2020-21 ACADEMIC YEAR
ISSUE 3

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Confession: I was surprised when I crunched the numbers and discovered that the DeVoe L. Moore Center has a 96% professional placement rate for our alumni. That’s an outstanding placement rate.

Based on data we’ve crunched for over 120 students who have come through our programs since 2013, half go into the for-profit private sector, about 29 percent go to graduate schools, and about 12 percent go into the private nonprofit sector. The remainder go into public sector employment.

And these placements are great! The center now has students working at places such as IBM, Ford Credit, EY (Ernst & Young), Seaworld, TikTok, Reason Foundation, and the Institute for Humane Studies. In addition to many who continue to study in FSU’s top-tier graduate programs, our alums go into rigorous programs at places such as Cornell University, UVA, George Mason University, George Washington University, and Arizona State Univ.

We can’t claim all the credit—we have very motivated and smart students. But many point to their experience at the Center as a crucial stepping-stone in their professional development. (Just check out the testimonials in this magazine and on our website.) One recent graduate who successfully landed a job in Colorado told us that working at the DMC was like adding “rocket fuel” to his degree!

In truth, that’s our goal. We want to craft transformative professional experiences in the center. After nine years of intentional effort, this once aspirational goal is now an expectation.
Research on school choice is deep and spans a wide range of media, from academic research to policy briefs to narrative films like *Miss Virginia*. Danielle Waidley's research at the DeVoe L. Moore Center analyzes school choice through a local lens. With Leon County as her focus, Danielle pursued her research project, her first as an undergraduate, with the support and supervision of Dr. Taylor. She presented her preliminary results at Florida State University's Undergraduate Research Symposium in April of 2021. Danielle's research explores the following query: *Do local house prices reflect the quality of the local school, and, if so, does school quality increase or decrease home values?*

Danielle's analysis confirms that as school performance increases, so will the housing prices—even when other influences on housing prices are controlled.

This result is problematic, particularly for low income households which typically live near low performing schools. School choice programs can influence this financial disparity. Families will no longer need to live in a specific school zone to give their child a high-quality publicly-funded education.

Danielle’s research analyzes two variables:

- **School Quality**, determined by the Florida Department of Education Accountability Reports (yearly grade on a scale of A-F)
- **Housing Characteristics**, including Land (sqft), Improvement Quality, and Total Living Area (sqft).

Her methodology was composed of three steps: First, she compared the effect of elementary school quality on housing prices in 2009 and 2019. Then, she conducted an OLS regression test for 2009 and 2019. Lastly, she compared the school quality coefficient to housing characteristics.

Danielle’s study revealed a positive relationship between school grades and housing values. Her study also supports the use of the Florida Department of Education Accountability Reports as an effective measure of school quality. Danielle will continue to test her data and perform additional analysis during the fall of 2021.

Data Visualizations Created By: 
Public Public Intern & GIS Project Lead Jacob Doty
Dr. Crystal Taylor welcomed the new academic year with the publication of her community-based storytelling article in the professional journal, Societies. The international, peer-reviewed publication is an open access journal of sociology, published quarterly online by Multidisciplinary Digital Publishing Institute (MDPI). Dr. Taylor’s study considers the importance of community building, storytelling, and the arts to promote connections in a community.

Strong support networks, she emphasizes, in addition to financial resources and technical expertise, help individuals and groups make progress towards their goals. Though we are more technologically connected than ever, people feel more isolated than in previous generations. Americans report feeling less connected to other people and their communities, as they have fewer close connections with whom to discuss deep important issues [1]. This increasing social disconnect is a growing challenge for community development work.

In an attempt to explore ways to foster relationships and connections, planners, social workers, and community activists are starting to look towards the arts and storytelling as a way to promote community capacity. A community group in Lopez Island, Washington, brought in a two-day storytelling and theatre program to build capacity for addressing sustainable affordable housing solutions for an aging island community. By piloting a community capacity survey for workshop participants, Dr. Taylor and her coauthor were responding to the call of funders and fellow researchers to gather evidence-based data on programming for the arts.

