

Leonardo E. Vázquez, AICP/PP
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CAREER SUMMARY

Solid experience in urban planning, organizational development, strategic communications, management and higher education administration and teaching.

AREAS OF EXPERTISE

Community Planning	Nonprofit Management	Strategic Communications
Visioning and public participation	Leadership and organizational development	Knowledge management and information architecture
Economic development	Community building	Marketing and public relations
Fundraising	Project management	Alliance building and influence management
Community-based organizations	Organizational, program and project planning	Media relations and journalism
Image building		Website development

PROFESSIONAL ACCOMPLISHMENTS

Teaching and Higher Education

- Member of full-time faculty as Instructor at the Edward J. Bloustein School of Planning and Public Policy at Rutgers University.
 - Graduate courses:
 - *History and Theory of Planning*
 - *Client Management*
 - *Leadership for Planning and Public Policy (forthcoming)*
 - *Economic Development Studio (forthcoming)*
 - Undergraduate courses:
 - *Introduction to Urban Planning*
 - Professional development courses
 - *Leading from the Middle (10-course program)*
 - *Executive Class (a coaching program for senior-level professionals)*
 - *Leadership for Planners*
 - *Effective Client Relations*
 - *Strategic Planning and Implementation*

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Teaching and Higher Education

- Was member of part-time faculty of New School University's Robert J. Milano Graduate School of Management and Urban Policy. Courses:
 - Graduate courses:
 - *Management Communications*
 - *Community Development*
 - *City Planning and Community Development*
 - *City Planning and the Environment*
 - *Managing with Emerging Technologies*
 - Undergraduate courses:
 - *Planning the City: Thinkers and Doers*
 - Professional development courses:
 - *Placemaking*
 - Various one-day workshops in English and Spanish for professional audiences
- Pioneered a teaching approach at Milano that blends onsite and online teaching. Fully adept at online teaching. Introduced online project management and survey tools to Milano Graduate School.
- As Manager of Online Communications at Milano Graduate School, managed significant enrollment growth in online classes. Between 1999 and 2003, enrollment grew 20 percent to 30 percent annually; more than 30 percent of classes use online technology; dropout rates from online classes average 3 percent.
- Designed and implemented The Leading Institute, a unique leadership training program for community-based planners and midlevel staff in community development organizations.
- Active promotion of new models of online education at New School University led to university's openness to distinct, content-based approaches to online teaching.
- Effectively managed technological crises in online learning at New School University.
- Building the leadership and management skills of students by engaging them in professional projects; carefully escalating their levels of responsibility; and providing time for critical reflection.
- Led a Ford Foundation research project that explores the use of online technology and local networks in university-community partnerships.

Management

- Created innovative online continuing education program for planning professionals that in its first year received more than 200 enrollments from more than 150 professionals in the United States and seven other countries. The Bloustein Online Continuing Education for Planners program was, at the time of its creation, the only provider of online education for planners in land use law and urban design.
- Created and led The Leading Institute, a high quality leadership development programs at low costs per person by identifying and connecting various resources and allies.
- Raised more than \$1 million from private-sector, state and federal funding sources for Phipps Houses/Community Development Corporation; Irvington Township, New Jersey; and New School University. This includes major grants from the U.S. Department of Health and Human Services and the Ford Foundation.
- Wrote plans involving community revitalization and housing that are results oriented, providing accountability structures and describing resources for implementation. Managed neighborhood revitalization plan for Neighborhood Housing Services of Waterbury, Connecticut, which helped leverage millions of dollars in housing funding for the organization.
- Designed the organizational structure of a new Head Start program in the South Bronx.
- Assisted office of the Executive Director of Phipps Community Development Corporation in strengthening program evaluation techniques.
- Prepared image building and public relations plans for nonprofit organizations.

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Management

- Led team of six planning and development firms for a \$400,000 master plan of downtown Trenton, New Jersey. Manage five student employees and subcontractors for various projects involving Milano Graduate School.
- Effectively introduced and used innovative project management tools to improve the quality and reduce the potential costs of projects.
- Completed year one of the Milano Management Information Exchange 20 percent below budget.
- Provide strategic communications, strategic planning and marketing consulting services to community-based organizations in New York City.

