

# Laura E. Brown

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Innovative systems thinker with over 19 years experience designing, implementing, and evaluating successful, research-based public education programs in urban and rural areas. Outgoing, professional, and self-motivated, I work best in a collaborative, asset focused, team environment. My current work and research is focused on the intersection of public health, land use, and economic development including asset building strategies, active transportation, regional development and economic development readiness, community place-making and sustainability. I am passionate about partnership engagement, social justice and improving the well-being of residents in low income and under-represented communities.

## SKILLS AND EXPERTISE

- Community engagement
- Program & curriculum development
- Program management & evaluation
- Facilitation & strategic planning
- Budget management
- Hiring, supervision, & team development
- Microsoft suite, WordPress, HTML, communications, newsletters, social media, public speaking
- Qualitative methods, focus groups, surveys
- Languages: Spanish - Italian

## FORMAL EDUCATION

Graduate coursework - Survey Research Theory and Methods	2019
Coursework toward PhD in Applied Economics (Calculus, Linear Algebra, Microeconomics)	2007- 2014
Certified Economic Developer through the International Economic Development Council Recertified in 2016, 2019	Nov 2012
Master of Science in Urban and Regional Planning University of Wisconsin, Madison, Community Development Concentration	May 2007
Bachelor of Arts in Communications and Psychology Clark University, Worcester, Massachusetts, Magna Cum Laude, Phi Beta Kappa Honor Society	May 2000

## EMPLOYMENT

**Associate Extension Educator, Community & Economic Development (100%)** **December 2014–present**  
**UCONN, Cooperative Extension** Work with communities to assess needs, develop partnerships with community leaders, non-profit organizations, and institutions, plan, deliver and evaluate research-based education programs with a focus on sustainability, place-making, asset based development, and economic development preparedness. Conduct scholarship and develop audience appropriate communications.

**Associate Professor, State Community Development Specialist (100%)** **December 2010–2014**  
**UW-Extension, Cooperative Extension, Center for Community and Economic Development Madison, Wisconsin.** Tenure granted 2012. Planned and delivered research-based education programs, information and materials, developed programmatic partnerships and coordinated resources and community partners with a focus on rural and regional food systems, community resiliency, economic development preparedness, housing issues, using systems and interdisciplinary approaches.

**Community & Economic Development Educator (100%)** **June 2007–December 2010**  
**UW-Extension, Cooperative Extension, Crawford County, Wisconsin.** Planned, designed, implemented, and evaluated research-based education for businesses, organizations, elected officials, and residents regarding local issues in community and economic development with a focus on rural economic development, sustainability, food systems and agricultural based economic development, entrepreneurship, and community planning.

**Director** **February 2005–May 2007**  
**Madison Area Community Supported Agriculture Coalition**  
**Madison, Wisconsin.** Managed all aspects of administration, outreach, communications, public educational programming, and staff management for a non-profit organization comprised of small, direct-market farms.

**Director of Education & Community Outreach** **February 2002–October 2004**  
**Hartford Food System Hartford, Connecticut.** Designed, coordinated, and taught educational programs, communications, partnerships and outreach for agricultural and youth work-skills training in ethnically diverse, low-income neighborhoods. Developed and implemented the innovative Grow Hartford program focusing on youth work skills and leadership training through experiential agriculture and community engagement.

**Agricultural and Environmental Educator and Camp Programs Leader** **June 2000- August 2001**  
**TeachMaine Americorps, Freeport, Maine**  
Planned, designed, taught hands-on curriculum year round and managed middle-school aged summer camp programs for youth in sustainable agriculture and environmental education on a working beef farm. Supervised junior camp staff. Programs included watershed education, sustainable food systems, and conservation.

## INTERNATIONAL EXPERIENCE

**Extension and Program Intern** **November-December 2004**  
**Sustainable Harvest International San Pedro Sula, Yoro, Honduras**  
Documented sustainable agricultural technologies including biogás digesters and mobile chicken trailer, designed extension materials in Spanish & English, developed volunteer program.

