

# Eric Brannen

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Statements

**Teaching**

1.

In the past I have worked with student of all ages and backgrounds. I began tutoring kids from kindergarten up through college at Xamaze tutoring. There, I focused on all sorts of subjects: science, math, literature, government, etc. This broad introduction to tutoring multiple subjects showed me that each subject is taught and learned in a different manner. Therefore, I decided I must pay attention to how each student learns individually and tailor my teaching style to their learning style.

Experience I obtained working with individuals of diverse backgrounds taught me quite a bit. An understanding of cultural sensitivities and its pertinence in differing field became rather important. I worked as a tutor at Chaffey college for two years, assisting with micro and macroeconomics, along with political science. The act of teaching these subjects reinforced my understanding and my ability to apply material. In turn, it helped me cultivate understanding of these subjects in my students. I worked with a group of about five students at once, this helped me develop leadership skills in controlling, and guiding groups of individuals while teaching/tutoring. Workshops were also given to help me develop as a better leader and tutor. For example, different learning styles were explained, and the concept of a growth mindset versus fixed mindsets were introduced.

Through these experiences, my Interest in teaching grew as a result. This led me to seek a PhD in Geography at UNM. While attending UNM, I was given my first opportunity to lead a class on cluster analysis with Native American students from Dine College on Navajo Nation. Mastery of the course material for the class assignment was the first step. The second step was thinking through explanations and asking/ answering questions to ensure the students understood the material. I realized the important values in teaching: patience and communication. Communication ensured understanding and patience, in guiding students through technical aspects of the assignment.

**Research**

My thesis for my MS in Regenerative Studies was my first experience doing legitimate research. My thesis explored the influence between the proximity to the wildland urban interface (WUI) and home prices. ArcGIS 10.7.1 was used to calculate travel time across a road network between homes and trailheads. The travel time was then used as an independent variable in a geographically weighted regression (GWR) with home prices . The GWR shows the local relationship between the WUI and homes on a local scale throughout the cities of Santa Clarita and Topanga in Southern California for all independent variables. All this was done to understand if the relationship between home prices and proximity to trail heads which may incentivize home building within the WUI. Ideally, to understand if profit seeking companies are incentivized to build homes in these areas for the amenities involved in outdoor accessibility. Consequentially, leading to higher costs due creating a built environment in these highly flammable areas. Up until the methods sections of this paper has been put into publishing format.

As of now, I am pursuing a PhD in Geography while working as a research assistant. My research seeks to identify and remedy health disparities in accessibility to cancer treatment centers in New Mexico. Geopandas in Jupyter Notebook was used to complete a potential access model, or the Enhanced Two Step Floating Catchment Area(E2SFCA) method. The model is an intuitive measure of accessibility with a score being associated with a higher measure of accessibility, and vice versa. The measure is a supply to demand ratio with a proxy measure for supply by bed count per center, and demand represented the count of those age 45 and up within each census tract. Those age 45 and up represent demand because they are the primary demographic which develops cancer. Travel time is calculated between each census tract population-weighted centroids and cancer treatment centers which is then used as an independent variable in the GWR. Conversion of this paper into a publication will occur in Spring 2023.

In summary, I have experience doing research and seek to present/ publish more in order to develop my skills as a future professor. My skills revolve around GIS, Python, and R. I find the most important values in research are: hard work, persistence, and collaboration. On many occasions a researcher must learn as they go. Continuous, incremental effort is key to achieving correct results. Additionally, collaboration assists in solving problems because explaining these problems helps understand the issues, and people offer new ways of approaching the issue

### Professional Development Plan

2.

#### WORKSHEET: Professional Development Plan

Planning Period: From 10/10/22 To 12/25 (Review and update this plan periodically.)

Performance Expectations	Knowledge, Skills, and Behaviors Needed to Achieve Each Expectation	Professional Development Activities	Resources and Support Needed from Others (e.g., dept, univ., AAG, grant providers)	Target Dates for Expectations
Teaching <ul style="list-style-type: none"> <li>• Teach proficiently</li> <li>• Communicate</li> <li>• Act professional</li> <li>• Procedural understanding</li> </ul>	<ul style="list-style-type: none"> <li>• How to grade</li> <li>• How to calculate weighted grades</li> <li>• Understand operations of a classroom from professor perspective</li> <li>• How to develop syllabus/ class</li> </ul>	<ul style="list-style-type: none"> <li>• Head a TA ship</li> <li>• Teach an entire class</li> <li>• Teach class as the head of the class</li> </ul>	<ul style="list-style-type: none"> <li>• Advisor input from Yan Lin</li> <li>• Grading breakdown</li> <li>• Overview of class operations from department</li> <li>• Process followed to make syllabus/ class</li> <li>• Grade breakdown sheet</li> </ul>	<ul style="list-style-type: none"> <li>• TA: 12/25</li> </ul>
Research	<ul style="list-style-type: none"> <li>• Ability to</li> </ul>	<ul style="list-style-type: none"> <li>• Present on potential</li> </ul>	<ul style="list-style-type: none"> <li>• Yan Lin guiding</li> </ul>	<ul style="list-style-type: none"> <li>• Abstract: 10/15/22</li> </ul>

