

Margaret M. Cowell, PhD.
Curriculum Vitae

CONTACT

Dept. of Urban Affairs and
Planning
VTRC Office 6-018
900 N Glebe Rd
Arlington, VA 22203
571-858-3118
mmcowell@vt.edu
margaretcowell.wordpress.com

EDUCATION

- 2006 - 2010** **Cornell University, Ithaca, NY**
PhD in City and Regional Planning
Dissertation: *Understanding Resilience Through Regional Responses to Economic Restructuring*
Committee members: Rolf Pendall (Chair), Susan Christopherson, Kieran Donaghy
- 2002 – 2004** **SUNY at Buffalo, Buffalo, NY**
Master in Urban Planning
Thesis: *Modifications on a Theory of Separation: Lessons from the Peacelines of Belfast, Northern Ireland* (Winner, Ibrahim Jammal Prize)
Specialization in Urban Design
- 1998 – 2002** **Brown University, Providence, RI**
Bachelor of Arts in Urban Studies
Minor concentration in International Relations
- 2000** **University College Cork, Cork, Ireland, 2000**

TEACHING EXPERIENCE

- 2017 to present** **Associate Professor**
Virginia Tech
Urban Affairs and Planning Program
Coordinator – Economic Development Certificate
- 2010 to present** **Assistant Professor**
Virginia Tech
Urban Affairs and Planning Program
Coordinator – Economic Development Certificate

2009 **Instructor**
Cornell University
Department of City and Regional Planning, Freshman Writing Seminar

2006 **Adjunct Professor**
SUNY at Buffalo,
Lecturer in Department of Urban and Regional Planning

2002 to 2004 **Teaching Assistant**
SUNY at Buffalo
Teaching Assistant
“Introduction to Urban Studies” and “Introduction to Urban Planning”

FUNDED RESEARCH

2017 – 2022 NRT: Disaster Resilience and Risk Management (DRRM) -
Creating quantitative decision making frameworks for multi-dimensional and multi-scale analysis of hazard impact
PI: Robert Weiss Co-PIs: **Margaret Cowell**, Jennifer Irish, Marie Paretti, Yang Zhang, Christopher Zobel
Sponsor: National Science Foundation
Amount: \$3M

2019 – 2022 VT Collaboratory in the National Capital Region (‘Collaboratory’) –
A Social Science and Design Research and Engagement Agenda for HQ2 and VT’s Innovation Campus
PI: **Margaret Cowell** and Elizabeth Morton
Sponsor: Institute for Society, Culture, and Environment
Amount: \$100,000 over three years

2019 Policy+ Fellowship - Vibrant Virginia: Advancing Community and Economic Development across Urban and Rural Virginia
Sponsor: Policy Strategic Growth Area
PI: **Margaret Cowell**
Amount: \$11,000

2017 Virginia Business Climate: A proposal for the development of policy recommendations related to infrastructure, innovation, higher education, and economic growth, to improve Virginia’s status in future state rankings.

