RESEARCH SUMMARY: DIGITAL PROMISE

The Center for OBC

Instructional Coherence and Shared Responsibilities: OBC's Impact on Edtech Procurement

Sierra Noakes, Alison Shell, Andrew Vollavanh (Digital Promise) - March 2026

What if edtech payments were tied to student outcomes — not just licenses?

This report examines the first cohort to use outcomes based contracting (OBC) for edtech, driving implementation rates 10x higher than the national average. By replacing buyer-seller dynamics with data-driven partnerships, OBC empowers district leaders to invest in what actually works for students.

COHORT LEARNINGS

Developing OBCs enabled districts to engage in **collaborative, data-driven decision making** to select populations, outcomes, and pricing within the contract.

The OBC model benefitted from **clearly defined roles** and shared responsibilities across district, school, and provider teams.

Districts engaging in OBCs largely saw **increased edtech usage** rates relative to national rates, boosted in part by superior implementation support from providers.

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COHORT LEARNINGS

OBCs drove a systematic shift for district and school teams to monitor and leverage data for **continuous improvement**, with more reliance on data to celebrate milestones and provide support.

Providers gained super users for their product, better understanding of how to design the product itself, an increased awareness of the importance of meaningfully defining dosage and learned how to support districts with **effective implementation.**

The OBC model enabled districts to better establish **instructional coherence**, support increased student engagement, and assess associated outcomes.

RESEARCH DESIGN

Qualitative

PRODUCT LINE

EdTech

SAMPLE

9 OBC Coaches
4 District leaders
4 Providers

2024 EdTech Cohort