**Implications for policy and practice:**

As funding can be a major barrier for community groups to incorporate arts programs, this research introduces a preliminary survey that communities can adapt and improve upon to help assess measures of community capacity.

By providing the entire group with a story prompt, the facilitator can give each pair of participants instructions to tell their story at different time increments (e.g., two minutes, one minute) and ask their counterpart to tell their story back to them as if it were their own personal story. Even something as small as a theoretical walk in someone else’s shoes may just help build connections.

Future community-led studies should evaluate the capacity building attributes of arts and storytelling programs.

Reference

This year was monumental for the DMC’s presence at research conferences. In February, three DMC researchers were selected to present at the Florida Undergraduate Research Conference (FURC), an event spotlighting the top researchers in the state. In April, five DMC researchers were selected to present at Florida State University’s Undergraduate Research Symposium (URS), the university hallmark research event for undergraduates. Read more for a brief synopsis of our selected researchers and their fascinating projects.

**Yolanda St. Fleur**  
College Town Housing Affordability: A Case Study of Tallahassee, Florida  
Presenter at URS | Undergraduate Research Opportunity Program (UROP) Scholar

What is the effectiveness of housing policies for university students who are located within or near CollegeTown?

**Danielle Waidley**  
Impact of School Choice on Leon County Housing Market  
Presenter at URS | Public Policy Researcher

Will house prices in zones with high-performing schools decrease after implementing school choice?

**Kyle Ringers**  
Creating a Sense of Place in Midtown Tallahassee, Florida  
Presenter at URS and FURC | Public Policy Researcher

How can a sense of place be created in Midtown, Tallahassee, Florida?

**Noelle DuBois**  
Banking the Unbanked: Increasing Financial Service Access  
Presenter at URS and FURC | Public Policy Researcher

What kinds of financial products correlate most strongly to the number of unbanked in America?
Noah Dankner was a finalist at The Association of Private Enterprise Education’s Undergraduate Research Competition (APEE). He was one of four undergraduate students from across the nation selected to present their research. In addition to that honor, Noah won the competition! He received first place, as well as the A. Herberg Memorial Prize.

Noah’s project is titled, “Mixed-Use Zoning Codes and their Effects on Housing Units.” It is situated on a complex, provocative query: Does regulation or the market encourage housing development for cities? Using 2000 and 2015 Census and American Community Survey data respectively, his research examines the relationship between zoning codes—which promote mixed-use development—and the number of occupied, available, and total housing units in a neighborhood.

In terms of policy recommendations, this research suggests that cities should consider the benefits of switching to a mixed-use zoning code similar to the example of Miami’s current code, Miami 21.

Noah’s accomplishment is a byproduct of his work ethic, dedication, and passion for economics. Likewise, it is a testament to the DMC’s support structures. Noah had the opportunity to explore his research topic in the fall while enrolled in Dr. Taylor’s course on applied research methods (ECP 4618). He continued to progress with Dr. Taylor as his supervisor and mentor in the research process. In the spring, Noah also enrolled in an innovative, new seminar (ECP 3930) designed by Dr. Staley focused on writing for applied economic policy. The connection between his courses and DMC resources helped carve his path into what we imagine will be a long, rich career in economics!

The following researchers added to the impressive DMC presence at the conference:

**Jacob Doty,** Technical and GIS Team Lead: Presented a paper he co-authored with Dr. Taylor: Building a property value geospatial database with students during COVID-19.

**Jason Blackthorne,** DMC Alumnus: Co-presented a paper with Dr. Taylor: Residential permitting process: A survey of contractors in Tallahassee and Leon County, Florida

**Dr. Holcombe,** DeVoe L. Moore Center Professor of Economics: Presented Populism, Promises and Problems

**Dr. Staley,** DMC Director: Presented The Pedagogy of Social Entrepreneurship: Insights from a Flipped Classroom and The Beatles and Economics

**Dr. Staley and Signe Thomas:** Presented Colloquiums at Capitaf, Milton and Rose Friedman’s Home
The DMC's First Annual SUMMER WRITING PROGRAM

This year we launched the first DMC Summer Writing Program in collaboration with the College of Social Sciences and Public Policy (COSSPP). The primary objective of the program is to create content for the COSSPP blog: Wicked Problems, Wicked Solutions.