- PI: Robert Sumichrast Co-PIs: John Provo, Kevin Carlson, Sarah Lyon-Hill, Scott Tate, **Margaret Cowell**
 Sponsor: Virginia Chamber of Commerce
 Amount: \$36,000
- 2016** Appealing to the Authority of Data: Social Complexity, Fragmented Decision-making, and the Politics of Smart Cities.
 PIs: Susan Sterett, Adam Eckerd, Co-PIs: **Margaret Cowell**, M. Orr
 Sponsor: National Science Foundation
 Amount: \$200,000
- 2016** Smart, Sustainable, Small Cities (a partnership between Virginia Tech and Hollins University)
 PI: **Margaret Cowell**, Co-PI: Jon Bohland (Hollins University)
 Sponsor: Global Forum for Urban and Regional Resilience
 Amount: \$6,000
- 2015 to 2016** Same Ecosystem, Different Entrepreneurs: A proposal to create and pilot an entrepreneurial ecosystem assessment
 PI: Sarah Lyon-Hill, Co-PIs: **Margaret Cowell**, John Provo, Scott Tate, Afroze Mohammed
 Sponsor: Kauffman Foundation
 Amount: \$45,000
- 2014 to present** Interdisciplinary Graduate Education Program (IGEP) in Disaster Resilience and Risk Management
 Co-PIs: **Margaret Cowell**, Yang Zhang, Robert Weiss, Christopher Zobel, Guney Olgun
 Sponsor: Virginia Tech, Graduate School
 Amount: \$20,000
- 2013 – 2016** D.C. Initiative
 PI: Derek Hyra, Acting Chair: **Margaret Cowell**
 Sponsor: Institute for Society, Culture, and Environment
 Amount: \$100,000 over four years
- 2014 – 2015** Fostering Community Resilience through Adaptive Learning in a Social Media Age
 PI: Yang Zhang, Co-PIs: **Margaret Cowell**, William Drake, Christopher Zobel, Yuhong Li
 Sponsor: Ridenour Faculty Forum, Institute for Society, Culture, and Environment
 Amount: \$20,000
- 2013 – 2014** Building a Common Language Around the Dynamic Resilience of Coastal Communities

PI: Chris Zobel, Co-PIs: **Margaret Cowell**, Guney Olgun, Yang Zhang, Robert Weiss
Sponsor: Institute for Society, Culture, and Environment
Amount: \$20,000

2012 Integrating Planning for Sustainable Economic Development and Transport: Lessons from Cities in Transition in Western Europe and the United States
Co-PIs: Ralph Buehler, **Margaret Cowell**
Sponsor: Institute for Society Culture and Environment
Amount: \$18,000

2010 to 2012 DC Innovation Strategy for St Elizabeths: District Planning and Implementation
PI: **Margaret Cowell** with Heike Mayer, John Provo
Sponsor: DC Office of Planning/Economic Development Administration
Amount: \$186,920

2012 Resilience of citizen engagement to local disasters.
Co-PIs: **Margaret Cowell**, Kevin Desouza
Sponsor: Institute for Society, Culture & Environment
Amount: \$20,000

2012 Building Resilient Regions Sub-award
PI: **Margaret Cowell**
Sponsor: UC Berkeley, MacArthur Foundation
Amount: \$10,000

RESEARCH

2019 to present **The Virginia Tech Collaboratory**
The initiative is a research and teaching collaboration that investigates the development process and impact of Amazon's HQ2 and Virginia Tech's Innovation Campus in Arlington, Virginia.
Co-PIs: Margaret Cowell and Elizabeth Morton

2018 to present **Vibrant Virginia: Advancing Community and Economic Development Across Urban and Rural Virginia**
Coordinated applied research, technical, and policy assistance projects, opportunities for experiential learning and engaged scholarship, and high-profile regional engagement activities.

- 2015 to 2019** **Smart, Sustainable, Small Cities** (a partnership between Virginia Tech and Hollins University)
The collaboration leverages the expertise of partners at Virginia Tech and Hollins University who are engaging in scholarship, outreach, and teaching focused on how small cities become more resilient and sustainable over the next two decades
Co-PIs: Jon Bohland and Margaret Cowell
- 2013 to present** **Interdisciplinary Disaster Risk and Resilience**
Collaborative interdisciplinary effort to produce a well-rounded understanding of the full complexity of disaster risk, resilience, and mitigation.
PI: Robert Weiss; Co-PIs: Margaret Cowell, Jen Irish, Guney Olgun, Marie Peretti, Yang Zhang, Chris Zobel.
- 2013 to 2017** **Vacant Properties Research Network**
Board member
Scholar and practitioner network on the regeneration of legacy cities.
Funded by Ford Foundation:
PI: Joseph Schilling, Urban Institute
- 2005 to 2014** **Building Resilient Regions**
Research Network Member
MacArthur Foundation Research Network
PI: Margaret Weir, UC Berkeley
- 2010 to 2012** **St. Elizabeths Innovation Project**
In cooperation with District of Columbia Office of Planning and Carnegie Mellon University
Funded by US Economic Development Administration
PI: Margaret Cowell, Virginia Tech and Heike Mayer, University of Bern
- 2005 to 2010** **Sprawl and Residential Preferences: Investigating and Building Educational Strategies on New Understandings of Sprawl and Land Use**
Research Assistant
U.S. Department of Agriculture. Hatch and Smith-Lever funds.
PI: Joseph LaQuattra, Jr., Cornell University.
- 2002 to 2004** **Queen City Hub: A Regional Action Plan for Downtown Buffalo**
Research Assistant
Urban Design Project, SUNY at Buffalo