**Undergraduate Research Fellow** **July-August 1999**  
**National Science Foundation Brasilia, Brazil, Budapest Hungary, London England**  
Conducted self-designed research in cultural psychology

**Cultural Anthropology Research Intern** **January-May 1999**  
London School of Economics, London, England

## SELECTED COMMUNITY ENGAGEMENT PROJECTS & GRANTS

- BROWN, L.E. "[Best Practices in Land Use and Economic Development.](#)" Community accreditation program to improve municipal preparedness for economic development implemented in partnership with the Connecticut Economic Development Association. (October 2018- Current).
- Park, S. (PI), BROWN, L.E. (Co-PI), Lombardi, C. (Co-PI), Lee, S. (Co-PI), Morzillo, A. (Co-PI), Tracy, C. (Co-PI), "**Experience with and Exposure to Trail Environments: Influences on Family and Community Resilience**". Sponsored by USDA NIFA/UConn Storrs Agricultural Experiment Station (SAES), Awarded/Active, (October 1, 2020 - September 30, 2023).
- BROWN, L.E. (PI), Wilson, E. (Co-PI). "[Connecticut Trail Census](#)" \$365,857. Sponsored by DEEP Department of Energy and Environmental Protection Recreational Trails Program, Awarded/Active, (June 25, 2019 - June 30, 2021). In partnership with Naugatuck Valley Council of Governments, the Connecticut Greenways Council, and the Connecticut Department of Energy and Environmental Protection, the National Park Service, and 15 local advocacy organizations, designed and implemented intercept survey and infrared counter based data collection and research program on 20 multi-use bike pedestrian trails statewide, coordinated data analysis and communications, hired and supervised staff and interns.
- BROWN, L.E. (PI), Park, S., (Co-PI), Lee, S. (Co-PI), Morzillo, A. (Co-PI), Tracy, C. (Supporting), Rogers, S. (Co-PI), French, C. (Co-PI), Tutein, E. (Supporting), Lindsey, G. (Co-PI), Chase, L. (Supporting), "[Best Practices in Bike/Pedestrian Trail Data and Monitoring](#)", \$15,090. Sponsored by Northeast Regional Center for Rural

Development, Awarded/Active, (February 1, 2020 - December 30, 2020). Multi-state peer learning and working group with University of Minnesota, University of New Hampshire, University of Vermont.

- BROWN, L.E., "**Connecticut Trail Census Capacity Building Technical Assistance Grant**", Sponsored by National Park Service, Awarded/Active, (January 1, 2020 - October 30, 2020).
- BROWN, L.E. (PI), Wilson, E. (Co-PI). "**Connecticut Trail Census**", \$62,000. Sponsored by DEEP Department of Energy and Environmental Protection Recreational Trails Program, Completed, 2017-2018).
- BROWN, L.E. (Team Member), Taylor, Umekia, Puglisi, Michael J, Brush, Lindsey, Gray, Sharon, "**CES Grant for Innovative Programming in Extension PATHS Outdoor Education Program Pilot**". Sponsored by CAHNR Excellence Awards, In progress, (December 18, 2018 - Present).
- BROWN, L.E. Coordinator, [Connecticut First Impressions Program](#). In partnership with the Connecticut Main Street Center. Coordinated a peer learning based community assessment program and taught community place making in communities state-wide.
- Co-coordinator, Wisconsin Basic Economic Development Course. In collaboration with the International Economic Development Council and Wisconsin Economic Development Association. Provided leadership and oversight of course content, presenters, advisory committee, logistics for 50 students in an annual week-long training. 2012-2014.

## SELECTED PRESENTATIONS

- BROWN, L. E. (2020, June 1). *Best Practices in Land Use and Economic Development - A Program for Municipal Accreditation*. Presentation for the National Association of Community Development Extension Professionals. Online Conference, Online.
- Tracy, C., BROWN, L. E. (2019, November). *Connecticut Trail Census: A statewide volunteer based data collection program on multi-use trails*. Presentation for the Connecticut Multi-modal and Transit Summit, New Haven, CT.
- BROWN, L. E. (2019, November). *Lessons in Applied Land Use Programming and Community Engagement*. Presentation for the Plant Science and Landscape Architecture Departmental Seminar, Storrs, CT.
- BROWN, L. E., Tracey, C. (2019, November). *Introduction to the Connecticut Trail Census*. Presentation for the MassTrails Conference, Leominster, MA.
- BROWN, L. E., Tracy, C., Amodio, B. (2019, October). *Connecticut Trail Census: Using Trail User Data to Market and Promote Your Trail*. Presentation for the Connecticut Trail Symposium, East Hartford, CT.
- BROWN, L. E. (2019, October). [Trails as economic development engines](#). International Economic Development Council Annual Conference, Indianapolis, IN.
- BROWN, L.E., Summers, L. (2019, June 10). *Estimating Health and Community Impacts of Trail Use*. National Association of Community Development Extension Professionals Symposium, Asheville, NC.. National.
- Brown, L.E., Kelly, K., Dylan, C, Ceponis, J. Dozier, E. (2019, April 30,). [Making it Count: Analyzing Trail Use Data in New York and Connecticut](#). International Trail Symposium. Syracuse, NY.
- BROWN, L.E., Budris, A., Walsh, J. (2018, November). "[Trails as Economic Development Engines](#)." Connecticut Main Street Center Bridge Series Workshop, Hartford, CT. Invited presenter.