The DMC's Public Affairs Manager, Amber Hedquist, ran the program alongside FSU PhD candidate Alex Artilles. They recruited, trained, and worked with a team of three writing interns from FSU’s Departments of English, Public Affairs, and International Relations. Our summer 2021 writing interns include Dara Begley, Jacqueline Rao, and Camila Levy.

A core value of our internship programs is to provide FSU students with substantive professional development opportunities. In addition to serving our goals with the blog, each intern walks away with a portfolio of published work, experience in a deadline-dependent work environment, and 1-on-1 editorial experience.

The program will run next summer (in 2022). Before then, the DMC will harness the lessons and the success of the program to expand our in-house production capacity, as well as continue to work in collaboration with the college at large.

I love being an intern with the DeVoe L. Moore Center! Every week, I read fascinating theses that my peers write. I am constantly learning different tools to improve my writing, such as concise writing and writing in active voice. My supervisor, Amber, provides great edits that help me fine-tune my writing even more. She is always available for editing conferences, which are extremely beneficial when I need another pair of eyes on my blog as I am writing. I am much more confident in writing professionally, which I will be able to apply to other professional opportunities in the future.

Jacqueline Rao
2021 Summer Writing Intern
DMC students and faculty alike publish commentary on publication outlets, including regular contributions to the Tallahassee Democrat and Gannett News Service. This year in particular was the time to make our voices heard: not only our mission, but our values as well. Included here are four students who were featured in the Tallahassee Democrat, as well as the diverse publications from DMC Director, Dr. Samuel R. Staley.

**STUDENT COMMENTARY:**

**“Take lessons of empathy beyond pandemic, into the classroom”**
DMC Public Affairs Manager Amber Hedquist explores the increased presence of empathy on college campuses—and she argues for its necessity in a post-pandemic world.

**“Humanities graduates in high demand in business world”**
Data Analyst Angel Purganen emphasizes the need for interdisciplinary voices in business. Without the input of psychologists, historians, and non-STEM professionals, data are not successfully represented.

**“Transparency, accountability needed for Frenchtown, south side CRA projects”**
Public Policy Researcher and DMC team lead Max Esptein exposes a long history of government malpractice. He analyzes the Community Redevelopment Agency's decision to reallocate $3 million from the tourist development tax without outlining procedures that prioritize equity and transparency.

**“DeSantis needs to strike a balance in Florida campus vaccination policies”**
Public Policy Researcher Mae Baltz examines DeSantis' campus vaccination policies in comparison to colleges around the nation. Ultimately, Mae calls for a policy mirroring the success of other institutions—one that utilizes exemptions and incentives to achieve a safer environment.

**FACULTY COMMENTARY:**

**Dr. Samuel R. Staley (Selected)**

"After Biden column, I now use ‘Dr.’ when referring to my colleagues. Here’s why” | "Five principles to improve your virtual work space after coronavirus” | "Who will fill leadership void for conservative voters?” | "DeSantis’ coronavirus leadership reflects the prudence Florida needs overall” | "Making long-term progress on police brutality means changing incentives"

**Dr Randall Holcombe**

"For sales tax, it's the seller’s state—not the buyer's—that matters"
JACOB DOTY  
*Discussing the GIS Database*

**Can you describe your work with the DMC?**

Probably 90-95% of my work involves the database project. The other aspects of my work involve supporting other research projects at the DMC. I contribute to other projects by managing the spatial components of data and creating visuals, such as maps, that DMC researchers can add to their posters.

**Can you describe the process of building the GIS database?**

It started out with a vision: to collect a range of spatial data in one place. We originally had about 15 years worth of tax roll data which I was able to format into a geodatabase using the ESRI framework. After storing this first batch of data, we began collecting additional data. Then, we cleaned, reconfigured, and placed the data in the geodatabase. Now, we are collecting and cleaning the data to ensure that the format is consistent. Recently, though, we’ve been able to conduct some more basic analysis, which is what I did for the 2021 AAG conference.