PROFESSIONAL EXPERIENCE

- 2004 to 2006** **Federal Reserve Bank of New York, Buffalo Branch**
Assistant Regional Economist
Designed and conducted research pertaining to upstate New York's economy
Produced quarterly newsletter and other publications
Conducted outreach to be presented to Federal Reserve's Board of Governors
- 2002 to 2004** **Urban Design Project (SUNY at Buffalo)**
Graduate Assistant
Assisted in the written and visual preparation of report information for local projects
Conducted interviews with local and national planning leaders as part of precedence research
- 2003** **Empire State Development Corporation**
Project Assistant
Assisted in the development and maintenance of the Erie Canal Harbor Project plans for development
Facilitated public meetings, focus group meetings, information sessions and design charrettes
- 2003** **AKRF**
Summer Associate
Coordinated and conducted visual resources assessment of Wyoming County, NY
- 2001 to 2002** **The Providence Plan**
Project Assistant
Project Assistant for the Community Opportunity Zone Information Network (COZIN), an online information network developed for low-income Providence residents

AWARDS

2016 Karen B. Smith Award from the American Planning Association
Our 2015 diversity study was recognized (with APA Virginia) for Outstanding Outreach to the Community.

2015/2016 National Capital Region Faculty Association Outstanding Faculty Award and Lecture

National Association of Counties Dissertation Fellowship (2009-2010)

Cornell Graduate School PhD Fellowship (2007- 2010)

Awarded full tuition and stipend for Doctoral studies at Cornell

Cornell Graduate School Travel Fellowship (2008)

Awarded funding to conduct research in Detroit, Michigan as part of dissertation fieldwork

“Rising Star”, PolicyLink Conference and Travel Fellowship (2008)

Selected to attend PolicyLink Regional Equity Summit as Rising Star delegation of graduate students

Graduate Assistantship, SUNY at Buffalo (2002-2004)

Awarded full tuition and stipend for two years

Ibrahim and Vivian Jammal Thesis Award (2004)

Thesis recognition award for outstanding international research, focused on Belfast’s “peaceline” walls

AmeriCorps Education Award Project (2001 – 2002)

PUBLICATIONS

Cowell, M., Eckerd, A., & Smart, H. (forthcoming). “The Rural Identity and the Encroaching City: Governance, Policy and Development in Northern Virginia’s Wine Country.” *Growth and Change: A Journal of Urban and Regional Policy*.

Cowell M. (forthcoming). “Interpreting and Defining Economic Resilience in the Resilient Region.” In Handbook on Regional Economic Resilience. Editors: Bristow G, Healy A. Edward Elgar.

Tate, S., **Cowell, M.** Lyon-Hill, S., & Alwang, A. (2019). “Barriers and Drivers to Accessing and Using Workforce and Technical Assistance Resources for Small and Medium Manufacturers (SMMs) in Non-urban Regions.” *Economic Development Quarterly*.

Cowell, M., Lyon-Hill, S., & Tate, S. (2018). “It takes all kinds: Understanding diverse entrepreneurial ecosystems.” *Journal of Enterprising Communities: People and Places in the Global Economy*.