## SELECTED PUBLICATIONS & INSTRUCTIONAL MATERIAL

- BROWN, L. E. (2020). Multi-Use Trails and Greenways as Economic Development Engines: Capitalizing on Trail Based Development. *Economic Development Journal*. Retrieve from <https://www.iedconline.org/web-pages/resources-publications/economic-development-journal-winter-2020/>.

- BROWN, L. E., Tracy, C., Faulkner, R, Budris, A, Wilson, E. (2020). *Connecticut Trail Census 2019 Aggregated Survey Data Report*. Retrieve from <https://cttrailcensus.uconn.edu/wp-content/uploads/sites/2046/2020/03/Aggregated-Survey-Data-Report-3-9-20.pdf>
- Budris, A., Faulkner, R, BROWN, L. E., Tracy, C. (2020). *Connecticut Trail Census 2019 Aggregated Count Data Report*. Retrieve from <https://cttrailcensus.uconn.edu/wp-content/uploads/sites/2046/2020/03/2019-Trail-Use-Count-Data-Report.pdf>
- BROWN, L. E., Tracy, C., Faulkner, R, Budris, A. (2020). *Connecticut Trail Census COVID-19 Trail Impact Report*. Retrieved from <https://cttrailcensus.uconn.edu/wp-content/uploads/sites/2046/2020/04/COVID-19-Trail-Impact-Report.pdf>
- Wilson, E., Faulkner, R, Tracy, C., Budris, A, BROWN, L. E., (2020). Connecticut Trail Census Data Visualization Portal. Website design and content. [http://clear.uconn.edu/projects/ct\\_trail\\_census/visualizations.htm#ctc](http://clear.uconn.edu/projects/ct_trail_census/visualizations.htm#ctc)
- BROWN, L.E (2019). *CEDAS Academy Webinar Series - Confluence Series: at the intersection of planning and economic development*. Planned and facilitated in partnership with the Connecticut Economic Development Association and Connecticut Chapter American Planning Association. Published online <https://communities.extension.uconn.edu/cedas-academy-webinar-series/>
- BROWN, L.E. (March, 2019). *Connecticut 2018 Local Economic Development Survey Report*. Retrieved from <http://s.uconn.edu/ledo>
- Rogers, S., Donovan, M., Porter, C, Chase, L., BROWN, L.E., J. Koo, R. Sero. (2018). *Connecting Downtowns and Trails*. <https://unh.app.box.com/s/9hlalp2qfjus2zurj6iqrranx78qcsah>
- BROWN, L.E.. & P. McMahon. (2018), *First Impressions Innovate! Community Data Reports- New Haven, New London/Groton Hartford, Stamford*. University of Connecticut – Extension. Retrieved from <https://communities.extension.uconn.edu/firstimpressions/community-reports/>
- BROWN, L., Aseltine, M. & Flanagan, C. (2018). *Investigating the Relationship between Trail Usage and Health in Connecticut through Pilot Use of Volunteer Based Data and an Online Health Calculator*. [Unpublished white paper]. University of Connecticut - Extension. Peer reviewed by Yale University Public Health Colleagues.
- BROWN, L. E., McDonald, J., Chase, L., Sewake, G., Stencil, B., Northrup, A., Kelly, M., & Faulkner, R. (2018). Foundations and Applications of Theory in the First Impressions Program. *Journal of Extension*. Retrieved from <https://www.joe.org/joe/2018february/a7.php>.
- BROWN, L., M. Kelly, P. McMahon, A. Berman. (2018). *First Impressions Innovate Participant Guide*. [Instructional Material]. Retrieved from <https://communities.extension.uconn.edu/wp-content/uploads/sites/1301/2018/05/FI-Innovate-Participant-Guide-5-25-2018.pdf>
- Carstensen, F. Gunther, P., Budris, A., Neilsen, N., BROWN, L.E., Jensen, D., & Powell, J. (2017). *Pathway to Revitalization: Economic Impacts of Phased Completion of the Naugatuck River Greenway*. Naugatuck Valley Council of Governments. Retrieved from <https://nvcogct.gov/wp-content/uploads/2017/03/NRG-EconomicReport-Spreads.pdf>
- Deller, S., Canto, A., BROWN, L. E. (2015). Rural poverty, health and food access. *Regional Science Policy & Practice*. <https://doi.org/10.1111/rsp3.12056>
- Canto, A. BROWN, L.E. and S. Deller. (2014). Rural Poverty, Food Access and Public Health Outcomes. *Choices*. Quarter 2. Retrieved from <http://www.choicesmagazine.org/choices-magazine/theme-articles/food-and-poverty/rural-poverty-food-access-and-public-health-outcomes>

