

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 Sports Marketing and Management, 2008-2010

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

Experience

University of Arizona

Tucson, AZ

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

- Research focus on environmental justice issues in urban parks, specifically the impact of environmental gentrification, the influence of neighborhood stigma on park user behaviors, and how park and recreational policies and programs may exacerbate or mitigate disparities in communities of color.
- Responsible for curriculum development and implementation for Recreation and Sports in Communities, Parks, and School minor (approved November 2018)
- 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 foundation core for the Recreation and Sports in Communities, Parks, and School minor and were designed so each can be taught in-person, fully online, or in a hybrid format.
- Serve as both the liaison between the College of Education and University of Arizona Athletic Department and the Internship Coordinator for the Recreation and Sports in Communities, Parks, and School minor
- Professor of record for Recreation and Leisure in a Contemporary Society and Administration, Leadership in Recreation and Park Organizations, and Sports, Adolescents, and Schools

Clemson University

Clemson, SC

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

- Dissertation titled *The Invisible Walls of The 606: An Examination of the Relationship Between an Urban Greenway and Community Change*, examined 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.
- Conducted 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
- Instructor of Record for Clemson EDGE program. The program, which recently won an award for innovation and includes 150 students, 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.

- Instructor of Record for numerous PRTM classes including PRTM 4210: Recreation Financial Resource Management (Twice), PRTM 4540: Trends in Sports Management, PRTM 2000/2200: Foundations of Recreation and Leisure, and PRTM 3100: Recreation and Society. Average teaching score **4.7/5**
- Teaching Assistant for PRTM 2410: Introduction to Community Recreation, Sport and Camp Management, PRTM 3540: Youth Development in Camp, PRTM 3530: Foundations of Camp Counseling, and PRTM 3250: Global Perspectives in Recreation.

The Chicago Park District

Chicago, IL

Intern to the Chief Programming Officer, June 2015-August 2016

- 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

Trader Joe's

Chicago, IL

Assistant Store Manager/Marketing Coordinator, September 2012-September 2014

- Responsible for the oversight and direction of 70 store employees. This includes employee training and development, employee communication processes, new employee hiring, and employee review process.
- Researched consumer buying patterns and implement specific target strategies to increase overall store performance, grow sales, and increase inventory turnover. Overall weekly store sales of approx. \$700,000.
- Merchandised store by designing and building visual displays that featured products for promotional representation on the store floor. Strategies were specifically designed to increase overall product awareness and directly influence customer purchasing decisions. Promotional strategies directly align with seasonal trends, consumer request, and outlying national and regional events (ex. Super Bowl). Average sales increase of items of over 400%.
- Implemented community focused events designed to grow customer awareness, inform customers of the benefits of a healthy lifestyle, and establish overall good will in the community.

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.

Belk Corporation

Charlotte, NC

Assistant Product Manager –Madison/Made, April 2011–August 2012

- Worked with domestic and international vendors in the conception, development, and branding of new products for the Madison private label. Responsibilities included analyzing samples for accurate construction and color, ensuring all products met design specifications, and monitoring product profitability after market introduction. Annual sales for the label exceeded \$30 million dollars.

- Conducted in-depth analysis of current and potential shifts in the current consumer marketplace. Used market research in the formation of strategic initiatives that could be implemented to take advantage of variances in consumer preference and buying patterns.
- Used communication skills, product knowledge, and forecasting tools to identify key success factor throughout the product life cycle. Once identified, these factors were used to locate niche markets where consumer demand aligned with the Madison product offering.
- Used event design experience to help store managers and corporate partners design and implement promotional programs centered on increasing in-store traffic, driving sales, and increasing inventory turnover.

University of North Carolina at Charlotte

Charlotte, NC

Graduate Assistant & Athletic Foundation Coordinator, August 2008-December 2010

- Identified, cultivated and solicited individuals and businesses in the Charlotte community for donations used in the formation and funding of the Charlotte 49ers football program set to begin play in 2013. Donations directly contributed to the funding of the construction of the University's new \$40 million dollar football stadium.
- Directed cross-cultural simulations to undergraduate students to help provide understanding of barriers to entry in foreign markets.
- Worked with various departments in the facilitation and implementation of a Business Ethics Conference for UNC-Charlotte. Coordinated travel arrangements for clients, communicated with guest speakers, implemented marketing strategies, and assisted in set up and take down of event
- Designed and oversaw the events, promotions, and activities of the 400+ members of the Niner Nation Gold student organization. This organization focused on the support, fundraising, and grassroots marketing of all the University's athletic teams.
- Worked with outside vendors in trade valuation, sponsorship activation, and in the coordination and management of promotional events designed to promote vendor products and brands. Sponsorships ranged from \$500-\$5000 in overall value.
- Coordinated and designed ticket packages for the Charlotte Athletics. Distributed tickets and managed student accounts on game days.

