

RESEARCH BRIEF

Osceola County Research Team Calculates a Nearly 200% ROI for DreamBox Math

Data indicates that DreamBox Math has a positive impact on state assessment scores and can be classified as a highly successful intervention.

Background

Osceola County School District in Florida is home to 56 non-charter and 25 charter schools with nearly 80,000 enrolled students. Twenty-one percent of the student population is English Language Learners.

In the fall of 2021, Osceola County School District adopted DreamBox Math for K-5 students at two schools. **The first year of implementation included:**

- 934 students used DreamBox Math
- 113,158 DreamBox Math lessons completed
- 1,067,169 minutes spent in the program

Summary of Findings

- Progressing in DreamBox Math is associated with **higher state assessment scores**.
- DreamBox Math can be classified as a **“highly successful intervention.”**
- DreamBox Math’s **ROI was 196%.**

Researchers Asked:

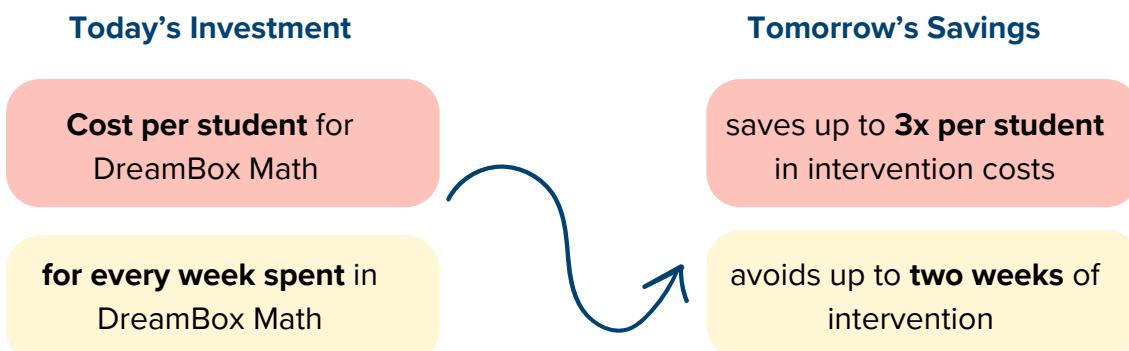
Researchers in the school district independently evaluated the effectiveness of DreamBox Math to answer the following questions:

- Is success in DreamBox Math associated with success on the Florida Standards Assessment (FSA)?
- What relationship exists, if any, between the implementation of DreamBox Math and academic increases?
- To what extent does the implementation of DreamBox Math impact student outcomes?
- What is the return on investment (ROI) for using DreamBox Math?

Key Takeaways

- Progressing in DreamBox Math (growth measure) is associated with higher Florida State Assessment (FSA) scores, and higher usage is associated with higher-than-average FSA scores. This effect was especially evident among students using DreamBox Math the recommended amount.
- The unique effect of DreamBox Math on state assessment scores was strong enough to be classified as a “highly successful intervention.” Osceola researchers found DreamBox Math’s effect to be stronger than other digital interventions it has internally evaluated, including Freckle, iReady, and Penda.**

After considering the required costs of DreamBox Math, PD, teacher salaries, and internet, researchers calculated a 196% ROI.



**The district research team notes that other evaluations such as Freckle occurred during the first year of the COVID-19 pandemic, which may have interacted with usage in ways that may impact direct comparisons of effectiveness.

Methodology

- Correlational analysis between progress in DreamBox Math and FSA Math Scale Score (n = 499).
- Correlational analysis compared students who used more DreamBox Math to those who used less, within pilot schools (n = 491).
- Propensity-score matching compared DreamBox Math users (n = 252) to similar students who did not use DreamBox Math (n = 178). Students were matched on school, gender, language learner status, primary exceptionality, and prior year FSA math scores.
- Followed cost loading process provided by the ROI institute to find a conservative ROI estimate.
 - Considered hours of learning gained in the context of all costs, including software licenses, teacher development, teacher salaries, teacher benefits, and internet.
 - ROI was calculated using DreamBox Math’s internal measure of student growth as the benefit variable due to lack of consistent assessment data during the COVID-19 pandemic.