<ul style="list-style-type: none"> <li>• Abstract development for SWAGG</li> <li>• Present for SWAGG</li> <li>• Attend AAG</li> <li>• 3 Publications</li> <li>• E2SFCA publication</li> <li>• Acquire funds</li> <li>• Comprehensive exam</li> <li>• Complete dissertation, proposal defense, and dissertation defense</li> <li>• Have committee meeting for comprehensive exams</li> </ul>	<ul style="list-style-type: none"> <li>• breakdown abstract</li> <li>• Presentation skills</li> <li>• Dress/act professionally</li> <li>• Understand publication process</li> <li>• Understand grant proposal needs</li> <li>• Understand comprehensive exam process</li> <li>• Understand dissertation process</li> </ul>	<ul style="list-style-type: none"> <li>• access measure at SWAGG 2022</li> <li>• Attempt publication and needed corrections</li> <li>• Work on writing skills</li> <li>• Pick journals and review format</li> <li>• Write grant proposal</li> <li>• Write proposal, dissertation and defense</li> <li>• Set up committee meeting</li> </ul>	<ul style="list-style-type: none"> <li>• me through publication process</li> <li>• Review of abstract</li> <li>• Journal format guidelines</li> <li>• Have someone review grant proposal</li> <li>• Ask first years about process, and Yan Lin</li> <li>• Send out committee email</li> <li>• Papers detailing these processes</li> </ul>	<ul style="list-style-type: none"> <li>• Present: 10/28/22, 10/29/22</li> <li>• AAG: 2/25</li> <li>• Publications: December 2025</li> <li>• E2SFCA: 5/13/22</li> <li>• Grant Proposal: 12/25</li> <li>• Committee meeting: 2/2023</li> <li>• Dissertation: 12/25</li> <li>• Proposal defense: 12/23</li> <li>• Dissertation defense: 12/25</li> </ul>
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Performance Expectations	Knowledge, Skills, and Behaviors Needed to Achieve Each Expectation	Professional Development Activities	Resources and Support Needed from Others (e.g., dept, univ., AAG, grant providers)	Target Dates for Expectations
<b>Service</b> <ul style="list-style-type: none"> <li>• Treasurer of SAGES</li> <li>• Help those that need it</li> <li>• Volunteer when others will not</li> </ul>	<ul style="list-style-type: none"> <li>• Multitasking</li> <li>• Communication</li> <li>• Email</li> <li>• Group Chats</li> <li>• Team player</li> <li>• Planning</li> </ul>	<ul style="list-style-type: none"> <li>• Assist in GAW</li> <li>• Attend GAW and other events as much as possible</li> <li>• Assist in budget</li> <li>• Make flyers</li> <li>• Attend meetings for SAGES on Fridays, events, and other meetings</li> <li>• Set up coffee and tea before colloquiums</li> </ul>	<ul style="list-style-type: none"> <li>• Input from previous SAGES members</li> <li>• Input from Yan Lin in GAW planning</li> <li>• Chris Duvall's understanding of SAGES before pandemic</li> </ul>	<ul style="list-style-type: none"> <li>• SAGES: 8/23</li> <li>• GAW: 11/14/22-11/18/22</li> <li>• Flyer: 10/7/22</li> </ul>
<b>Beyond the workplace</b> <ul style="list-style-type: none"> <li>• Host outside events for friends</li> <li>• Network</li> <li>• Demonstrate value</li> <li>• Cultivate relationships</li> </ul>	<ul style="list-style-type: none"> <li>• Planning abilities</li> <li>• Communicate well</li> <li>• Exhibit good work ethic</li> <li>• Develop links</li> <li>• Show competence</li> <li>• Empathize and include people of diversity</li> </ul>	<ul style="list-style-type: none"> <li>• Host BBQs/events</li> <li>• Attend social events</li> <li>• Help out others with events and bring stuff</li> <li>• Invite people</li> <li>• Answer questions</li> </ul>	<ul style="list-style-type: none"> <li>• Research events</li> <li>• Flyers with information for our events</li> <li>• Websites for events</li> <li>• Social media</li> </ul>	<ul style="list-style-type: none"> <li>• Halloween event: 10/8/22</li> <li>• Christmas event: 12/25/2022</li> <li>• New Year's: 12/31/2022</li> <li>• Festivals: 5/2025</li> <li>• Plan more events and host: 12/2025</li> </ul>

## Biography

1.

## Long CV

Eric Brannen  
Curriculum Vitae

EricBrannen1@gmail.com | 909-921-1209

## EDUCATION

2021 - Present. Pursuing Doctor of Philosophy, Geography

- University of New Mexico – Albuquerque, NM  
2020. Master of Science, Regenerative Studies  
University of California State Polytechnic University – Pomona, CA  
Summa Cum Laude  
2017. Bachelor of Science, Economics  
University of California State Polytechnic University – Pomona, CA  
2016. Gottfried Wilhelm Leibniz Universität Hannover – Hannover, Germany  
Study Abroad: Hannover International Summer School of Economics and Management  
(HISSEMA)  
2015. George Mason University – Washington, D.C. (Summer Internship SBA) Institute  
on Comparative Political and Economic Systems (ICPES)

### **APPOINTMENTS**

- 2020 – Present. Peer Advisor, National College Resource Foundation – Lynwood High School,  
CA  
2018 – 2020. Economics Tutor, Chaffey College, Multidisciplinary Success Center – Rancho  
Cuucamonga, CA  
Summer 2015. Office of Capital Risk Management Intern, Small Business Administration –  
Washington D.C.  
2015 – 2015. General Tutor. Xamaze Tutoring – La Verne, CA

### **PUBLICATIONS**

#### Peer-Reviewed Journal Articles

2020. Brannen, E., Granco, G., “Urban Encroachment on the Wildland-Urban Interface: A  
comparison of Home Prices in Two Cities of Southern California. [Thesis, California State  
Polytechnic University, Pomona]. <http://dspace.calstate.edu/handle/10211.3/216829>.