**What skills did you acquire from building the database?**

I learned how to best organize data by dividing the datasets into different categories or feature datasets so that they could easily be accessed. In the end, there were over 100 different sets of data to organize. I also had the freedom to explore aspects of GIS programming and ModelBuilder, a visual programming language that helped me complete the database. I was able to work with thousands of datapoints, so automating some of tasks was useful.

**What do you hope the database will accomplish?**

It will be more useful and insightful as more data are added. I want to see it help a range of researchers at the center. Whether it is helping create maps or adding to research by involving more spatial analysis, I think the geodatabase and GIS team at the center have a lot to offer.

**How do you see the field of GIS expanding?**

I only see the field expanding. Geography is the background of almost every industry: from a business choosing its next location to having a database collect building information to help with emergency response. It is a fast-growing industry and, with our continued focus on technology, GIS will only grow.

**What are your professional ambitions, and how will your DMC experience benefit you?**

I’m still figuring out what I want to do, but I know that GIS is the path I want to pursue. My work at the DMC expanded my horizons; it was my first time really working with databases and using programming to consistently solve problems. It also made me consider more jobs in the field of planning and urban development.

![College Town 10-Year Just Value Changes](image)

Percent change of the property values over a ten-year period.

Jacob co-presented two papers with Dr. Taylor: one on **Building a property value geospatial database with students during COVID-19** at APEE, and a paper on **rural bicycle tourism** at the American Association of Geographers. He also presented a poster titled **Spatial Analysis of College Town Area in Tallahassee, Florida.**
Can you describe your work with the DMC?

The reality of working in data is that, most of the time, it’s not spent making elegant graphics. There is considerable work to be completed first. We start by examining our current data repository and identifying gaps. Then, we manually call agencies, submit information requests, and send emails to get those data. Once acquired, the new data need to be cleaned to match what is already in our repository. The DMC works with its partners to implement advanced data management techniques as well, which permits access to data from any computer with a small snippet of SQL code.

As manager, part of my work was to train the interns on how to write that snippet of SQL code. I was also responsible for teaching them the basics of Tableau. During my tenure, however, we filled almost every hole in the DMC’s data, and the skills we practiced with real data will serve us well in our careers. Filling those holes was part of the major project during my tenure: upgrading the transparency website, floridaopengov.org, which displays spending, revenue, and trends for every state agency, city, and county in Florida.

Can you explain the purpose and utility of Tableau?

Tableau is the optimal tool for exploring a set of data because it allows you to tell a story. Say you have sales data with a wealth of demographic information. In Tableau, these are called dimensions. We also deal with measures, which are numerical values, such as a customer’s lifetime spending, their number of visits, etc. Tableau allows us to visually represent and aggregate the dimensions and measures to reveal patterns. While Tableau is powerful, it is up to the user of the program to decide when a number or difference is notable. We might be interested in a particular state, time frame, or customer. Tableau allows us to filter data efficiently, along with much more.

What are your professional ambitions, and how will your DMC experience benefit you?

My goal is to learn the ins and outs of data analytics in business. Most companies I’ve interviewed for use Tableau for their visualization, which makes me eminently qualified for those opportunities. Other jobs use similar tools, which are easy to learn if you already know Tableau. In computer science, they say that learning a second programming language is much easier than the first. Currently, I am exploring the healthcare, gambling, cryptocurrency, and logistics data spaces for potential job opportunities, but I am open to hearing about any opportunity under the sun. In the long term, I hope to lead a data team or transition into analytical consulting.

One of the primary products of the Data Analytics team (DAG) is floridaopengov.org. Bookmark the website on your browser to stay updated on fiscal data for all levels of government in Florida.
The DMC’s Social Impact Program is a new, grant-funded initiative with broader impacts for the liberty movement in movies and other forms of entertainment. We used our annual film and public policy symposium as a launching point that facilitates the creation of a curriculum to develop and train students for designing and executing “social impact campaigns.”