Strategic Communications

- Created and developed two innovative online services for the nonprofit sector:
 - The *Living Cities Milano Management Information Exchange (MiX)*, www.lcmmix.org, is designed to help community development organizations build effective management practices. Distinct features include: multiple search methods to address differences in user search behaviors; organization of information by outcome to better connect tasks to goals; various degrees of interactivity; and interviews with leading thinkers in the management of community development organizations. Managed a team of four to develop the site, funded by Living Cities, Inc.
 - The *Milano Nonprofit Management Knowledge Hub* www.newschool.edu/milano/hub, is a consumer's guide for free full-text information on the Internet. Designed to increase the quantity and improve the quality of free information online, the Knowledge Hub engages professionals, researchers and students, who review websites based on criteria. Distinct features include one of the largest libraries of free full-text scholarly articles; and information organized around user categories. More than 50 reviewers throughout the nation volunteer as reviewers.
- Led and managed the redesign of the website of the Robert J. Milano Graduate School of Management and Urban Policy, www.newschool.edu/milano. Design of new site available at www.milanogradschool.org/new_site.
- Exposed an associate of the Bruno-Scarfo crime family of Philadelphia and mismanagement in billing practices in the Palmetto, Florida Water Department.

Urban Planning

- Project Director, Manager or Primary Planner on a variety of projects, including neighborhood development, land use analysis and zoning, redevelopment, economic development, community participation, permitting, transfer of development rights, housing and strategic communications.
- As part of a community revitalization plan, developed organizational structure and capacity building plan for a new community development corporation serving the Walnut-Orange-Walsh neighborhood of Waterbury, Connecticut.
- Teach Community Development and City Planning and Community Development classes at New School University's Robert J. Milano Graduate School of Management and Urban Policy.
- Conducted the most comprehensive study of ethnic diversity in the planning profession: *Lagging Behind: Ethnic Diversity in the APA New York Metro Chapter*. Chair the Planners for Ethnic and Cultural Diversity Committee of the American Planning Association New York Metro Chapter.
- Secured more than \$1 million in new business contracts for planning firms.
- Routinely connect my expertise in organizational development and strategic communications to develop innovative approaches to planning.
- Leading innovative national movement, Latinos and Planning, to address planning issues in Latino communities and career challenges facing Latino planners.

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PROFESSIONAL EXPERIENCE

Rutgers University , New Brunswick, NJ Edward J. Bloustein School of Planning and Public Policy <i>Instructor</i> <i>Founder and Director, Bloustein Online Continuing Education for Planners</i>	2004-Present
The Leading Institute, (formerly APA/LeadershipPlenty) , New Brunswick, NJ <i>Founder and Director</i>	2002-Present
New School University , New York, NY Robert J. Milano Graduate School of Management and Urban Policy <i>Manager of Online Communications</i> <i>Divisional Distance Learning Coordinator</i> <i>Part-time Faculty</i> <i>Founder and Editor, Milano Nonprofit Management Knowledge Hub</i>	1999-2004 2001-2004 1999-2001 2000-2004 2000-2004
Camiros, Ltd. , Hoboken and Maplewood, NJ <i>Senior Associate</i>	2001-2004
The Nonprofit Connection , Brooklyn, NY <i>Project Consultant</i>	1999-2004
Abeles Phillips Preiss & Shapiro, Inc. , New York, NY <i>Senior Planner</i>	1997-1999
Phipps Houses/Community Development Corporation , New York, NY <i>Fund Development Associate/Planner</i>	1996-1997
Handelman-Katherman Inc. , Los Angeles, CA <i>Planner</i>	1995-1996
The Asbury Park Press , Middletown, NJ <i>Staff Writer</i>	1993-1994
Sarasota Herald-Tribune , Bradenton, FL <i>Staff Writer</i>	1990-1993
The Bradenton Herald , Bradenton, FL <i>Staff Writer</i>	1989-1990

