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 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.

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.

There is a wide range of possible career paths for geography graduates, all of them linking back to this idea that location matters. 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’s career has taken her in a variety of paths, including transportation and health. In another recent project, she was part of a team that worked on mapping and comparing it to different areas.

"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 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.

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.

There is a wide range of possible career paths for geography graduates, all of them linking back to this idea that location matters. 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.

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.

There is a wide range of possible career paths for geography graduates, all of them linking back to this idea that location matters. 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.

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.
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 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.