

BESA Members - Evidence in EdTech Case Study



Off2Class with Oriel Square

Describe your EdTech company and your primary educational focus:

Off2Class is an EdTech teaching and learning solution dedicated to saving hard-working ESL teachers time in planning, administration and lesson preparation so that they can focus on their most important job: helping students to learn English.

Off2Class have been supported in their evidence journey by Oriel Square, who support education organisations to create high-quality, inspiring content, evidence impact through research, and communicate findings for an innovative and effective education system.

How do you use evidence in your EdTech company? (e.g to inform strategy, market your products, pitch to investors etc)

From inception, the Off2Class team has held teachers' interests at its core: listening to what they need and improving English language teaching to bring about meaningful change from within. Evidence and efficacy are at the core of the design and delivery of the platform. Learning science is applied to the structured curriculum and content. To demonstrate the evidence-backed approach, Off2Class partnered with a third-party researcher, Learn Platform, to develop a logic model which satisfies the US Department of Education's Tier IV requirements for evidence.

We use evidence of on-platform data. We measure usage of students and teachers. We look at our assessment tests and encourage teachers to use it as a pre and post test. We look at how students using Off2Class perform on standardized tests and, while it is an imperfect measure, look to ensure that students are making progress. We document these cases and capture case studies from customers.

What outcome(s) were you able to achieve as a result of using evidence?

When Covid-19 shook the very foundations of classroom learning, Off2Class took the opportunity to redesign a program helping English language learners meet the global standards set by the CEFR.

Working alongside volunteers from the Ismaili Community, Off2Class delivered an innovative system for virtually training English language learners in challenging situations (Syria and two other countries, anonymised).



Teachers reported that having the support of an integrated platform meant that they could easily monitor progress and could devote more time to students. Using evidence to measure the impact of the pilot enabled us to successfully replicate and redeploy the model, having raised the bar across the whole English as a Second Language (ESL) sector.

Every learner in the program took a pre-and post-course assessment using the Off2Class integrated tools to measure their CEFR level. At the end of the program, the integrated assessment tools on Off2Class were used to measure the learners' CEFR levels to help ascertain the efficacy of the program. Students participating in the pilot made significant gains including:

- 98% of learners advanced at least one CEFR level (Syria).
- Across the three countries (two are anonymized due to political sensitivities, 52% increased by one CEFR level, 11% increased by 3 levels and 2% increased by 4 levels.
- Learners reported improvements in all levels of English proficiency including reading, writing and grammar.

Delivering the pilot program has given Off2Class more ideas about the platform's future possibilities. We know teachers are the key to better serving English language learners and we will never stop working to save them time and help them serve their students.

Did you face any challenges with collecting or using evidence?

We did not face any significant challenges in collecting or using evidence. There were some difficulties due to the remote nature of the pilot, but due to the support provided by the implementation team, we were able to collect and report on the project successfully.

What advice do you have for other EdTech companies about how and why they might start using evidence?

Evidence is a foundational part of creating tools that improve student outcomes. The approach to evidence is a continuum. An EdTech company might start with ensuring that the product they are creating is built on assumptions backed by existing research and learning science. As they progress in their product journey, they can ramp up their use of evidence. That might be small-scale trials, customer feedback or even surveys. Longer-term, companies might gather more extensive uses of evidence.

Evidence is a cycle, not an end state.



Have you created a Logic Model as part of your research journey? Would you recommend this approach to other EdTech organisations?

Yes, we worked with a third party provider – LearnPlatform- to produce a Logic Model for Off2Class Logic Models provide a helpful structure for understanding the problem that the organisation is looking to solve, the inputs provided and the intended outcomes. It helps validate the assumptions made as part of the process.

To read the research report on Off2Class, please click [here](#)

To view Off2Class Logic Model, please click [here](#).