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SELECTED PUBLICATIONS AND REPORTS

- Author: "Biotech Conference Shows Good Planning is Good Economic Development," *Planetizen*, expected publication date, June 2006
- Author: "Thomas Jefferson, the Founding Father of Sprawl," *Planetizen*, February 2006
- Author: "A Plan for Democratic and Equitable Planning in New Orleans," *Planetizen*, November 2005
<http://www.planetizen.com>
- Author: "Overcoming the Comfort of Powerlessness," *Planetizen*, May 2005.
<http://www.planetizen.com>
- Author: *Leading from the Middle*. Self-published book used for The Leading Institute's Leading from the Middle program
- Creator and Developer: *Living Cities Milano Management Information Exchange (MiX)*, 2003
<http://www.lcmmix.org>. Managing Editor, 2003-2004.
- Creator, Developer and Editor: *Milano Nonprofit Management Knowledge Hub*, 2000-present
<http://www.milanoknowledgehub.org>.
- Primary author: *Lagging Behind: Ethnic Diversity in the Planning Profession in the APA New York Metro Chapter Area*, 2001. Published by the American Planning Association:
www.nyplanning.org/Ethnic%20Diversity%20in%20Planning%20December%202001.pdf
- Author, "Diversity and the Planning Profession," *Planners Network Magazine*, Spring 2002
www.plannersnetwork.org/htm/pub/archives/153/vazquez.htm To be reprinted in *Milano Review* (forthcoming, 2004)
- Author, "How Bad Management Spoils Good Journalism," *The Medillian*, Spring 2001
- Author, "Prospectors, Take Heed: Not All Charities are Charity Cases," *Ticker*, February 2000
- Author, "Freezing Estate Taxes with an IDIT is a Delicate Task," *Ticker*, December 1999

CONFERENCES AND PANEL DISCUSSIONS

- Organizer, "The APA/LeadershipPlenty Experience," American Planning Association National Conference, 2005
- Organizer and moderator, "APA/LeadershipPlenty," American Planning Association New Jersey Chapter Annual Conference, 2004
- Panelist, "Affordable Communications Technology: NGO's Connect," Fall 2002 at the United Nations Presentation of *Lagging Behind* at Association of Schools in Planning and Development, Fall 2002
- Organizer and moderator, Ethnic Diversity in Planning, American Planning Association New York Metro Chapter Conference, 2002
- Organizer and moderator, various visioning sessions on future of World Trade Center site, Winter 2001 and 2002
- Organizer and moderator, Ethnic Diversity in Planning, American Planning Association National Conference, 2001
- Organizer and lead speaker, Newark Downtown Revitalization, mobile workshop, American Planning Association National Conference, 2000

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EDUCATION/ CERTIFICATIONS/ ASSOCIATIONS

Master of Planning, University of Southern California, 1996

Master of Public Administration, University of Southern California, 1996

Bachelor of Science in Journalism, Northwestern University, 1989

Licensed Professional Planner, New Jersey 2002-present (License No. 33LI00574000)

Member, American Institute of Certified Planners, 1999-Present

Founder, Latinos and Planning (a forthcoming division in the American Planning Association), 2006-Present

Co-Chair, Planners for Ethnic and Cultural Diversity Committee, American Planning Association, New York Metro Chapter, since 1998. APA member since 1996

Member, American Planning Association, New Jersey Chapter, 1996 to 1998, 2003-Present

Member, Board of Directors, Northwestern University Medill Alumni Club of Greater New York, 1996-Present. Chair, Speakers Panel Committee, 1996-1998

LANGUAGES AND COMPUTER SKILLS

Fluent in Spanish.

Proficient in Microsoft Word, Excel, PowerPoint and database programs; Macromedia Dreamweaver; and Adobe Acrobat

AWARDS AND HONORS

Leader in Diversity, Rutgers University, 2006

Honored as a founder of Planners for Ethnic and Cultural Diversity, 2005

Third Place, California Planning Roundtable, 1996

Korean Homebuilders Association Award, 1996