## SERVICE & PROFESSIONAL CONTRIBUTIONS

- Connecticut Economic Development Association Board of Directors and Program Committee Chair, Connecticut Economic Development Association Program Committee. (January 1, 2017 - Present).

- Member, Extension Plan of Work Committee, Extension Plan of Work Committee. (October 1, 2019 - February 1, 2020).
- Co-coordinator, PATHS - People on Trails for Health and Sustainability multi-disciplinary team, co-coordinator. Currently 21 colleagues interested in working on multi-use trail issues and programming. Monthly meetings.
- Connecticut Trail Symposium Steering and Planning Committee (2017- Present).
- National Association of Community Development Extension Professionals 2020 Conference Host Committee. (June 20, 2019 - June 20, 2020).
- National Association of Community Development Extension Professionals, Ad-Hoc Reviewer/Referee, (March 6, 2020 - March 20, 2020).
- International Economic Development Association, Peer Reviewer, Economic Developer Certification Exam. (October 12, 2019 - October 13, 2019). Ad Hoc Review
- Member, (Incoming Chair), University of Connecticut College of Agriculture Health and Natural Resources Excellence Awards Committee. (November 1, 2018 - Present)
- Member, Connecticut Trail Symposium Planning Committee, Connecticut Trail Symposium Planning Committee. (July 1, 2019 - Present).
- USDA LFPP/FMPP, Peer Reviewer United State Department of Agriculture, Agricultural Marketing Service (2013-2018)
- National Association of Community Development Extension Professionals Annual Conference, Peer Reviewer (2017)
- Reviewer, Producers' First Grant Program (2010-2013)
- Editorial Review Board, Journal of Agriculture Food Systems and Community Development (2011–present)
- Reviewer National Extension Tourism Conference (2013)

## **AWARDS & RECOGNITION**

- UConn Provosts Award for Community Engagement- Non Tenure Track. 2019
- National Association of Community Development Extension Professionals Team Award- Northeast Region. "Connecticut within Extension: Downtowns and Trails Program Assessment." 2019.
- Connecticut Economic Development Association Economic Developer of the Year Award. 2019.
- Connecticut Greenways Council Educator Award. 2018.
- WEECDA Early Career Award Wisconsin Extension Environmental and Community Development Association. 2011.
- People Helping People Regional Leadership Award CouleeCAP (Community Action Program). 2010.
- Regional Economy Builder Award Southwest Wisconsin Economic Development Coalition. Presented at the Building Economic Strength Together Conference. April 2009.
- WEECDA Excellence of Communication Award For "Community Development Connection" Newsletter. Wisconsin Extension Environmental and Community Development Association. 2008.
- Scholarships: Epsilon Sigma Phi (\$1000), Wisconsin Extension Environmental and Community Development Association (\$500), Pulver Schaffer Economic Development Fund (\$500), Emerging Agricultural Markets Team (\$1000), and Southern District Resource Management Team (\$220).

## **PROFESSIONAL ASSOCIATIONS**

- National Association of Community Development Extension Professionals (2010-Present)
- Connecticut Economic Development Association Board Member (CEDAS) (2015-present)
- Connecticut Chapter of the American Planning Association (2018-2019)
- Northeast Economic Development Association (2016-2018)
- Wisconsin Extension Environmental & Community Development Association (WEECDA) (2008–2014)
- Epsilon Sigma Phi (2009–2014)
- American Planning Association (2008-2015)
- Wisconsin Economic Development Association (WEDA) (2009–2014)
- Community Development Society (2008–2019)