### **AWARDS AND SCHOLARLY FUNDS**

- 2021-2022. National Cancer Institutes and the Cancer Center Support Grant, Grant Number  
P30CA118100; and was conducted as part of the University of New Mexico Women in  
STEM Faculty Development Fund: \$24,000.

### **SELECTED CONFERENCE PRESENTATIONS**

2022. Brannen<sup>1</sup>, Eric, MS; Lin<sup>1,2</sup>, Yan, PhD; Luo<sup>2</sup>, Li, PhD; Meisner<sup>2</sup>, Anegla, MS; Wiggins<sup>2</sup>,  
Charles, PhD. “Geographic access to cancer support and treatment resources by social  
vulnerability, rurality, and those age 45 and up in New Mexico” at Southwestern  
Association of American Geographers (SWAAG), Fayetteville, AR.

### **PROFESSIONAL MEMBERSHIPS**

- American Association of Geographers – AAG  
American Institute of Architects – AIA

### **SPECIFIC SKILLS**

#### Computer

- Geographic Information System: ArcGIS, ArcMap, Geopandas  
Statistical and Econometrics: R  
Programming: Python, R, C++

#### Fieldwork Research Methods

- Survey: Face-to-face interview, Questionnaire

Data Analysis: Descriptive statistics, Pearson's r-coefficient, Geographically-weighted regression, Network analysis, Logistic regression, Cluster analysis, Moran's I

Language

English – fluent speaker

**ACADEMIC SERVICE**

2022-2023. Treasurer, Student Association of Geography and Environmental Sciences.

November 14-18, 2022. Geography Awareness Week, Planner:

- Assisted in planning, preparation, funding, flyer creation

2020 – 2020. Sustainability Volunteer, Sustainability Office, Supervisor: Monica Khamboures

2020 – 2020. Event Volunteer. Lyle Center 25<sup>th</sup> Anniversary Gallery – Supervisor: Cybele Lyle

2017 – 2020. Sustainability Volunteer, Lyle Center – Pomona, CA

2017 – 2020. Club Member, Lyle Center Sustainable Student Association (LCSSA) – Pomona, CA

2014 – 2017. Club Member, Economics Club – Pomona, CA

**Short CV**

Eric Brannen  
Curriculum Vitae

EricBrannen1@gmail.com | 909-921-1209

**EDUCATION**

2021 - Present. Pursuing Philosophical Doctorate, Geography University of New Mexico – Albuquerque, NM

2020. Master of Science, Regenerative Studies

University of California State Polytechnic University – Pomona, CA  
Summa Cum Laude

2017. Bachelor of Science, Economics

University of California State Polytechnic University – Pomona, CA

2016. Gottfried Wilhelm Leibniz Universitat Hannover – Hannover, Germany

Study Abroad: Hannover International Summer School of Economics and Management (HISSEMA)

2015. George Mason University – Washington, D.C. (Summer Internship SBA) Institute on Comparative Political and Economic Systems (ICPES)

**APPOINTMENTS**

2020 – Present. Peer Advisor, National College Resource Foundation – Lynwood High School, CA

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Summer 2015. Office of Capital Risk Management Intern, Small Business Administration – Washington D.C.

2015 – 2015. General Tutor. Xamaze Tutoring – La Verne, CA

**PUBLICATIONS**

2020. Brannen, E., Granco, G., “Urban Encroachment on the Wildland-Urban Interface: A comparison of Home Prices in Two Cities of Southern California. [Thesis, California State Polytechnic University, Pomona]. <http://dspace.calstate.edu/handle/10211.3/216829>.

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### **SPECIFIC SKILLS**

#### Computer

Geographic Information System: ArcGIS, ArcMap, Geopandas

Statistical and Econometrics: R

Programming: Python, R, C++

#### Fieldwork Research Methods

Survey: Face-to-face interview, Questionnaire

Data Analysis: Descriptive statistics, Pearson’s r-coefficient, Geographically-weighted regression, Network analysis, Logistic regression, Cluster analysis, Moran’s I

#### Language

English – fluent speaker

### **ACADEMIC SERVICE**

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2020 – 2020. Event Volunteer. Lyle Center 25<sup>th</sup> Anniversary Gallery – Supervisor: Cybele Lyle

2017 – 2020. Sustainability Volunteer, Lyle Center – Pomona, CA

2017 – 2020. Club Member, Lyle Center Sustainable Student Association (LCSSA) – Pomona, CA

2014 – 2017. Club Member, Economics Club – Pomona, CA

### **One-page resume**

#### **Eric Brannen**

(909) 997-2602 – ericbrannen1@gmail.com – 9579 Calle Vejar, Rancho Cucamonga, CA 91730