Cowell, M., DeSouza, K. (2018). “Micro-scale disasters and local resiliency.” In James Bohland and Jack Harrald (Eds.), *The Resiliency Challenge: Transforming Theory to Action*. Charles C Thomas Press.

Cowell, M. Mayer, H. (2016). "Anchoring a Federal Agency in a Washington, DC Community: The Department of Homeland Security at St. Elizabeths." In Derek Hyra and Sabiyha Prince (Eds.), *Capital Dilemma: Growth and Inequality in Washington, DC*. Routledge.

Cowell, M., Gainsborough, J, & Lowe, K. (2015). "Homogenized diversity: Economic visions in the Great Recession." *Journal of Urban Affairs*.

Cowell M. (2014). *Dealing with Deindustrialization: Adaptive Resilience in American Midwestern Regions*. Routledge.

Cowell, M., Provo, J. (2014). Reshoring and the 'Manufacturing Moment'. In John Bryson, Jennifer Clark, Vida Vanchan (Ed.), *The Handbook of Manufacturing Industries in the World Economy*. Edward Elgar.

Cowell, M., Mayer, H. (2013). Anchor Institutions and Disenfranchised Communities: Lessons for DHS and St. Elizabeths. In Robert Silverman and Kelly Patterson (Ed.), *Re-Thinking Revitalization in the Inner-City: Schools and Other Institutions in the Community Development Process*. Routledge.

Cowell, M. (2013). "Bounce Back or Move On: Regional Resilience and Economic Development Planning." *Cities*. <http://dx.doi.org/10.1016/j.cities.2012.04.001>

Cowell, M. Gabriel, C., Khan, S., Mayer, H., & O'Brien, P. (2012). *DC Innovation Strategy for Saint Elizabeths*. Professional report. DC Office of Planning.

Mayer, H. & **Cowell, M.** (2012). Capital Cities as Knowledge Hubs: The Economic Geography of Homeland Security Contracting. In Ben DeRudder (Ed.), *Hub Cities in the Knowledge Economy*. Ashgate.

Cowell, M. (2012). In Bruce Goldstein (Ed.), Review of "Collaborative Resilience Moving Through Crisis to Opportunity". Columbus, OH: Journal of Planning Literature.

Pendall, R., Foster, K. & **Cowell, M.** (2010). "Resilience and Regions: Building Understanding of the Metaphor." *Cambridge Journal of Regions, Economy and Society* 3(1): 71 - 84.

Cowell, M. (2010). "Polycentric Regions: Comparing Complementarity and Institutional Governance in the San Francisco Bay Area, the Randstad and Emilia-Romagna." *Urban Studies* 47(5): 945-965.

Cowell, M. (2005). "Prison Privatization: Frugal Funding or Investment Scam?" *Progressive Planning*, No. 163: 25-26.

Cowell, M. & Deitz, R. (2005). "How New York State's Agriculture Industry Is Staying Competitive" *The Regional Economy of Upstate New York*. Spring.

CONFERENCE PRESENTATIONS

Association of Collegiate Schools of Planning Annual Conference. "How Chief Resilience Officers Shape Resilience Strategies in the Era of 100RC." Greenville, SC, October 2019.

Nordic Geographers Meeting. "After the Trains: Brains, Beer, and the 'Rebirth' of a Post-industrial Roanoke." Trondheim, Norway, June 2019.

Association of Collegiate Schools of Planning Annual Conference. "Roundtable on Climate Change and Resilience." Buffalo, NY, October 2018.

Cities After Decline. Research workshop. "Conceptual Framing: Urban Revival in the USA, Germany, and Russia." w/ T. Skuzinski. Leipzig Institute for Regional Geography. Leipzig, Germany. September 2018.

Urban Affairs Association Annual Conference. "Trains, Brains, and Beer: Post-industrial Change and Inequality in Roanoke, Virginia." Toronto, ON, April 2018.

