

# Higher Education Partnership Proposal

Prepared by Outstanda

## 1. Introduction: Who We Are and Our Mission

Outstanda is an Ohio-based 501(c)(3) nonprofit organization dedicated to transforming education through project-based learning, mastery-based assessments, and financial rewards for student success. Our innovative Learning Gig model engages students in real-world projects while incentivizing academic mastery, encouraging sustained effort, and promoting long-term learning habits.

Our mission is to increase student readiness for higher education by fostering strong academic work habits from an early age. We believe that by supporting students in developing mastery and motivation, universities and colleges will benefit from both increased enrollment and improved retention, ultimately driving greater financial sustainability for higher education institutions.

Early testing with middle school students has demonstrated that our rewards-based system can lead to dramatic changes in behavior, with previously disengaged students significantly increasing both the quantity and quality of their academic work. We envision a world where more students are prepared to take dual-credit and early college courses during their high school years, creating a direct pipeline to higher education.

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## 2. The Problem & Opportunity

The education system faces several key challenges:

- Many students are disengaged from traditional learning methods and fail to develop strong academic habits.

- College enrollment rates have stagnated or declined in recent years, with fewer high school graduates seeing higher education as attainable or relevant.
- Students who do enroll often struggle to persist and graduate, leading to high attrition rates.

Outstanda’s model addresses these challenges by:

- **Boosting Motivation and Performance:** Through financial rewards tied to mastery assessments, students learn the value of consistent effort and achievement.
- **Developing Project-Based Skills:** Our Learning Gigs emphasize real-world application, critical thinking, and collaboration.
- **Building a College Pipeline:** By preparing students to excel in dual-credit and early college programs, we increase the pool of students ready to enroll and succeed in higher education.

This presents an opportunity for universities to partner with Outstanda to shape the next generation of college-ready students while enhancing their own recruitment and retention efforts.



**Outstanda Educational Model**

**Project Work (PBL)**  
Students complete individual and group projects overseen by the instructor and school.

**Independent Study**  
Students individually study topics and complete online lectures, including vocabulary, facts, and problem solving skills.

**Instructor Review**  
Instructors provide mentorship. They evaluate behavior and projects for nominating students for assessments.

**Mastery Assessment**  
Students complete short micro-assessments to demonstrate mastery of lessons. Retakeable once per day until mastered.

**Students Paid**  
Students earn rewards for each assessment completed. Gift Cards, Merchandise, Trips, and Cash Available

**This Model Impacts Attendance, Academic Performance, Behavior, and Graduation Rates.**  
**The Blended Mastery Education Model Saves Schools Money Even After Paying for Assessments, which Pay Students.**

### 3. Partnership Opportunities

We offer universities and colleges multiple avenues for collaboration, each designed to support mutual goals of improving student outcomes, increasing enrollment, and enhancing campus engagement.

#### A. Sponsoring Learning Gigs

We invite universities to sponsor one or more Learning Gigs (OER) per year. Each sponsored gig costs \$10,000 and remains active for the lifetime of the gig.

##### Sponsorship Benefits:

- **Brand Visibility:** Your institution's name and logo will be featured prominently within the sponsored Learning Gig, with links directing students and families to your website.
- **Marketing Value:** This exposure aligns with your institution's recruitment efforts and can be treated as either a marketing expense or a charitable donation to a nonprofit.
- **Community Impact:** By sponsoring a Learning Gig, your university contributes to the long-term success of K-12 students, creating a direct pathway to higher education.

To maximize the impact of sponsorships, we also offer detailed engagement reports showing how many students have completed the gig and other key metrics. Additionally, all our Learning Gigs are public, requiring no login, which leads to global exposure and widespread visibility.

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#### B. Offering a Course on Innovation in Education

We propose offering a course, taught by an Outstanda adjunct professor, focused on **Innovation in Education**. This course would explore cutting-edge strategies in education, including:

- The role of reward systems in improving academic performance.
- Technology-driven approaches to serve more students with fewer resources.
- Project-based learning and its impact on student engagement.
- Strategies to customize and optimize teaching for diverse learners.

**Course Objectives:**

- Equip students with practical tools to design and implement innovative learning experiences.
- Provide hands-on experience with Outstanda’s educational platform and methodologies.
- Prepare future educators and administrators to lead change in education systems.

This course is ideal for education majors, administrators-in-training, and other students interested in education innovation.

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**C. Internship Program**

Outstanda offers **internship opportunities** for university students in areas such as curriculum development, educational research, and project-based learning. For every sponsored Learning Gig, we provide one paid internship opportunity, funded through sponsorship dollars.

**Internship Focus Areas:**

- **Curriculum Design:** Developing lesson plans, integrating standards, and creating educational materials.
- **Research:** Evaluating the impact of project-based learning and financial incentives on student outcomes.
- **Content Development:** Producing multimedia resources such as video, audio, interactive media, and AR/VR/MR for Learning Gigs.

Interns will gain real-world experience that enhances their academic and career prospects. We can also coordinate with universities to offer academic credit for internships.

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**D. Research Collaboration**

We are eager to partner with independent research teams to study the effectiveness of Outstanda’s model. Our focus on project-based learning, mastery assessments, and financial rewards provides rich opportunities for academic research.

**Support for Research Partners:**

- Full access to data and program results.
- Assistance in coordinating with participating schools and students.
- Opportunities to co-author publications and apply for joint grant funding.

By collaborating with Outstanda, universities can contribute to evidence-based education reform and enhance their research output.

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**E. Expanding Early College Programs**

Outstanda can help universities expand their **early college offerings** through remote, project-based courses. These courses are designed to:

- Increase access to college credits for high school students.
- Provide engaging, real-world learning experiences that build academic confidence.
- Create a recruitment pipeline for universities, especially in underserved areas.
- Courses will be reviewed and jointly administered by a university professor to maintain academic integrity and alignment with accreditation standards.

We will work with your institution to ensure that courses meet accreditation standards and credit-transfer requirements.

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**4. Benefits of Partnership**

Partnering with Outstanda provides universities with several strategic advantages:

- **Increased Enrollment:** Early exposure to college-level coursework encourages students to pursue higher education.
- **Improved Retention:** Better-prepared students are more likely to persist and graduate, boosting retention rates.
- **Enhanced Revenue:** Higher enrollment and retention contribute significantly to a university's financial stability.

- **Strengthened Campus Engagement:** Universities of tomorrow will grow project-based learning opportunities that foster collaboration and innovation, making the campus a hub for applied learning and peer networking.
  - **Student Benefits:** Students benefit from improved engagement, stronger academic skills, and exposure to college-level learning opportunities, positioning them for long-term success.
  - **Career Development:** Offering internships and courses tied to education innovation prepares university students for leadership roles in education.
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## Let's Work Together

We are excited to explore how your institution can partner with Outstanda to shape the future of education. We invite you to schedule a meeting to discuss sponsorship options, research collaboration, and other custom opportunities tailored to your goals.

Step 1 is sponsoring a minimum of one Learning Gig, which will serve as the foundation for further collaboration on other elements of this proposal. We are also open to discussing other ways to get started based on your institution's priorities.

Please contact us to learn more.



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Together, we can create lasting impact for students and higher education institutions alike.

P.S. Explore our full catalog of Learning Gigs at <https://outstanda.academy>, available as open educational resources (OER).