#### **Education**

**California State Polytechnic University Pomona** **Graduate Spring 2017**  
**Pursuing Bachelors of Science in Economics 3.0 GPA** **Hannover International Summer**  
**School of Economics and Management** July- August 2016 **George Mason University,**  
**Washington D.C** **Summer 2015 Institute on Comparative**  
**Political and Economic Systems**

**Chaffey College, Rancho Cucamonga, CA** September 2014-Present  
**Associates Degree** in Social and Behavioral Science  
**Certificate** in Cal State University General Education

*Related Coursework:* Intro. to Computer Information Systems, Business Ethics, Business Law,  
Seminar in Ethics, Statistics, Business Calculus, Micro/Macro Economics, Management and  
Human Resource, Global Business, Game Theory, and Labor Economi

*Skills Include:*

- |           |              |         |
|-----------|--------------|---------|
| - 65 WPM  | - Word       | - Excel |
| - Precise | - Powerpoint | - STATA |

**Experience**

Small Business Administration, District of Columbia June 2015- August 2015

**Risk Management**

- Accurately entered data into designated database
- Matched advisors criteria score for 7a loans
- Checked web loan program for programming errors - Conducted risk analysis  
on **import/export** loans

Xamaze Tutoring, La Verne January 2015- May 2015

**Leadership**

- Acted as leader and mentor to a future generation of growing K-12 students
- Upheld a high standard of excellence and ethical integrity - Interacted  
with a diverse group of parents and students

Bill Vasta Free Lance Photography, Alta Loma June 2010- July 2014

**Building Relationships**

- Excellent working relationships with clients upholding company image
- Met client expectation by providing friendly and convenient experience -  
Assisted with planning and execution of photos during important events

**References available upon request.**

**Two-page resume:**

**Eric Brannen**

9579 Calle Vejar, Rancho Cucamonga, CA 91730  
Phone: (909) 997-2602 E-mail: EricBrannen1@gmail.com

**EDUCATION**



**California State Polytechnic University**, September 2017  
Pomona, California  
*Bachelor of Science, Economics*

**Gottfried Wilhelm Leibniz Universitat Hannover**, Germany Summer 2016

- Study Abroad: Hannover International Summer School of Economics and Management(HISSEMA)

**George Mason University** (Summer Internship SBA)  
Institute on Comparative Political and Economic Systems  
Washington D.C. Summer 2015

### **EXPERIENCE**

**Chaffey College**, April 2018 - Present

Tutor

- Provide efficient tutoring for back-to-back appointments
- Ensure understanding of the material
- Enabled personal growth with outside resources

**Bart Udink Construction Inc.**, September 2017 - February 2018

Carpenter's Helper

- Clean, sweep, and maintain shop
- Ensure quality and detail of work
- Prepare, assemble, and ship product
- Work with a variety of materials and hand tools

**Small Business Administration**, July 2015 – August 2015, Washington D.C.

*Office of Capital Risk Management*

Summer Intern

- Matched advisors criteria score for 7a loans
- Checked web loan program for programming errors
- Conduct risk analysis on import/export loans

### **Part-Time Positions While Going Through College:**

**Xamaze Tutoring**, January 2015- May 2015

Tutor

- Acted as leader and mentor to a future generation of growing K-12 students
- Upheld a high standard of excellence and ethical integrity
- Interacted with a diverse group of parents and students

**Walmart Inc., January 2015- May 2015**

Inventory Management Services (IMS)

- Over saw unloading and distribution of products
- Ensured safety via guidance of anti-slip, and chemical disposal regulation
- Went above and beyond completing tasks unassigned to specific job requirements **Bill**

**Vasta Free Lance Photography, June 2010- July 2013**

*Photographer Assistant*

- Upheld working relationships with clients maintaining company image
- Met client expectation by providing friendly and convenient experience
- Assisted with planning and execution of photos during important events

**VOLUNTEER ACTIVITIES**

**Printing 4 Charities, June 29- July 4, 2012**

- Volunteered to sale fireworks to raise money for charity
- Constructed, maintained, and oversaw established base
- Persevered through dangerous, and stormy conditions
- Maintained product quality, and theft prevention

**SPECIALIZED SKILLS & TRAININGS**

- **Computers:** Proficient: Power point, Word, Excel, GIS
- Familiar: Outlook, Python, GIS Classes:
- **Economics:** Econometrics, Mathematical Economics, Intermediate Micro/Macro Economics Theory, Game Theory, Analytic Geometry and Calculus I/II, Economic Statistics, Money and Banking, History of Economics Thought, Distribution of Income, Senior Seminar, and Economy Wide Country Studies, Report and Writing
- **Business:** Financial Accounting I, Managerial Accounting I, Business Law, Business Calculus, Introduction to Computer Information Systems, Principles of Global Business, Global Business, Business Ethics, and Management and Human Resources

**Linked in**

<https://www.linkedin.com/in/eric-brannen-9a844796>

**Headshot**



2.

## References

Eric Brannen  
9579 Calle Vejar  
Rancho Cucamonga, CA 91730  
(909) 997-2602

### Professional References

---

#### **Bill Vasta**

Photo Journalist  
White House Photography Inc. 1125  
W 23rd St.  
Upland, CA 91784  
(213) 935-0031  
Photo3@Vasta.us

Note: *Boss for photography assistant position.*

Ingrid Ripley  
Small Business Administration  
409 3rd Street SW  
Washington, DC 20416  
(410) 991-1431  
Ingrid.Ripley@SBA.Gov

Note: Advisor for SBA internship.

