

Brandon S. Harris, PhD, MBA

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Appointment

University of Arizona; Tucson, AZ
Assistant Professor of Practice, 2018-present

Education

Clemson University; Clemson, SC
PhD in Parks, Recreation, and Tourism Management, 2014-2018

University of North Carolina at Charlotte; Charlotte, NC
MBA; Concentration in Marketing and Management, 2008-2010

Flagler College; St. Augustine, FL
BA; Business Administration, 2003-2006

Relevant Work Experience

University of Arizona

Tucson, AZ

Assistant Professor of Practice, Department of Teaching, Language, and Sociocultural Studies, August 2018-present

- Professor of record for multiple online and in-person classes related to sport management, park management and leadership, and recreation
- Responsible for curriculum development, implementation, and communication across multiple departments for the Recreation and Sports in Communities, Parks, and School program
- Designed and introduced two new courses (Recreation and Leisure in a Contemporary Society and Administration and Leadership in Recreation and Park Organizations) into the University of Arizona's College of Education. These courses are part of the foundational core for the Recreation and Sports in Communities, Parks, and School minor and designed in a manner where each may be taught in-person, fully online, or in a hybrid format.
- Serve as the liaison between the College of Education and University of Arizona Athletic Department
- Responsible for the coordination and oversight of all internships in the Recreation and Sports in Communities, Parks, and School minor
- Use both quantitative and qualitative research methods to explore environmental justice issues in urban parks and green spaces. Specifically, I examine the impacts of economic development on urban communities and how new park and green spaces may produce or prohibit physical, social, and environmentally sustainable communities.
- Use advance metrics and data gathering techniques (both qualitative and quantitative) to conduct facility and program analysis and for municipalities across the United States. The outcome of each project is an impact report or strategic plan outlining a set of recommendations to improve overall facility and program conditions.
- Effectively disseminate research and strategic planning project results at national and regional conferences to scholars and practitioners across numerous disciplines.

Clemson University

Clemson, SC

Instructor of Record/Graduate Research Assistant/Teaching Assistant, September 2014-May 2018

- Used advanced metrics, including gap analysis and hierarchical linear modeling to conduct multiple park and recreation impact assessments and strategic plans for the City of Summerville, SC; City of Spartanburg, SC; City of Roswell, GA, Greenville County, SC, Lancaster County, SC and Cherokee County, SC. These studies combined both quantitative and qualitative analysis to successfully allocate 20+million dollars to recreation and community based improvement projects.
- Responsible for the design and delivery of in-depth analysis and dissemination of results to pertaining to the potential economic and community impacts from program and park projects to city councils throughout South Carolina and Georgia

- Dissertation titled *The Invisible Walls of The 606: An Examination of the Relationship Between an Urban Greenway and Community Change*, used mixed methodologies to examine how user behavior on an urban greenway in Chicago (i.e. The 606) was influenced by stereotypical notions attached to a Latinx community and its residents (i.e. neighborhood stigma) and residential and environmental change due to green gentrification.
- Instructor of Record for numerous classes, including the Clemson EDGE program. The program, which has been nationally recognized for innovation, is a full immersion program into the Parks, Recreation, and Tourism Management field. Teaching emphasis is placed around applied critical thinking skills, business and marketing implementation practices, and community management, and community policy.

The Chicago Park District

Chicago, IL

Intern to the Chief Programming Officer, June 2015-September 2015

- Assisted the Chief Programming Officer in the design and implementation of the Public Sports League partnership. This partnership, between The Chicago Park District and Chicago Public Elementary Schools, is designed to bring recreational programs to all CPS Elementary students, regardless of neighborhood or background in an effort to combat violence and build a more unified community. Responsibilities included outreach across multiple platforms, the design of city wide communications, and the presentation of information to Chicago City Officials.
- Responsible for the entry and analysis of various program related data based upon GIS mapping.
- Worked with Chief Program Officer in the design of a sponsorship proposal for Nike encompassing local area CPS Elementary and High Schools.
- Responsible for a template and analytic methodology design for a sustainable park model. The overall goal of this model was to formulate a systemic measurement tool that could be used by park supervisors to efficiently allocate their resources, maximize revenue, and empower them to provide the most effective programs for their specific neighborhood.
- Worked in collaboration with multiple departments and partners on the writing of a grant proposal for a program targeting at-risk youth in the Hegewisch neighborhood in Chicago. This program, built around modern dance, is designed to allow high school students the opportunity to learn dances representing numerous cultures throughout Chicago and distributing it via social media to their peers, thus empowering the students to be co-constructors of program success.
- Assisted with the implementation of the 2015 NRPA Innovation Lab

Chicago Bears

Chicago, IL

Marketing and Fan Services Event Staff, July 2012-August 2014

- Responsible for the facilitation and direction of game day activities. Duties include fan event supervision, stadium policy implementation, and grass root consumer marketing.
- Worked with Chicago Bears' front office and Soldier Field representatives in the communication of strategies across multiple stadium employee groups.
- Disseminated information regarding upcoming Bears' games, stadium updates, and special events to season ticket holders, first-time stadium attendees, and special interest groups.