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.

Publications

Peer-Reviewed Manuscripts/Book Chapters

- Fernandez, M., **Harris, B.S.**, Becerra, M. (accepted). Examining the Benefits and Challenges of Increasing Park Access. Accepted by the Journal of Urban Affairs
- Fernandez, M., **Harris, B.S.**, Black, K.. (2018). *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.**, Jordan, K.A., Powell, G.M., Tucker, T.W. and McGuire, F.A. (2018). Let's Talk About It: Using Interactive Exams to Bring Learning to Life. *ScholarX*. (accepted, but issue not yet assigned)
- **Harris, B.S.**, Larson, L, Ogletree, S. (2017). 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.** and 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 under Review

- Rigolon, A., Fernandez, M., Harris, B.H., Stewart, W. (under review). An ecological model of environmental justice for parks and recreation. Submitted to *Leisure Sciences*
- **Harris, B.S.**, Schmalz, D., Larson, L., Fernandez, M., & Griffin, S. (revise and resubmit). Arms together, hearts apart: An exploration of intimate segregation on Chicago's 606 Trail. Submitted to *City and Community*
- Fernandez, M., Mowatt, R., **Harris, B.S.**, (under review). Children's Literature and Racial Marginalization: A Critical Approach. Submitted to *Multicultural Perspectives*
- Fernandez, M. & **Harris, B.S.** (revise and resubmit). A Desert in the City of the Garden: Examining Park Disparities in a Latino. Submitted to the *Journal of Urban Affairs*.
- **Harris, B.S.**, Schmalz, D., Shipley, N., Sharp, J., Mazer, J. (under review). "To Connect or Disconnect? Emotional Response to a Threatened Place-dependent Social Identity". Submitted to the *Journal of Social Psychology*
- Jordan, K.A., Walters, K.A., **Harris, B.S.**, Anderson, D.M. (under review). Putting Everything on Pause: Students using Leisure Education to Manage the Rigors of Higher Education. Submitted to the *Innovative Higher Education Journal*

Peer-Reviewed Manuscripts in Development

- Keith, S., Rigolon, A., **Harris, B.S.**, Mullenbach, L. (in development). "Just green enough" approaches for parks and recreation managers: How to address environmental gentrification?
- Stone, G., **Harris, B.S.**, Duffy, L., Mowatt, R., Schmalz, D., Layland, E. (in development). Implicit Attitudes and the Challenge of Becoming a Reflexive Leisure Scholar.
- Harris, B.S., Fernandez, M., Rigolon, A., Stewart, W. (in development). Do You See What I See? Using Photovoice to Explore Latino Youth's Experiences of Environmental Gentrification

Conference Presentations

- Fernandez, M., & **Harris, B.S.** (2019). Environmental injustices affecting Latino urban communities and their access to public parks. Submitted to *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. Accepted to 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. (Panel Session)
- 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. (Oral Presentation)
- **Harris, B.S.**, Schmalz, D., & Fernandez, M., Larson, L. (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. (Oral Presentation)
- **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. (Oral Presentation)
- **Harris, B.S.**, and 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. (Oral Presentation)
- **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. (Oral Presentation)
- 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: (Poster Presentation)
- **Harris, B.S.** (2016). Cool" Party, Bro: The Fraternity Use of Party Structure as a Mechanism for Control over Social Status of Females on Campus. *Southern Sociological Society Conference*. Atlanta, GA. (Oral Presentation)
- **Harris, B.S.** (2016). The Freshman Mistake: The Role of Institutionalized Norms in Placing New Female Students at Risk. *Women's Leadership Conference*. Clemson, SC. (Oral Presentation)
- Jordan, K.A., Walters, K.A., **Harris, B.S.** (2015). Leisure Skills Courses: Psychosocial Impacts on College Students. *National Parks and Recreation Association Conference*. Las Vegas, NV. (Oral Presentation)
- Jordan, K.A., **Harris, B.S.**, Walters, K.A. (2015) Investigating the Role of Leisure Skills Courses in College Student Development. *Southeastern Recreational Research Conference*. Athens, GA. (Oral Presentation)
- Jordan, K.A., **Harris, B.S.**, Walters, K.A. (2015) Investigating the Role of Leisure Skills Courses in College Student Development. *Health Education and Human Development Conference*. Clemson, SC. (Oral Presentation)

