



**Dr. Moira Conway | Geography
Faculty Highlight**

Growing up in Philadelphia, Dr. Moira Conway always had an interest in understanding cities, but it was not until she began her master's degree at Temple University that she decided to focus that interest into a career in geography, specifically cultural geography. "My research area is using geographic information systems (GIS), which is computer mapping, and spatial analysis to look at urban and economic issues," she said. Now, as an Assistant Professor of Geography at Kutztown, Dr. Conway is teaching the topic she loves.

Cultural geography is a very broad field, but Dr. Conway is not letting that fact intimidate her. She has researched extensively in many areas—economic development in cities, sustainable urban transportation, medical geography, and casinos—to look at where buildings and resources are located and why the location matters. "The common thread to all these areas is using GIS to do it," she said. "By

More recently, she has started using GIS to look into health issues—an area that will likely continue to expand as the world tries to better understand COVID-19. Her most recent publication, entitled "Modeling Geographic Barriers to Ovarian Cancer," discusses access to ovarian cancer clinical trials in urban versus rural Pennsylvania counties. Dr. Conway and her two coauthors, both of whom work in public health, wanted to conduct an introductory study to bring together public health and geography. Ovarian cancer is typically not found until later stages so having access to clinical trials is very important.

The team was able to access a lot of data, such as the location of clinical trials and the number of people with cancer within different PA counties. They combined this data with certain characteristics that make a person more vulnerable to ovarian cancer, such as income and race, to create a map of overall vulnerability. They discovered that people living in different rural counties

in PA did not have the same access to clinical trials as people living in urban counties.

This means that individuals living in rural PA have a much more difficult time receiving the treatment they desperately need. Recognizing this problem, local leadership can develop policies to help provide transportation to trials, a place for patients to stay overnight while receiving treatment, and incentives for trials to take place in more rural areas.

Currently, Dr. Conway is building upon the techniques she used in the ovarian cancer project to determine whether older adults have sufficient access to dentists in rural Pennsylvania.

She also hopes to revisit the New York City transportation project to focus on freight traffic in the Lehigh Valley area.

Geography is a very adaptable field for majors. "They can end up in a lot of different careers, but being able to do spatial analysis, learning technology skills, like GIS, and generally knowing about the world, different people, and physical landscapes can be applied to so many different things," said Dr. Conway. There is a wide range of possible career paths for geography graduates, all of them linking back to this idea that location matters. For Urban and Regional Planners, a common career path for geography majors, there is an 11% increase in job growth, according to KU's Career Development Center; that is tens of thousands of new job opportunities over the next few years. Other positions graduates can pursue are an Environmental Technician, a City Planner, and a GIS Analyst specializing in a variety of topics, such as medical geography and transportation.

Dr. Conway hopes to continue expanding her areas of research, especially within the realm of public health, while further developing more advanced and specialized GIS courses for KU where she can continue to help inspire students to find their own path within geography.

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using the computer and spatial analysis, you can study so many different things by mapping it, analyzing changes over time, and comparing it to different areas."

Dr. Conway, with the assistance of undergraduate students, completed a transportation project that looked at conflicts between sustainable transportation—walking and biking—with freight delivery in New York City. Cities were never planned to accommodate everyone in these situations, but by better understanding the struggles, the overall safety and efficiency of a city can be improved.

Congratulations Fall 2020 Graduates

Congratulations to the fall 2020 graduating class of the College of Liberal Arts and Sciences. We wish you all the best as you begin the next phase of your life, whether in graduate school, in the professional field for which you've studied, or through one of the many opportunities that may emerge. From relearning how to learn, sometimes in a 100% virtual setting, to dealing with the multitude of issues arising from COVID-19, you have faced and surmounted many challenges. You are well prepared with the knowledge, the skills, and the determination you need to succeed in this changing world. Your unique experience will help you take on any and all situations that may come your way as you move into this next chapter of life. Once again, congratulations, and best wishes for a successful future.