Bank of America

Charlotte, NC

Global Sports Marketing Intern, January 2010-August 2010

- Designed a tool used in the measurement of ROI for in-stadium signage of BOA sponsored MLB properties. Tool focused on BOA's affinity products, brand recognition and image, and how the overall brand was perceived by fans that were exposed to signage both in the primary market (in-stadium) and secondary market (media). Contributed to BOA's signage placement across sponsored properties.
- Worked within a cross-functional matrix in the development, coordination and implementation of hospitality events designed to increase revenues and product awareness. This included working with platform directors, senior managers, and marketing organizations in coordination and supervision of third party vendors to ensure zero defect execution from event conception to fulfillment.
- Worked onsite at events for Susan G. Komen, Nascar, and the PGA Tour to help maintain BOA brand reputation and ensure brand was presented properly to clients, event guest and partner organizations. Client satisfaction level at the events worked was approx. 100%.
- Worked with the Carolina Panthers and the NFL Play 60 program in the design and implementation of a community youth day program designed to give underprivileged children a chance to participate in football related activities.

Research Publications and Speaking Engagements

Published/Accepted Peer-Reviewed Manuscripts/Book Chapters

- **Harris, B.S.**, Schmalz, D., Larson, L., & Fernandez, M. (2020). Fear of the Unknown: Examining Neighborhood Stigma's Affect on Urban Greenway Use and Surrounding Communities. *Urban Affairs Review*
- Rigolon, A., Keith, S., **Harris, B.S.**, Mullenbach, L., Larson, L., & Rushing, J. (2020). More than "just green enough": Helping park professionals achieve equitable greening and limit environmental gentrification. *Journal of Park and Recreation Administration*
- Fernandez, M., **Harris, B.S.**, & Becerra, M. (2019). Examining the complexities of increasing park access in two Latinx neighbourhoods. *Local Environment*.
- **Harris, B.S.**, Schmalz, D., Larson, L., Fernandez, M., & Griffin, S. (2019). Contested Spaces: Intimate Segregation and Environmental Gentrification on Chicago's 606 Trail. *City and Community*
- Rigolon, A., Fernandez, M., **Harris, B.S.**, & Stewart, W. (2019). An ecological model of environmental justice for parks and recreation. *Leisure Sciences*
- Fernandez, M., **Harris, B.S.**, & Black, K.. (2019). *Designing Public Spaces for Young People*. In Handbook for Designing Public Places for Young People: Design Practices, Processes and Policies for Youth Inclusion. New York, NY: Routledge
- **Harris, B.S.**, Larson, L., & Ogletree, S. (2018). Different Views of the 606: Examining the Impacts of an Elevated Linear Trail on Crime in Chicago. *Environment and Behavior*, 50(1), 56-85.
- **Harris, B.S.**, Jordan, K.A., Powell, G.M., Tucker, T.W. & McGuire, F.A. (2017). Let's Talk About It: Using Interactive Exams to Bring Learning to Life. *Scholar*, 32(1), 80-90
- **Harris, B.S.** & Schmalz, D. (2016). "Cool" Party, Bro: The Fraternity Use of Party Structure as a Mechanism for Control over Social Status of Females on Campus. *Deviant Behavior*, 37(11), 1227-1238.

Peer-Reviewed Manuscripts/Book Chapters In-Review

- **Harris, B.S.**, Rigolon, A., & Fernandez, M. (in-review). "To them we're just kids from the hood". The Citizen-Policing of Youth of Color in Environmentally Gentrifying Spaces. *Cities*
- Fernandez, M. & **Harris, B.S.** (in-review). A desert in the city of garden: Examining park disparities in a Latino community. *Journal of Urban Affairs*.
- Stone, G., **Harris, B.S.**, Duffy, L., Kelly-Prior, B., Layland, E.,...Mowatt, R., (in-review). Implicit attitudes and the challenge of becoming a reflexive leisure scholar. *Leisure Sciences*

