

DAVID DRYDEN LONG

CURRICULUM VITAE

EMAIL: david.long@wisc.edu

EDUCATION

The University of Wisconsin- Madison
MASTER OF SCIENCE, SOCIOLOGY

1995-1999

University of Michigan- Ann Arbor
BACHELOR OF ARTS, SOCIOLOGY

1988-1992

PROFESSIONAL EXPERIENCE

ASSOCIATE DIRECTOR

January 2014 – Present

UW Applied Population Laboratory

Provide leadership and support for APL demographic outreach programs.
Sustain APL research programs through grants and research service delivery.
Supply expertise on data and techniques to support community engaged research, local data and programming needs, geographic information analysis, and work related to equity and inclusion.

RESEARCHER

July 1999 – Present

UW Applied Population Laboratory

Direct Madison Neighborhood Indicators Project work at APL including data collection, analysis, presentation, and report writing. Website: <http://madison.apl.wisc.edu/>
Produce analysis, reports, presentations, and maps describing demographic trends for state and federal agencies, local governments, researchers, organizations, and communities.
Provide training in fundamentals of spatial data analysis using Geographic Information Systems (GIS).
Support UW faculty and researchers to identify and implement appropriate techniques for spatial and demographic data analysis.

GRADUATE RESEARCH ASSISTANT, TEACHING ASSISTANT & MASTERS STUDENT

September 1995-June 1999

Department of Sociology, University of Wisconsin - Madison

Conducted spatial analytic research to assess the accuracy of varied interpolation methods designed to reconcile data in discordant geographies using GIS. Presented research findings at professional meetings.
Taught three sections of Contemporary American Society.
Examined community level responses to growth pressure in urban fringe. Provided recommendations for sound planning and land use alternatives.

SELECTED PUBLICATIONS & REPORTS

- Kondo, Michelle, Colleen E. Reid, Miranda H. Mockrin, Warren E. Heilman, David Long. **Socio-demographic and health vulnerability in prescribed-burn exposed versus unexposed counties near the National Forest System.** *Science of The Total Environment*. 806 (2022).
<https://www.sciencedirect.com/science/article/abs/pii/S0048969721056412?via%3Dihub>
- Long, David, Malia Jones, and Mitchel Ewald. **Wisconsin's Foreign-Born Population.** 2017
https://apl.wisc.edu/publications/data_briefs/foreignborn17.html
- Long, David. **Madison Neighborhood Indicators Annual Reports (2008-2016 eds.), Review of Indicator Systems and Pilot Evaluation.** Reports for the City of Madison. 2008 – 2017.
<http://madison.apl.wisc.edu/pdfprofiles.php>
- Long David and Daniel Veroff. **African Americans in Wisconsin: A Statistical Overview.** 2016.
https://apl.wisc.edu/publications/AfricanAmerican_Chartbook_2014.pdf
- Gecewicz, Claire, David Long and Daniel Veroff. **Hmong in Wisconsin: A Statistical Overview.** 2014.
https://apl.wisc.edu/publications/hmong_chartbook_2010.pdf
- Long, David and Jalika Ceesay. **Dane County Demographics Brief.** 2014.
https://apl.wisc.edu/publications/Dane_County_Demographics_Brief_2014.pdf
- Long, David and Daniel Veroff. **Latinos in Wisconsin: A Statistical Overview.** 2014
https://apl.wisc.edu/publications/Latino_Chartbook_2010.pdf
- Long, David. **Wisconsin Counties Latino Population Briefs.** 2014
https://apl.wisc.edu/latino_briefs.php
- Curtis, Katherine J., Paul Voss, and David Long. **Spatial variation in poverty-generating processes: Child poverty in the United States.** *Social Science Research* (2011).
<http://www.sciencedirect.com/science/article/pii/S0049089X11001372>
- Long, David, Katherine Curtis, and Daniel Veroff. **Wisconsin State ACS Rural Statistical Area Analysis.** Report by the Applied Population Laboratory and University of Wisconsin Extension. 2011.
- Voss, Paul R., David D. Long, Roger B. Hammer, and Samantha Friedman. **County Child Poverty Rates in the U.S.: A Spatial Regression Approach.** *Population Research and Policy Review* 25 (2006).
<http://www.springerlink.com/content/a54672g474002n44/>
- Winker, Richelle, Bill Buckingham, David Long, Daniel Veroff, **Prioritizing Places: Geodemographic Analysis to Guide Natural Resource Management.** Research for the Wisconsin Department of Natural Resources, Presented at the 11th International Symposium on Society and Resource Management Mid-Sweden University, Östersund, Sweden, 2005
- Long, David and Daniel Veroff. **Wisconsin's Latino Population: Census 2000 Population and Trends.** Report by the Applied Population Laboratory and University of Wisconsin Extension. August 2003.
https://apl.wisc.edu/publications/HispanicChartbook_2000.pdf
- Karon, Jeanette, David Long, and Daniel Veroff. **Wisconsin's Hmong Population: Census 2000 Population and Trends.** Report by the Applied Population Laboratory and University of Wisconsin Extension. 2003.
<https://apl.wisc.edu/publications/HmongChartbook.pdf>