Global Forum on Urban and Regional Resilience - Research Network on Post-Industrial Resilience Workshop. "Post-Industrial Resilience: Appalachia and the Rust Belt" w/ T. Skuzinski. Virginia Tech Research Center. Arlington, VA. February 2018.

Cities After Decline: Small City Revival in the USA and Russia. "Place Marketing, Creative Class Recruitment, Tourist Development, and Narratives of Regeneration in Roanoke." Roanoke, VA. February 2018.

Association of Collegiate Schools of Planning Annual Conference. "Policy and Governance in the 'Resilient' Region: Lessons from the CEDS." Denver, CO, October 2017.

Manufacturing Growth and Innovation in the United States Summit. "Barriers and Drivers to Accessing and Using Workforce and Technical Assistance Resources for Small and Medium Manufacturers (SMMs) in Non-urban Regions." w/ Tate, S., Lyon-Hill, S., NIST Campus, Gaithersburg, MD. July 2017.

American Planning Association Annual Conference. "Knowing and Nurturing your Entrepreneurial Ecosystem." w/ Tate, S., Lyon-Hill, S., New York, NY, May 2017.

Small Cities Networking Event. "Introduction to the Small Cities Initiative." w/ Bohland, J. Roanoke, VA, April 2017.

University Economic Developers Association Annual Summit. "Same Ecosystem, Different Entrepreneurs: Measuring the Vitality of a Diverse Entrepreneurial Ecosystem." Roanoke, VA, October 2016.

Cities in Transformation: Processes, Problems, and Policies Conference. "Mimicry and Diversification: Redevelopment Strategy in US Cities." University of Cambridge, Cambridge, UK, July 2016.

Urban Affairs Association Annual Conference. "Diversity and Planning in Virginia A survey of the current context in partnership with APA Virginia's Ethnic and Cultural Diversity Committee." San Diego, CA, March 2016.

Association of Collegiate Schools of Planning. "Regimes at the Fringe: Commodification in Virginia Wine Country." with Eckerd, A. (Author Only), Smart, H. (Author Only), Houston, TX, October 2015.

American Planning Association – Virginia Chapter Annual Conference. "Diversity within Virginia's planning profession." Norfolk, VA, July 2015.

Urban Affairs Association Annual Conference. "Resilience and Mimetic Behavior: Economic Visions in the Great Recession." Miami, FL, April 2015.

Ridenour Faculty Fellowship Conference. "Research Frontiers of Disaster Resilience: Adaptive Learning and Social Media." Virginia Tech School of Public and International Affairs Arlington, VA. October 2014.

Urban Affairs Association Annual Conference. "The Art of Adaptive Resilience." San Antonio, TX, April 2014.

Virginia Tech Research Symposium 2014, "Economic Restructuring and the Art of Adaptive Resilience." College of Architecture and Urban Studies, Blacksburg, VA, February 2014.

Bruner Loeb Forum on Legacy City Design, "Shrinking Cities in Comparative Perspective." Detroit, MI, November 2013.

Remaking Cities Conference, "Shrinking Cities, Possibilities."Carnegie Mellon University, Remaking Cities Institute, Pittsburgh, PA, October 2013.

Association of Collegiate Schools of Planning Annual Conference- Association of European Schools of Planning. "Resilient Urban Regeneration: Situating the Manchester Case." Dublin, Ireland. July 2013.

10 Years of Building Resilient Regions Research Network. "Homogenized Diversity: Economic Visions in the Great Recession" Urban Institute, Washington, DC. June 2013.