## Letters



CALIFORNIA STATE UNIVERSITY, POMONA

Carsten Lange, Ph.D.  
Professor and Grad. Coordinator  
Department of Economics  
California State Polytechnic University  
Pomona, CA 91768  
Phone: (909) 869 3843  
Home: (909) 596 3657  
Fax: (909) 869 6987

March 23, 2016

**To: Whom It May Concern**  
**RE: Exchange with Germany**

Eric Brannen was admitted to our under graduate program. He performs very well and I know him in person from several courses.

I strongly recommend her for the exchange and I am sure he will be a valuable asset for the exchange.

Sincerely,

  
Digitally signed by Carsten Lange  
DN: cn=Carsten Lange,  
o=California State Polytechnic University  
Pomona, ou=Department of Economics,  
email=clange@cpp.edu,  
c=US  
Date: 2016.03.23 11:31:14 -0700



College of Letters, Arts, and Social Science

CALIFORNIA STATE UNIVERSITY, POMONA

*Economics*  
California State Polytechnic University  
Pomona, CA 91786  
Phone: (909) 869 3842  
Fax: (909) 869 6987

March 28, 2017

Dear Graduate Admissions Committee,

I am pleased to write this letter in support of Eric Brannen's application to your graduate program. Eric was a student in my Senior Seminar Class, which is considered the capstone course for our undergraduate program.

I have worked closely with Eric over the past two quarters and helped direct his independent research project for our Senior Seminar class. He worked on an interesting analysis of income distribution in the United States. It is a good solid piece of work for an undergraduate research project and he earned a B+ in both quarters of the class. He is highly motivated and has demonstrated a strong work ethic.

Eric was a solid student at Cal Poly and I believe he would be a good candidate for your Masters program. If you have any further questions please feel free to contact me at (909) 869-3857.

Sincerely,

Lynda Rush, Ph.D.  
Professor of Economics, Emeritus



CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA

Economics Department  
College of Letters, Arts, and Social Sciences

Bruce Brown  
Professor and Dept. Chair – Economics Dept.  
California State Polytechnic University  
Pomona, CA, 91768  
909-869-5074  
bbrown@cpp.edu  
<http://www.cpp.edu/~bbrown/>

December 6, 2017

TO WHOM IT MAY CONCERN

This letter is to support the application of Eric Brannen to your graduate program.

Eric was a student at Cal Poly Pomona who will soon be completing his BS degree.

His overall GPA is 3.01, and in he earned a B+ in Econometrics which I taught.

Eric took advantage of our study abroad opportunity to Germany and earned a 3.3 in the related classes. He also took advantage of studying outside Cal Poly in other programs.

Eric would like to combine a masters in Economics with addition study in Data Science. I believe this course is consistent with his demonstrated technical skill.

Eric is an active and intelligent student and I support his application.

Sincerely,

Bruce C. Brown

3801 West Temple Avenue, Pomona, CA 91768 Telephone (909) 869-3842

THE CALIFORNIA STATE UNIVERSITY Bakersfield, Channel Islands, Chico, Dominguez Hills, Fresno, Fullerton, Hayward, Humboldt, Long Beach, Los Angeles,  
Maritime Academy, Monterey Bay, Northridge, Pomona, Sacramento, San Bernardino, San Diego, San Francisco, San Jose, San Luis Obispo, San Marcos, Sonoma, Stanislaus

3.

Eric Brannen  
9579 Calle Vejar  
Rancho Cucamonga, CA 91730  
(909) 997-2602

Dr. Gabriel Granco  
Assistant Professor of Geography  
California State Polytechnic University of Pomona  
3801 W. Temple Ave.,  
Pomona, CA 91768  
(909) 869-3576  
Ggranco@cpp.edu

Note: Advisor for master's degree.

Dr. Yan Lin  
Assistant Professor

The University of New Mexico  
Albuquerque, NM 87131  
Yanlin@unm.edu

Note: Advisor for PhD.

Theodros Woldeyohannes  
Research Assistant, PhD Student  
The University of New Mexico  
Albuquerque, NM 87131  
Twoldey94@unm.edu

Note: Fellow advisee for Dr. Yan Lin.

**Carsten Lange**  
California Polytechnic University  
3801 W Temple Ave,  
Pomona, CA 91768  
909-869-3843  
CLange@cpp.edu

Note: Economics professor who provided connection to study abroad in Germany.

Dear Eric Brannen,

Congratulations! You have been admitted to [Cal Poly Pomona](#) for Fall Quarter 2017 as a(n) Economics Grad major. We are pleased that you have chosen our exceptional university, and look forward to welcoming you to our campus community.

Your admission is conditional, pending the receipt of official transcripts, including those which verify your undergraduate degree, and any other supplemental documentation required by your academic program.

Please carefully review the [Graduate Admissions](#) or the [International Graduate Admissions](#) webpages. Pay close attention to deadlines and all correspondence you receive from [Cal Poly Pomona](#).

Congratulations again on your academic success! Information regarding your application is available at [MyCPP](#). We look forward to assisting you as you consider the opportunities offered at [Cal Poly Pomona](#).