Veroff, Daniel and Long, David. **Wisconsin's Racial and Ethnic Diversity: Census 2000 Population and Trends.** Report by the Applied Population Laboratory and University of Wisconsin Extension. 2003.
<https://apl.wisc.edu/publications/Wlrace.pdf>

Paul R. Voss, Daniel L. Veroff, and David Long. **Wisconsin's People: A Portrait of Wisconsin's Population on the Threshold of the 21st Century.** in Larry Barrish (ed.) 2003-2004 State of Wisconsin Bluebook. (Madison, WI: Wisconsin Legislature). 2003.

SELECTED MAPS

Long, David, Paul Voss, and Jennifer Vogt. "Meatpacking and Midwest Hispanic Population Change." Featured in Schulten, S. (2018). *A History of America in 100 Maps*. University of Chicago Press.

<http://apl.wisc.edu/publications/Meatpacking.jpg>

Long, David. *Madison Area Population Distribution by Race/Ethnicity - Census 2010*. Featured at the Wisconsin Land Information Association Conference. 2012.

https://apl.wisc.edu/publications/2010Census_Madison.pdf

Long, David. *Madison Dog Density: City licensed dogs per square mile*. 2012

http://www.apl.wisc.edu/publications/Madison_Dog_Density.pdf

Long, David and Bill Buckingham. "Mapping South Madison." Featured at mayoral reception for South Madison redevelopment initiative. 2004.

http://apl.wisc.edu/publications/youth_diverse_w_ortho.png

Long, David. "Wisconsin's Changing Population 1990-2000." Map (insert) in Larry Barrish (ed.) 2003-2004 *State of Wisconsin Bluebook*. (Madison, WI: Wisconsin Legislature) 2003.

Long, David. "Wisconsin Population Density Surface." Map (back cover) in Larry Barrish (ed.) 2003-2004 *State of Wisconsin Bluebook*. (Madison, WI: Wisconsin Legislature) 2003.

SELECTED PRESENTATIONS

Long, David. *Easy-to-use tools for accessing data about communities*. Madison Non-Profit Day. 2022.

Long, David. *The Wisconsin Risk and Reach Project*. Wisconsin of Department of Children and Families & UW Institute for Research on Poverty Lunch and Learn Series. 2022.

Long, David and Malia Jones. *The 7 Best (and Worst) Ways to Use Maps to Support Health Equity*. Wisconsin Public Health Association Annual Meeting. 2021.

Long, David. *Geographic Access to Child Care in Wisconsin*. Wisconsin of Department of Children and Families 2021.

Long, David. *Madison Neighborhood Indicators: Reliable data and interactive tools to guide community programming and advocacy*. Racial Equity and Social Justice Initiative Speaker Series. 2020 and Data for Impact conference. 2019.