- Urban Affairs Association Annual Conference. "Sustainable Economic Development and Transport Options for Cities in Transition: Lessons from Buffalo, Lille, and Manchester." San Francisco, CA. April 2013
- Association of Collegiate Schools of Planning Annual Conference. "The Integration of Planning for Sustainable Transport and Economic Development in Cities in Transition: Buffalo, New York and Lille, France." Cincinnati, OH, November 2012.
- Virginia Tech's 3rd Annual Conference on Community Resilience. "Social Media in Community Resilience: A Reality Check?" Davos, Switzerland, August 2012
- Urban Affairs Association Annual Conference. "Capital Cities and Anchor Institutions: Anchoring a Federal Agency in the Local Community." Pittsburgh, PA, April 2012
- Association of American Geographers Annual Conference. "Capital City Washington, DC: Challenges and Opportunities in Anchoring a Federal Agency in the Local Community", New York, NY, February 2012
- Association of Collegiate Schools of Planning Annual Conference. "Anchor Institutions and Disenfranchised Communities: Lessons from DHS and St. Elizabeths" Salt Lake City, UT, October 2011
- Faculty Research Symposium, College of Architecture and Urban Studies at Virginia Tech, "Innovation Cluster at St. Elizabeths: Leveraging the Homeland Security Economy" Blacksburg, VA, February 2011
- Association of Collegiate Schools of Planning Annual Conference, "To Bow Out, Bid Down or Bet on the Basics? Understanding Regional Economic Development Responses to Deindustrialization in the Midwestern US" Minneapolis, MN, October 2010
- Association of Collegiate Schools of Planning Annual Conference, "Responding to Economic Shocks: Elements of Regional Resilience in Metropolitan Detroit" Crystal City, VA, October 2009
- Association of Collegiate Schools of Planning Annual Conference, "Polycentric Regions: Comparing Economic Complementarity and Institutional Governance in the San Francisco Bay Area, the Randstad, and Emilia-Romagna" Chicago, IL, July 2008
- MacArthur Foundation Network on Building Resilient Regions, "Economic Development Decisions and Resilience: Detroit Case Study" Cleveland State University, Cleveland, OH, July 2008.
- QUCAN Research Conference, "Comparing Complementarity in Polycentric Regions" Cornell University, Ithaca, NY, June 2008.
- Association of Collegiate Schools of Planning Annual Conference, "The Rust Belt's Pre-

deindustrialization Innovation Level: A good corollary of its performance today?"
Milwaukee, WI, October 2007

PhD Jamboree, University of British Columbia, Vancouver. Graduate student
symposium on dissertation research, June 2007.

MacArthur Foundation's Building Resilient Regions, "Regional Resilience: Building
Clarity for a Potentially Fuzzy Concept" UC Berkeley, CA, February 2007.

QUCAN Conference on Collaborative Cross-Atlantic Research, discussant on Rural
Change panel, Inverness, Scotland, March 2007.

Association of Collegiate Schools of Planning Annual Conference, co-discussant with
Rolf Pendall for panel on "Regional Resilience and Leadership" in Ft. Worth,
Texas, November 2006.

Upstate APA Annual Conference, presented paper on "*Rural Sprawl in Upstate NY:
Observations on Residential Development and Housing Prices.*" September
2006.

COMMITTEES AND SERVICE

American Planning Association, Economic Development Division, Student Award
Committee Chair (2014-2017), Committee member (2017-present)

Virginia Tech, College of Architecture and Urban Studies, Diversity Committee
(2015-2018)

Virginia Tech, Urban Affairs and Planning Program, MURP Admissions Committee
(2016-2019)

Virginia Tech, Urban Affairs and Planning Program, Undergraduate Curriculum
Committee (2012-2014)

Cornell University, Department of City and Regional Planning, Curriculum
Committee (2006-2010)

Women's Planning Forum, Advisory Committee (2006-2010)
Department of City and Regional Planning, Cornell University

Great Lakes Building Reuse Conference (2008)
Organizing committee and panelist, Buffalo, NY

Planning Students of Color, Advisory Committee (2007)
Department of City and Regional Planning, Cornell University

“My Neighborhood Marathon” coordinator and co-founder (2007)

Department of City and Regional Planning, Cornell University, annual event

Allentown Association, Board Member (2003-2005)

Intersight Journal, Selection Committee (2002 - 2004)

University at Buffalo’s architecture and planning journal