Julivette Torres | History Student Highlight

From communication studies and theater to criminal justice, Junior Julivette Torres considered multiple different academic paths before she finally decided that history worked best for her. She is projected to graduate a semester early in Fall 2021, but she was still able to fully immerse herself in a very unique area within history by completing an invaluable professional experience: a virtual internship with LancasterHistory, a small local museum, last summer.

Julivette applied to the internship program over spring break 2020 and was accepted. However, with the rise of COVID-19, the internship was turned into a virtual experience and reduced from three months to five weeks.

As part of the internship, LancasterHistory provided instruction about the museum industry. For three days a week, Julivette logged onto her virtual classes through LancasterHistory to learn about departments within museums, such as marketing and development, and to hear from industry professional guest speakers from other museums, such as from the 9/11 Memorial and Museum in New York City and the Winterthur Museum in Delaware.

On days between lectures, she worked on her own project. With nine interns in the program, each worked on separate projects to further develop a program that was already in the works at the museum: Lancaster in the 60s. "It looks at Lancaster in the 1660s all the way up to what Lancaster could look like in the future," said Julivette. She focused on two aspects to create two separate digital exhibits: urban renewal, specifically

in the 1960s, and the Clair Brothers who had a huge impact on the entertainment industry, especially in the 1960s and 70s.

The urban renewal project focused on how redevelopment and the overall layout of Lancaster affected gentrification of the city. Julivette chose to focus on this topic because it was only lightly researched so far, and it is a topic that is important to everyday life. "If this was something that affected us in the 1960s, and the problem still arises now, it is something that we have to look at and address," she said.

According to Julivette, the federal policy of urban renewal gave cities funding intended to "clean up" their impoverished areas, but instead, these policies caused a loss in housing for many minority groups and the demolition of many of the city's historical buildings, including Lancaster's Capitol Theatre. Julivette looked at the over 10,000 photos in the museum's database and read countless manuscripts and articles to understand the effects urban renewal had on impoverished areas in Lancaster.

Some of the most fascinating information Julivette learned throughout her internship was on the lives and careers of Roy and Gene Clair. The Clair Brothers—now Clair Companies located in Lititz, Pennsylvania—built sound equipment and stages. "They are like the Yamaha of sound equipment," said Julivette, referring to how influential the Clair Brothers have been in the industry. Julivette learned many interesting facts about the Clair Brothers, such as how Frankie Valli of the Four Seasons

complimented the brothers' ascots while they were creating a speaker for him.

The Clair Brothers also made many advancements within the industry. For example, instead of placing the speakers on the stage like other acts had done for decades, they created the first hanging sound set in America for Rod Stewart. The Clair Brothers were also the creators of the American wedge; a wedge is a box that is placed on the front of the stage that provides sound feedback for the musicians.

Once Julivette compiled all the information for both projects, she made PowerPoint presentations to be turned into digital exhibits by the museum's website designer. Currently, Julivette's digital exhibit on urban renewal is posted on the LancasterHistory website. "I'm proud to just have the project on an established website," she said. "When I saw it officially posted on the website, I

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freaked out. I didn't know that it was up yet, and that everyone could see it."

Now that the internship is over, Julivette is making sure she remains in contact with all the professionals she met along the way. The guest speakers have invited her to visit their museums once they open again. She also hopes to revisit the Clair Brothers' project by interviewing officials from the company as well as the living relatives of the brothers.

Julivette has changed and learned so much over the course of her time at KU. "A few years ago, if you asked me to do an interview like this, I wouldn't have done it. You never know until you actually [seize] the opportunity," she said. She is getting involved across campus as a member of Actors Creating Theater, the History Club, Kutztown University Presidential Ambassadors, and a student worker for Connections, which facilitates new student orientation. Julivette encourages others to be organized, be open, try new things, and ask questions; that is what college is all about. "It may seem scary, but you just have to go for it."

After graduation, Julivette hopes to attend graduate school so she can work towards a career in museum administration and eventually land a job as a department director.



The first page of Julivette's exhibit entitled "Urban 'Renewal' in the City of Lancaster" featured on LancasterHistory's website.