Long, David. *Geographic Dimensions of Racial Inequality*. UW College of Agriculture and Life Sciences Quickstart Course Keynote. 2017.

Long, David. *Viewing poverty and privilege through a geographic lens*. Wisconsin Public Health Association Annual Meeting. 2017.

Long, David and Jalika Ceesay. *Dane County's Latinx Population*. Madison College Plato Course Guest Lecture. 2017.

Long, David. *Place-Based Dimensions of Social Inequality*. Edgewood College Guest Lecture. 2017.

Long, David. *Spatial Insights: Examining social equity through a geographic lens*. Presented to the Madison Kiwanis Club. 2017.

Long, David. *Wisconsin Immigration History*. UW Short Course Guest Lectures. 2011-2017.

Long, David, Roz Klaas and Mitchel Ewald. *Demographic Dimensions of Housing Insecurity in Madison and Dane County*. Presented at Madison panel discussion of "Evicted." 2016.

https://apl.wisc.edu/publications/Madison_Housing_Insecurity.pdf

Long, David. *Introduction to Spatial Statistical Analysis Software: GeoDA*. CDE Workshop on Spatial Approaches in Environmental Demography. 2016.

Long, David. *Dane County Demographic and Socioeconomic Trends 1980-2010*. Presented to the Chancellor's Supporting Vulnerable Families Delegation. 2015.

https://apl.wisc.edu/publications/Dane_Poverty_Related_Maps.pdf

https://apl.wisc.edu/publications/Dane_Poverty_Related_Tables.pdf

https://apl.wisc.edu/publications/Dane_County_Socioeconomic_Trends.xlsx

Long, David. *Dane County's Latino Population*. Presented to the Latino Support Network. 2015

https://apl.wisc.edu/publications/dane_county_latino_population_overview.pdf

Long, David. *Spatial Dimensions of Racial Inequality*. Presented at the UW Geospatial Summit. 2015.
https://apl.wisc.edu/publications/Spatial_Dimensions_of_Race_Inequality_GSS_2015.pdf

Long, David and Bill Buckingham. *Spatial Demographics and the Geography of Health*. Presented at the University of Wisconsin Geospatial Alliance Annual Meeting. 2014.

Long, David. *Geospatial Work at the Applied Population Lab*. Presented to UW School of Human Ecology, Action Research Core. 2014.

Long, David. *Neighborhood Indicators Project Overview*. Presentations to City of Madison Common Council, Neighborhood Resource Team Leaders, and Legislative Agenda Working Group. 2013.

Long, David. *Geographically Informed Perspectives of Community Data*. Guest Lecture for Dr. Peter Miller. 2013.

Long, David. *Mapping Madison's recreational infrastructure*. Presented to the United Way / Goodman Foundation Delegation to Increase Physical Activity. 2013.

Long, David. *Web Visualization of NYC Street Vendor Citations*. Developed as an online tool for vendor advocates to view and access spatial data on citation locations and vendor residents. 2012.

Long, David. *Madison Neighborhood Indicators Past, Present, & Future*. Wisconsin Land Information Association Conference. 2012.

<https://apl.wisc.edu/publications/MadisonNI.pdf>

Long, David. *Mapping Estimates and their Reliability: data from the American Community Survey*. Wisconsin Land Information Association Conference. 2012.

https://apl.wisc.edu/publications/WLIA_Reliability_Mapping.pdf

Long, David. "Spatial Regression of Child Poverty in US Counties." Spatial Analysis Workshop, University of Wisconsin Madison. 2011.

Long, David. "Spatial Analysis: Motivating Examples." Spatial Analysis Workshop, University of Wisconsin Madison. 2011.

Long, David. "Data Visualization: Tips, pitfalls and examples." Guest lecture for Steve Small, School of Human Ecology, University of Wisconsin Madison. 2011.

Long, David & Daniel Veroff. "A Brief History of Immigration in Wisconsin." Wisconsin Council of Churches Annual Meeting, December 2010; UW Extension Latino Employee Affinity Group, October 2010; Rural Immigration Summits. 2009 & 2007.