Sincerely,



Andrew M. Wright  
Director of Admissions

3801 West Temple Avenue

[Pomona](#), CA 91768

Telephone: (909) 869-5299

Fax: (909) 869-4529



Degree progress

**Curriculum**

<https://geographyphdnmsu.unm.edu/curriculum/curriculum.html>

**Handbook**

<https://geography.unm.edu/resources/forms/nmdpg-handbook.pdf>

**Transcript**

Eric Brannen  
UNM ID: 101-93-7414  
DATE OF BIRTH: 23-AUG-1990

THE UNIVERSITY OF NEW MEXICO  
OFFICE OF THE REGISTRAR  
ALBUQUERQUE, NEW MEXICO 87131-0001

PAGE: 1  
DATE ISSUED: 05-OCT-2022

Course Level: Graduate/GADM

Current Program  
Doctor of Philosophy  
Program : PhD Geography  
College : Graduate Programs  
Campus : Albuquerque/Main  
Major : Geography

SUBJ NO.	COURSE TITLE	CRED	GRD	PTS	R
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INSTITUTION CREDIT:

Fall 2021  
Graduate Programs

GEOG 527	Intro Programming for GIS	3.00	A-	11.01	
GEOG 587L	Spetial Analysis and Modeling	3.00	A	12.00	
GEOG 601	Intro Geog Theory & Applic	3.00	A	12.00	
Hrs: 9.00 GPA-Hrs: 9.00 QPts: 35.01 GPA: 3.89					

Spring 2022  
Graduate Programs

GEOG 528	Advanced Programming for GIS	3.00	A-	11.01	
GEOG 580L	Spetial Statistics	3.00	A	12.00	
GEOG 602	Integrative Research Design	3.00	A	12.00	
Hrs: 9.00 GPA-Hrs: 9.00 QPts: 35.01 GPA: 3.89					

Fall 2022  
IN PROGRESS WORK

GEOG 575	Geog of New Mexico and SW	3.00	IN PROGRESS		
GEOG 603	Prof Geographic Practice	3.00	IN PROGRESS		
STAT 527	Advanced Data Analysis I	3.00	IN PROGRESS		
In Progress Credits 9.00					

\*\*\*\*\* TRANSCRIPT TOTALS \*\*\*\*\*

	Earned Hrs	GPA Hrs	Points	GPA
TOTAL INSTITUTION	18.00	18.00	70.02	3.89
TOTAL TRANSFER	0.00	0.00	0.00	0.00
OVERALL	18.00	18.00	70.02	3.89

\*\*\*\*\* END OF TRANSCRIPT \*\*\*\*\*

ISSUED TO:


Eric Brannen  
ebrannen@unm.edu

UNOFFICIAL ACADEMIC  
TRANSCRIPT

NOT TO BE RELEASED  
TO THIRD PARTY WITHOUT  
STUDENT CONSENT

5.

## Awards Fellowship

 **UNM** | *Geography & Environmental Studies*

3/8/2021

Eric Brannen  
9579 Calle Vejar  
Rancho Cucamonga, California 91730  
ericbrannen1@gmail.com

Dear Mr. Brannen,

On behalf of the Department of Geography and Environmental Studies at the University of New Mexico (UNM) and the Department of Geography at New Mexico State University (NMSU), I would like to offer you admission into the New Mexico Doctoral Program in Geography, beginning in Fall 2021.

I am pleased that we are able to offer you a Graduate Assistantship (GA) position for 3 years, with the possibility of extension. This 0.5 FTE position will correspond to a weekly time commitment of 20 hours. The position includes a stipend of approximately \$1,700 per month from mid-August through mid-May each year, a tuition waiver (up to 12 credits per semester), and health insurance. Further information on Teaching and Research Assistantships at UNM is available at: <https://grad.unm.edu/funding/assistantships.html>.

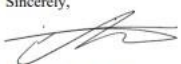
Based on your areas of interest, Dr. Yan Lin has been assigned as your primary advisor. You should discuss your course selection and program plans with Dr. Yan Lin prior to enrolling in courses.

If you decide to accept our offer of admission and the Assistantship position, please inform me via e-mail no later than April 15, 2021. If you decide to join us, **please also sign and date this letter and return it to the department via regular mail**. Your signature indicates that you accept our offer of admission and the GA position.

We hope that you accept this offer and make plans to join us in Fall 2021. If you have any questions about our program, please contact me at 505-277-5041 or [clippitt@unm.edu](mailto:clippitt@unm.edu). Our website also offers information about Department of Geography and Environmental Studies: <https://geography.unm.edu/>.

In the meantime, you will receive official information about enrollment and registration through UNM's Office of Graduate Studies. We look forward to welcoming you to the New Mexico Doctoral Program in Geography and the UNM Dept. of Geography & Environmental Studies in August.

