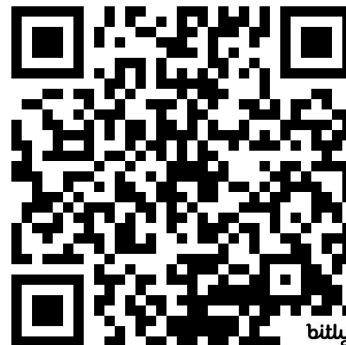
Visit the Center's website!

Let us know what resources are helpful, or if there are other resources you'd like to see

**About the  
Center for OBC**  
[bit.ly/About-OBC](https://bit.ly/About-OBC)



**Standards of Excellence for  
Outcomes Based Contracting**  
[bit.ly/OBC-Standards](https://bit.ly/OBC-Standards)



**Duval Impact  
Story**  
[bit.ly/Duval-Impact](https://bit.ly/Duval-Impact)



# Thank You!

elenthe@obc-southerneducation.org  
cjackson@obc-southerneducation.org  
knopfc@duvalschools.org



Thank You