Long, David & James Beaudoin. "Madison Neighborhood Indicators." UW Health Impact Assessment Training, January 2010; UW Madison GIS Day, November 2009; Wisconsin Land Information Association. 2009.

Long, David. "Spatial Heterogeneity and Dependence" Social Science Computing Cooperative Training. University of Wisconsin Madison. 2009.

Long, David, "Immigration Trends in Southern Wisconsin's Stateline Area." Keynote presentation given to community forum on Latino immigration. Beloit, Wisconsin. 2005.

Long, David. "County Child Poverty Rates in the U.S.A." Featured map/poster at UW Center for Demography and Ecology. University of Wisconsin - Madison. 2005.

Paul R. Voss, Katherine J. Curtis White, and David D. Long. "Toward an Understanding of the Spatial Distribution of Child Poverty in the United States." Paper presented at the International Sociological Association Research Committee on Sociology of Population's Symposium on Inequalities in Population, Sliema, Malta. 2005.

Voss, Paul R., Katherine J. Curtis White, and David D. Long. "Exploring Data for Spatial Heterogeneity: Using GWR to Help Understand Relationship Heterogeneity." Paper presented at the 2005 annual meeting of the Rural Sociological Society, Tampa, FL. 2005.

Voss, Paul R., Jennifer E. Vogt, and David D. Long. "Growth of Minority Populations in the Nonmetropolitan Midwest." Paper presented at the annual meeting of the Rural Sociological Society, Albuquerque, NM. 2001.

Voss, Paul R., Roger B. Hammer, and David D. Long. "Demography and Regression Analysis: What Demographers Can Learn from Quantitative Geographers." Paper presented at the annual meeting of the Southern Demographic Association, Miami Beach, FL. 2001.

Voss, Paul R. and David D. Long. "What to Do When Census Geography Doesn't Work." Session paper presented at the Annual Meeting of the Population Association of America. New York, NY. 1999.

Long, David. Suburban sprawl and agricultural preservation. Featured guest on three segments of Ag Radio. 2000.

Long, David. "Institutional Determinants of Growth and Resistance to it in Madison, Wisconsin's Urban Fringe." Rural Sociological Society Meeting, Chicago, IL. 1999

Voss, Paul R., David D. Long, and Roger B. Hammer. "When Census Geography Doesn't Work: Using ancillary Information to Improve Spatial Interpolation of Demographic Data." Center for Demography and Ecology Working Paper No. 99-26. 1999.

Voss, Paul R. and David Long. "Linking Census Data to Watersheds." Presentation at the Annual LTER Coordinating Committee Meeting, Madison, WI. 1998.

Long, David. "Rural Resistance to the Growth Machine." Presentation to the annual meeting of the Rural Sociological Society, Portland, OR. 1997.

AWARDS & HONORS RECEIVED

Most Outstanding Graduate Student Paper Award. Rural Sociological Society. 1999.

Crowe Scholarship - Department of Rural Sociology, University of Wisconsin-Madison. 1997, 1998.

Alpha Kappa Delta Sociological Honors Society Member 1992.

SKILLS AND SOFTWARE

Geographic Information Systems: ArcGIS (and Extensions)

Statistical: SPSS, GWR, Geoda, Spacestat

Web: HTML, Tableau, Carto

Other Media: Microsoft Office & Adobe Products

Languages: Spanish & Dutch, intermediate proficiency

COMMUNITY SERVICE

Mentoring Connections - Madison, Wisconsin. 2011-present

Centro Hispano Job Placement Program - Madison, WI. 2008

CARITAS - Xalapa, Veracruz, Mexico. 2006-2007

Centro Hispano Mentoring Program - Madison, WI. 2005

American Red Cross - New Orleans, LA. 2005

UW Teaching Assistants' Association Labor Solidarity Committee. 1997-99

Associated Students of (UW) Madison Finance Committee. 1999

Mayhew Program - Bristol, NH. 1990-95