Sincerely,



Christopher Lippitt  
Associate Professor  
Graduate Program Director

\_\_\_\_\_  
Your signature here indicates that you accept our offers of admission and funding

---

The University of New Mexico • Department of Geography • Bandelier West Room 111 • MSC01 1110 •  
1 University of New Mexico • Albuquerque, NM 87131 • Tel: (505) 277-5041 • Fax: (505) 277-3614

## 6. Professional Development

### Flyer

**Geography Awareness Week**

**Monday, November 14th**  
**Geography Tabling**  
 Duck Pond | Time: TBD

**Tuesday, November 15th**  
**Ecognition Workshop**  
 Location: TBD | Time: TBD

**Wednesday, November 16th**  
**GIS Day**  
 Poster Competition | Academic and Industry Reqs. | VR Booth | Lighting Talks  
 UMM SUB Atrium & Ballroom B | 9:00 - 4:00 pm

**Wednesday, November 16th**  
**ASPIRE Open House**  
 Tours | Networking Event  
 UMM PAIS | 4:00 pm

**Thursday, November 17th**  
**Film Screening: Soil, Struggles, and Justice: Agroecology in the Brazilian Landless Movement**  
 Led by Andrea Hernandez (director)  
 Location: TBD | Time: TBD

**Friday, November 18th**  
**Murphy Lecture**  
 Janita Sumbrell - Associate Professor of Geography, The University of British Columbia  
 "Instable Grounds: Desert Soils and Boundary Enforcement at the United States-Mexico Border"  
 Location: Mitchell Hall 102 | Time: 3:00 pm - 4:00 pm

For information: [geography@um.edu](mailto:geography@um.edu) | (508) 277-2041



**GIS DAY  
2022**

**Student  
Poster  
Competition**

SUB Ballroom B | 11:15 am - 2:00 pm  
 Award Ceremony: PAIS Courtyard | 5:00 pm



# FAFSA

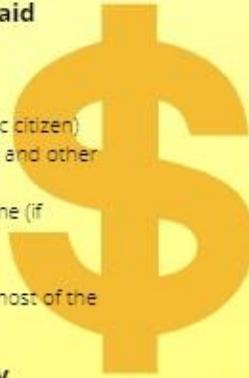
(Free Application for Federal Student Aid)

**Dreamers Welcomed!**

**What:** A form completed by current and prospective college students in the US to determine their eligibility for **student financial aid**

## Required:

- Your Social Security Number
- Alien Registration Number (if not a citizen)
- Federal Income Tax Returns, W-2s, and other records of money earned
- Bank Statements of Untaxed Income (if applicable)
- FSA ID to sign in electronically
- If a dependent you will also need most of the above for your parents



**Where:** [Studentaid.gov](http://Studentaid.gov)



### Contacts:

Eric Brannen  
Ebrannen@mylusd.org  
Eulices Briseno  
Ebriseno@mylusd.org



# Tutoring

Mentoring!  
All Subjects!  
All Grades!  
Via Meets!

Times: M - F: 1- 4 PM, & 5 - 7 PM

Location: <https://meet.google.com/lookup/hf6w-a5b2fv?authuser=0&hs=179>

Goals:

- Complete Assignments
- Increase Grades
- Decrease Stress
- Understand Material
- Self-Management
- Resilience
- Perseverance

Rewards: **Gift Cards!!**

Contacts:

Eulices Briserio  
EBriserio@mylusd.org

Eric Brannen  
EBrannen@mylusd.org

Amber Gilmore  
AGilmore@mylusd.org



2022. Data Management Workshop. September 10, 2022. The University of New Mexico United Graduate Workers Union.

7.  
Research

**Creative projects**

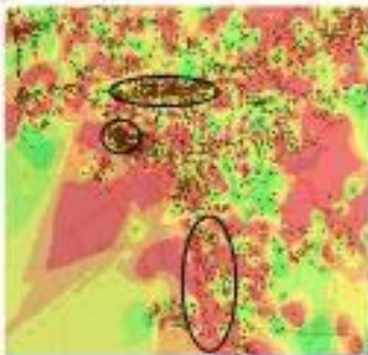
# San Diego County: Crime and Income Correlation

By: Eric Brannen, Josh Abad, & Patsy Diaz De Leon

## Kernel Density



- Appears crime follows middle to high income areas
- May be misleading
- Most low income areas have low crime

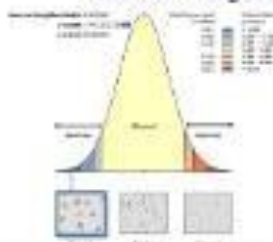


## Inverse Distance Weighting (IDW)

- Closer each variable different
- Low income seems to fuel high crime
- Urban low high income areas border each other crime occurs
- Areas of income inequality is a multiplier for higher crime rates



## Nearest Neighbor Global Summary



- OTC that state is clustered
- Clustered state is not a result of random chance (~1%)
- State is clustered proving correlations



Hair, Beer, and Wine?  
Produced by Eric Brannen  
Great Clips Inc.  
Analytics

# Great Clips®

For More Information, Please Contact:

Eric Brannen Responsible

Analytics

456 Kellywood St.

(909) 555-2612

[EricBrannen1@gmail.com](mailto:EricBrannen1@gmail.com)

Imagine a middle-aged man who loves quick convenient haircuts, beer and sports. A place where the middle-aged man can bring his son to get a haircut while drinking a beer, and watching sports. He is busy, impatient, and forgetful. One day he is out shopping in the mall only to remember that he still needs to get a haircut. The convenient location lures him in when he sees Great Clips while out shopping on a regular basis. Magically, to his surprise he is seated quickly, offered a beer, and to his surprise the sports game is on. Wait, his son is right next to him. What more could the stereotypical, hard-working, busy man of today want? A quick haircut then he is back on his way.

The convenient location, and strong marketing platform gets people in the door. An extraordinary growth rate has been maintained by this strategy for a long time. However, the customers needs to be retained, especially when waiting.

Currently, Great Clip's growth is due just to a small niche in the market. The niche is mostly men, boys, and some women. However, there are new customers that need to be kept, and the must be kept comfortable when waiting.