- **Harris, B.S.**, Hasen, K., Franklin, L., Clenace, I. (2010). Marketing Case Cup Competition. *National Sports Forum*. Baltimore, MD. (Panel Presentation)

Teaching Experience

- Assistant Professor for TLS 356: Adolescents, Sports and Society (2018)
- Assistant Professor for TLS 353: Recreation and Leisure in a Contemporary Society (2018)
- Assistant Professor for TLS 354: Administration and Leadership in Parks and Recreation (2018)
- Instructor of Record EDGE Program (2017)
- Instructor of Record for PRTM 6210: Graduate Recreation Financial Resource Management (2017)
- Instructor of Record for PRTM 4210: Recreation Financial Resource Management (2017)
- Instructor of Record for PRTM 4540: Trends in Sports Management, Clemson University (2016)
- Teaching Assistant PRTM 2260-Foundations of Management and Administration in Parks and Recreation-2 sections (2016)
- Teaching Assistant for PRTM 2270-Provision of Leisure Services Experiences-2 sections (2016)
- Teaching Assistant for PRTM 2290-Competency Integration in Parks, Recreation, and Tourism Management-2 sections (2016)
- Teaching Assistant for Creative Inquiry in Parks, Recreation , and Tourism Management-2 sections (2016)
- Teaching Assistant for PRTM 2000/2200: Foundations of Recreation and Leisure, Clemson University (2016)
- Teaching Assistant PRTM 2260-Foundations of Management and Administration in Parks and Recreation (2015)
- Teaching Assistant for PRTM 2270-Provision of Leisure Services Experiences-2 sections (2015)
- Teaching Assistant for PRTM 2290-Competency Integration in Parks, Recreation, and Tourism Management (2015)
- Instructor of Record for Creative Inquiry in Parks, Recreation , and Tourism Management (2015)
- Instructor of Record for PRTM 2000/2200: Foundations of Recreation and Leisure, Clemson University (2015)
- Teaching Assistant for PRTM 2410: Introduction to Community Recreation, Sport and Camp Management, Clemson University (2015)
- Teaching Assistant for PRTM 3250: Global Perspectives in Recreation, Clemson University (2015)
- Teaching Assistant for PRTM 3540: Youth Development in Camp, Clemson University (2014)
- Teaching Assistant for PRTM 3530: Foundations of Camp Counseling, Clemson University (2014)
- Teaching Assistant PRTM 2260-Foundations of Management and Administration in Parks and Recreation (2014)
- Teaching Assistant for PRTM 2270-Provision of Leisure Services Experiences (2014)
- Teaching Assistant for PRTM 2290-Competency Integration in Parks, Recreation, and Tourism Management (2014)
- Teaching Assistant for Creative Inquiry in Parks, Recreation , and Tourism Management (2014)

Awards/Grants

- Fernandez, M., **Harris, B.S.**, Rigolon, A., & Stewart, W. (2018) *Do You See What I See? Using Photovoice to Explore Latino Youth's Experiences of Environmental Gentrification*. Submitted to the William T. Grant Foundation. Amount \$253,298
- Outstanding Graduate Award, Clemson University (2018)
- Most Outstanding Graduate Teaching Award, Clemson University (2018)
- PEG (Professional Enrichment Grant) Recipient, Clemson University (2015, 2016, 2017, 2018)
- Human Education and Human Development Grant Recipient, Clemson University (2015, 2016, 2017)
- 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
- Co-Investigator. (2015). "Setting the Route: A Comprehensive Assessment of the Current Status and Future Opportunities Associated with Collegiate Climbing Walls and their Users." The Association of Outdoor Recreation and Education.
- **Harris, B.S** (Co-Investigator), Bryant, V. (2015) "Teens in the Park: Chicago Vibes" Dizzy Feet Foundation Grant. Grant amount \$20,000

Additional Experience/Outreach

- 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)
- Member, National Parks and Recreation Association (2014-present)
- Member, Southern Sociological Society (2014-present)
- Volunteer at Chicago Metro YMCA (2013-2014)
- Salutatorian for MBA class at The University of North Carolina at Charlotte (2010)
- Graduated Cum Laude from Flagler College (2006)