As “movies with a purpose” become more common, social impact campaigns are increasingly used to develop grassroots support for independent films and the ideas embedded in their stories. The left has been very successful with these campaigns, raising awareness about their movies and giving them a voice in the public discussions, particularly on college campuses. Unfortunately, the liberty movement has almost no organizational infrastructure to design and implement social campaigns for its major media products.

The social impact program addresses this organizational gap in partnership with Free Minds Films and Pepperdine University by providing students with practical knowledge and training on how to structure and implement a social campaign as well as deepening contacts and networks within the entertainment industry. The 2021 Symposium on Film and Public Policy reflects the importance and promise of social impact programs. In this case, the structured campaign helped drum up interest and support for the symposium’s feature movie, Miss Virginia.

Three undergraduates pioneered the program and were responsible for developing, managing, and implementing a social impact campaign for our film symposium while assisting the center in developing a more generalized curriculum.

The curriculum is still being developed by Social Impact Program Manager Katherinne Peralta. Her work will spotlight our problems, procedures, and policies that help inform the campaigns of other institutions. Stay up to date with our newsletter for more information on our curriculum and supplementary publications.
On February 9, 2021, the DeVoe L. Moore Center hosted a symposium on Filmmaking and Public Policy with a focus on education reform. The panel sequencing was similar to the 2020 symposium: a creative panel followed by a screening of our feature movie, concluding with a public policy panel. The format of our panels, however, accommodated both virtual and in-person attendance in response to COVID restrictions.

**FILMMAKING AND STORYTELLING PANEL**

We spent an hour with Miss Virginia’s executive producer Nick Reid, director Dan Hanna, and Miss Virginia Walden Ford herself to discuss the creative decisions and business considerations behind the production of the film. We were also joined by FSU film professors Dr. Antonio Mendez and Jed Kaleko. Our panel tackled thought-provoking questions, such as: What made Virginia Walden’s story so compelling? What did they hope audiences would take away from the movie? What challenges did they face in getting the story to the silver screen?

**SCREENING OF MISS VIRGINIA**

Miss Virginia follows the real story of an inner-city single mother who is financially barred from providing a better education for her 15-year-old son. The movie features her legal fight for school choice and school vouchers in Washington, D.C. - a fight that opens the door to conversations about policy, reform, rhetoric, and civil advocacy. The film expertly illustrates the multidisciplinary nature of a complex issue that warrants analysis from multiple perspectives.

**PUBLIC POLICY PANEL ON SCHOOL CHOICE**

Our symposium concluded with a panel of education policy experts to discuss the future of school choice in Florida and the nation. Florida was one of the first states to adopt broad-based school choice reform in the 1990s. Has school choice improved outcomes? Or has it simply become an albatross around the necks of real reformers? The panel was moderated by Bill Mattox, director of the J. Stanley Marshall Center for Educational Options at the James Madison Institute.

The panelists grappled with hard questions and the newest evidence of accountability and student success in charter schools, conventional public schools, private school vouchers, and other reforms.

**OUR PANELISTS**

- Virginia Walden Ford
- R. J. Daniel Hanna
- Jed Kaleko
- William Mattox
- Antonio Mendez
- Nick Reid
- Dr. Stacey Rutledge
- Derrick Standifer
- Dr. Samuel R. Staley
Data Analytics

The Data Analytics group focuses on maintaining, analyzing, modelling, and distributing data that inform public policy decisions. The primary output of the group is the data-driven transparency website, floridaopengov.org. Interns are also expanding their skillset with GIS work, Tableau, and more.

Interns procure data from local, state, and national agencies to identify information relevant to governmental, regulatory, and political spheres. Interns are further involved in interpreting the data for practical application.

Public Policy

The Public Policy group focuses on generating evidence-based policy analysis in the center's core issue areas of entrepreneurship, regulation and government transparency. Research and analysis is distributed via policy reports, blog articles, op-eds, and policy briefs.

The researchers apply themselves to team and individual projects. The 2020-21 academic year was record-shattering for the group, as they presented their research at more state and national conferences than past semesters.