Conference Presentations

- **Harris, B.S.**, Rigolon, A., & Fernandez, M. (2020). "To them we're just kids from the hood". The Citizen-Policing of Youth of Color in Environmentally Gentrifying Spaces. *Presented at The Academy of Leisure Sciences Conference*. Champaign, Illinois
- **Harris, B.S.**, & Brookover, B. (2019). The Thrill of No-Frills Strategic Planning. *Arizona Parks and Recreation Association Conference*. Tucson, AZ.
- **Harris, B.S.**, Larson, L., & Flink, C. (2019). Greenways and Gentrification: Planning for Diverse Communities. *North Carolina Park and Recreation Directors Conference*. Raleigh, NC.
- Mullenbach, L., Baker, B., Fernandez, M., Wilhelm Stanis, S., & **Harris, B.S.** (2019) "Examining the outcomes of increasing access to parks in racially marginalized communities. *The Academy of Leisure Sciences Conference*. Clemson, SC
- Fernandez, M., & **Harris, B.S.** (2019). Environmental injustices affecting Latino urban communities and their access to public parks. *Hispanic and Latinx Voices in Academia*. Clemson, SC.
- Fernandez, M., & **Harris, B.S.** (2018). A desert in the City of the Garden: Examining park disparities in a Latino community. *2018 Urban Transitions Global Summit: Integrating urban and transport planning, environment and health for healthier urban living*. Barcelona, Spain.
- Larson, L., Shafer, S., Keith, S., **Harris, B.S.**, Fernandez, M., & Flink, C. (2018). Urban greenways and social equity in diverse communities. *National Recreation and Park Association Annual Conference*. Indianapolis, IN.
- Larson, L., **Harris, B.S.**, & Ogletree, S. (2018). Impacts of parks and green space on crime in U.S. urban areas. *International Symposium on Society and Resource Management (ISSRM)*. Salt Lake City, UT.
- **Harris, B.S.**, Schmalz, D., & Fernandez, M. (2018). Contested spaces: How green gentrification is affecting recreation and leisure behavior on Chicago's 606 Trail. *International Symposium on Society and Resource Management (ISSRM)*. Salt Lake City, UT.
- **Harris, B.S.**, Fernandez, M., & O'Rourke, T. (2017). Access and Inclusion in Urban Park. *National Recreation and Park Association Annual Conference*. New Orleans, LA.

- **Harris, B.S.,** & Schmalz, D. (2017). Invisible Walls and Barriers: How Neighborhood Stereotypes Affect Leisure Behavior on Chicago's 606 Linear Trail. *Leisure Studies Association Conference*. Leeds Beckett University, UK.
- **Harris, B.S.,** Stone, G., Duffy, L., Kelly-Prior, B., Layland, E., Schmalz, D., Terry, W., Kivel, D., Mowatt, R., (2017). Implicit attitudes and reflexivity: Becoming a critical leisure scholar. *Academy of Leisure Sciences Conference*. Indianapolis, IN.
- Jordan, K.A., Gagnon, R., **Harris, B.S,** Walters, K., Anderson, D.M., & Pilcher, J. (2016). Positive outcome of leisure education in college students. *National Recreation and Parks Association Conference*. St. Louis, MO. (Oral Presentation)
- **Harris B.S.** (2016) "Urban Greenways and Crime: What Can We Learn from Chicago's 606?". *Health, Education and Human Development Conference*. Clemson, SC

Additional Experience, Awards and Outreach

Awards

- Outstanding Graduate Award, Clemson University (2018)
- Most Outstanding Graduate Teaching Award, Clemson University (2018)
- Professional Enrichment Grant Recipient, Clemson University: Amount \$25,000
- Human Education and Human Development Grant Recipient, Clemson University: Amount \$25,000
- Finalist for the K. Patricia Cross Future Leaders Award (2016)
- Guest Speaker/Expert/Leader for gentrification team at the 2016 ACC Leadership Symposium
- 2015 National Recreation and Parks Association Student Scholarship Award Recipient

Outreach

- Member of the Teaching, Learning, and Sociocultural Master's Committee for the University of Arizona (2020)
- Member of Faculty Annual Review/Pay Equity Committee for the University of Arizona (2020)
- Lead Research on Strategic Plan for Pelham, AL Parks and Recreation Department (2020)
- Researcher on Strategic Plan for Myrtle Beach, SC Parks, Recreation, and Sports Tourism Department (2020)
- Researcher on Strategic Plan for Seneca, SC Parks and Recreation Department (2019)
- Researcher on Strategic Plan for Irmo Chapin, SC Parks and Recreation Department (2019)
- Member, Literacy, Learning, and Leadership Committee (2018-present)
- Member, National Parks and Recreation Association (2014-present)
- Member, Arizona Parks and Recreation Association (2018-present)
- Researcher on Strategic Plan for Summerville, SC Parks and Recreation Department (2018)
- Member of Staff Excellence Award Committee, Clemson University (2018)
- Researcher on Strategic Plan for the City of Spartanburg, SC (2017)
- Researcher on Strategic Plan for Mount Pleasant, SC Parks and Recreation Department (2017)
- Member of Diversity Committee and Community for Clemson University (2016, 2017)
- Monitor, Illinois Park and Recreation Conference (2016)
- Guest Lecturer at the University of St. Francis (2016)
- Researcher on Cherokee County and Lancaster County Recreation Needs Assessment (2015)
- Monitor, Southern Sociological Society Annual Meeting (2015)
- Researcher for Greenville County Economic Impact Study (2015)

Software Proficiencies

- Expert Skill Level in Microsoft Office (Word, Excel, PowerPoint)
- Expert Skill Level in Adobe Creative Cloud Applications (Spark, InDesign, Acrobat, Illustrator, Photoshop)
- Expert Skill Level in SPSS
- Expert Skill Level in Qualtrics
- Expert Skill Level at Atlas.ti and Nvivo (Qualitative Data Analysis Software)
- Intermediate Skill Level in Tableau
- Beginner Skill Level in ArcGIS