

Launching Data Roadshows:

Leveraging Survey Insights to Drive Collaborative Strategies for Student Success

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Meet the Team



Dr. Alisa Fleming

Director, Institutional Assessment
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Our Students

Who they are ...

60.4%

are first-generation students

38

is the average age of new
students

78.1%

are employed while in school

63.5%

have dependents

Our mission

The mission of University of Phoenix is to provide access to higher education opportunities that enable students to develop the knowledge and skills necessary to achieve their professional goals, improve the performance of their organizations and provide leadership and service to their communities.

2023 Academic Annual Report

Who's in the room?

The Value of Assessment

Why it Matters in Higher Education

- Improves student learning
- Informs decision making
- Demonstrates impact
- Ensures alignment with university goals
- Supports accreditation

Assessment Measures

Tools of the Trade

Direct

Exams

Essays

Presentations

Rubrics

Indirect

Surveys

Focus groups

Interviews

Reflections

Stakeholder Engagement

Why involve stakeholders early in the survey process?

Purpose = Understand priorities



Partner = Create buy-in



Plan = Shape the process



Communicate = Inform others



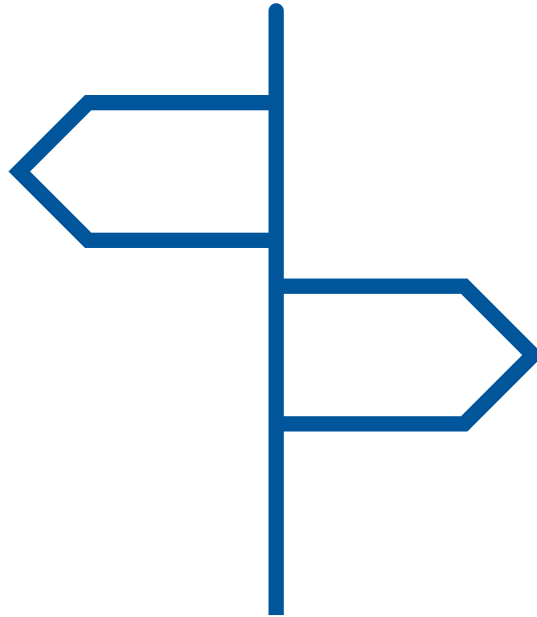
Close the Loop = Build trust in future surveys

Why Data Roadshows?

Builds awareness, fosters engagement, sparks dialogue, and can support decision making.

**Increase transparency
around data collection
and use.**

**Help stakeholders
interpret the data from
their perspectives.**

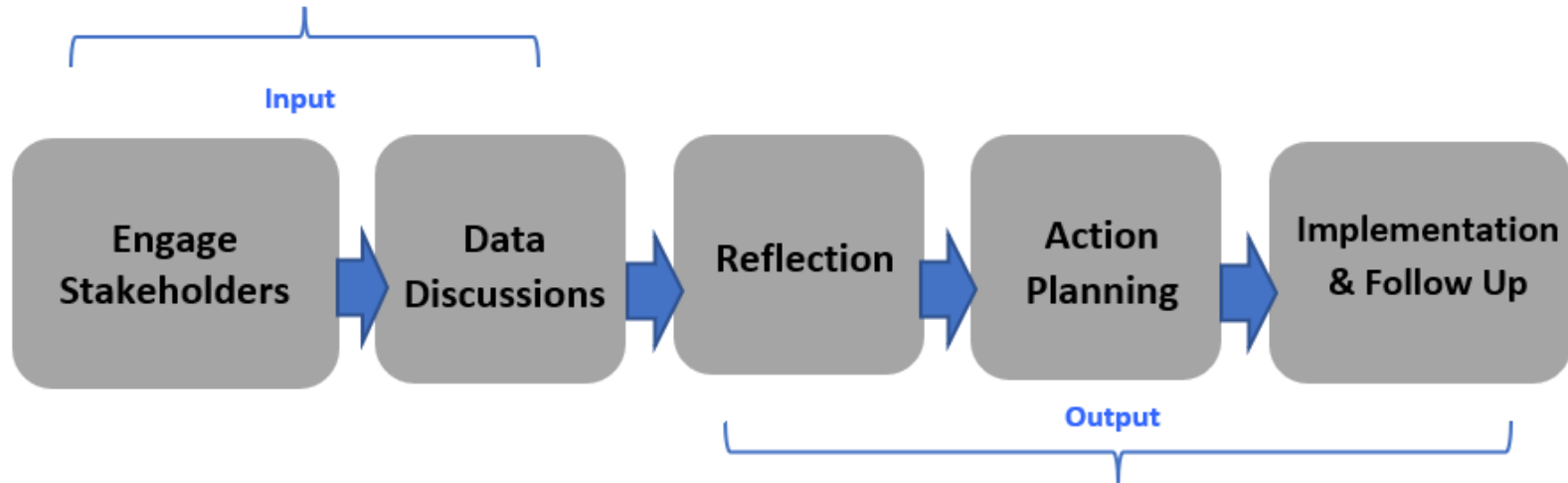


**Show how data may
support dept/unit
priorities or enhance
work already occurring.**

**Support data-driven
decision making and
encourages buy-in for
initiatives or change.**

Stakeholder Engagement

Data Roadshows



Engage with data → Make informed decisions → Act

**What's your process
for sharing data?
What's the most
challenging?**

Data in Motion

Collaborative conversations informed, guided, or supported decisions.

Learning

**Faculty
training &
dev.**

Marketing

Colleges

Thank you!

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