This year, research topics ranged from school choice to financial service accessibility and beyond. Dr. Taylor mentored most of our researchers and dedicated time to the success of our policy group.
Over 130 Florida State students have completed internships since 2012—could you be the next? Join our collaborative group of 30 annual interns in the pursuit of interdisciplinary research that benefits the state of Florida and beyond. Internships are tailored to you and your aspirations; what are you waiting for? For more information, contact Dr. Samuel R. Staley at sstaley@fsu.edu.

**EDITORIAL**

The editorial team facilitates the publication of reports, policy briefs, articles, and additional written products for public engagement.

The team consists of skilled writers and editors primarily affiliated with the FSU English department’s Editing, Writing, and Media major. They work with all interns to provide constructive criticism and guidance during the writing and publication process.

Faculty at the DMC also supervise and actively engage in expert and external peer review for publications, including blog articles.

**PUBLIC AFFAIRS**

The Public Affairs team handles the community outreach operations of the center which include creating social media campaigns via our Social Impact Program, publishing newsletters for the general public, releasing public policy reports, and educating students on campus about the center’s mission and values.

The Social Impact Program will enter its second year in the fall of 2021. Moving forward, the DMC staff will learn from last year’s symposium and analyze the social media metrics from the campaign. The insights will inform the approach to the spring 2022 symposium.

Lastly, the Public Affairs team plans to emphasize video-based content in the near future. Tune into our YouTube channel for new content in the fall of 2021.
"The DeVoe L. Moore Center was one of the most important parts of my Florida State University experience. I made friends, built strong connections, and learned what I'm truly capable of in an environment that felt less like an internship and more like a true career."

Dakota Davy
'19-'20 Data Analytics Mgr.
BS in Economics

"... a critical component in my professional development. The open, inclusive environment fostered creative workflows that helped build stronger relationships with my peers; I would not be where I am today without the support of a wonderfully collaborative and dedicated team."

Winston Lee
'19-'20 Data Analytics Mgr.
BS in Info. and Comm. Tech.

"As a manager, I am learning the mechanics of collaborative work environments and what strategies produce the best products within them. I am a more confident leader, editor, and writer, which is invaluable as I start my graduate education and collegiate teaching career in the fall."

Amber Hedquist
'19-'21 Public Affairs Mgr.
BA in English

"The DMC is the most valuable experience of my professional career. Regular meetings with professionals, hands-on mentoring, and encouragement allowed for enrichment unlike any other."

Chelsea Gow
'19-'21 Public Policy Mgr.
BS in Psychology

"To put it simply, I could not have gotten my current job without the experiences provided by the DeVoe L. Moore Center... Essentially, the DMC added rocket fuel to my degree."

Matthew Stockwell
'20-'21 Public Policy Mgr.
BS in Finance and Economics

"I was able to continue what I learned as part of the Business Analytics program in SQL and Tableau, applying my knowledge about databases and visualizations in a public policy setting with real data."

Benjamin Mairs
'20-'21 Data Analytics Mgr.
BS in Statistics and Econ.
Housing, Land Use, and Urban Planning
- Assessing the Effects of Local Impact Fees and Land-use Regulations on Workforce Housing in Florida, Backgrounder, James Madison Institute, December 2018.

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- Game of Cronies: Florida's Taxpayers Lose Out to Crony Capitalism, by Matthew Kelly and Sam Staley, Backgrounder, James Madison Institute, May 2018.
- State Economic Development Policy Falls Short, by Matthew Kelly, Policy Brief, DeVoe L. Moore Center (April 2017)

Environmental Policy and Hazard Mitigation
- Assessing the Effectiveness of Comprehensive Plans in Mitigating Exposure of Florida Coastal Communities to Hurricane Flooding, by Tim Chapin, Robert Deyle, Jay Baker, Policy Brief, DeVoe L. Moore Center, November 2006.
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Public Finance, Taxation, and Regulation
- State Tax Burdens and Interstate Migration, by Nicholas Spaunburgh, Policy Insight, DeVoe Moore Center, July 2018.

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Green Infrastructure Connectivity for Public Health in Florida

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