The solution is to sell beer at every Great Clips location. Men love beer. If men can get a beer while getting a quick, cheap, haircut they will return. This will give pull Great Clip's pull ensuring they choose Great Clips over the competitors. Repeat customers are much easier to retain once pulled. Moreover, a beer will make people forget they have to wait.



Now is the perfect time because Great Clips is already growing at a fast rate. The strategy is to pull in new customers with quick, cheap haircuts. The sell of beer is a way to retain the customers that Great Clip's is pulling in and ease the wait time.

Alcohol is the biggest industry in the United States. People drink alcohol on vacation, while watching television, or even while reading. They drink to relax, and have fun. However, alcohol can only be consumed at certain places such as a person's home, a bar, a restaurant, California Adventure Land, and other specific places. Great Clips has been growing with a big customer base of men. Some men would definitely enjoy a beer while getting their haircut. Therefore, Great Clips should sell beer or wine. Some salons offer wine while women get their hair done. Why can't Great Clips offer beer or wine to men or women while they get their haircut? People will come to get a quick, easy haircut, but they will look forward to getting their haircut. A beverage during a haircut is starting to become common. The combination of beer and hair seems like a natural one. The customer sits for about thirty minutes to relax while getting a haircut. This period of time is long enough for a beer, but not long enough to get drunk. The growth history of Great Clips shows that the franchisees will easily be able to pay the small fee to sell these beverages. Customers will not be alienated by the sell of beers either. Where people are usually over 21, a different type of license could be used. Benefits of selling beer far outweighs the risk. Profit potential can go through another roof. Dear Analytics Head,

The sell of beer or wine will help retain a growing customer base, and keep those people who have to wait at the location.

The Franchise Great Clips has done extremely well in the past. Great Clips, "passed that annual revenue milestone in 2013, ending the year at \$1.03 billion" (Great Clips Breaks 2014). The franchise met its goal. A franchise meeting its goal is a sign that the company was able to grow in the direction it planned to. A company's growth in a planned direction is a sign of good leadership. One billion in revenue is more than most people expected from Great Clips. In fact, "Great Clips logged its 37th straight quarter of same-store sales growth (2014). Thirty-seven quarters of sales growth is an enormous achievement. The company has grown for so long that it precedes the Great Recession. Great Clips had continuous quarterly growth through the entire recession. People cannot name another company off the top of their head that has had continuous quarterly profit through the Great Recession. A feat like this only served to further solidify confidence in Great Clips and their leadership. The customers were,"70 percent male and mostly between ages 20 and 60 — and just want a reasonably priced haircut with as little waiting as possible" (2014). Leadership showed strength when they cornered this niche of the market. Men did not want to pay much for a haircut and they did not want to wait. The company did cut women's hair. However, they did not spend long periods of time on women. If the company spent long periods of time on women the niche would not have helped the company grow. The CEO Rhonda Olsen said, "I think our industry has been slow to realize that customers want to communicate with us" (2014). Communication was the key to grow Great Clips growth. Leadership required good communication, and Olsen listened to a good idea. More ideas are out there to that will help the company grow.

Tons of new customers need to be retained, and some have to wait. For example, "Customers show up and are advised of unrealistic wait times" (Great Clips Online 2013). There will always be customers who have to wait. Those who have to wait are not happy. Especially if the wait is upwards of thirty minutes. This can be a result of both online booking and the influx of too many new customers. The company currently has, "3,700 salons open and we are 100 percent franchise-owned" (Kimco 2015). The stores are owned by people. Therefore, the people are doing

better because they get more profit. An enormous amount of stores is proof that the strategy is doing well. For example, "in the past few years we've opened over 200 new salons a year and we continue to expand" (2015). Great Clips is still successfully opening 200 stores every year. Therefore, the strategy that Rhonda set forth is still growing the company. New and returning customers is what keeps the company growing. The "Franchisees contribute five percent to an advertising fund in every market, and we work closely with the franchisees to plan out how that money is applied for the benefit of the salons" (2015). The strategy makes sense because it is harder to get new customers than it is to keep older customers. In order to pull in new customers at the new locations, and keep them open an aggressive marketing strategy is necessary. If the company does not pull in new customers the new franchises would not stay open. Great Clips, "intent has always been to look for centers anchored by shops like Walmart" (2015). The strategy to open stores where they know new customers will be is a great idea. Walmart attracts tons of people. People will walk around, and decide to get a haircut because the wait times are short. A place where there are tons of people is brilliant. People love convenient, easy access. Busy people want quick haircuts, and do not have time to wait around. They, "also do very well in strip centers that have great visibility" (2015). The idea is to be where complete come, and go often. The location sells the products by itself because when people pass by they see the store. Once a person wants a haircut Great Clips will come to mind because the store will be located where the person shops on a regular basis. However, other ideas exist that will bring in Great Clip's customer base.

Great Clips will retain more customers if the company sells beer, and wine to their new and waiting customers. All the new customers ensure that people will have to wait. However, people will be less likely to leave due to a thirty minute wait if they enjoy a cold beer. Moreover, people will be more likely to go back to Great Clips because they can get a cold beer. Furthermore, people will choose Great Clips either way because odds are they will have to wait at another place as a walk-in. They will choose Great Clips over the competitors because they can wait with a beer as opposed to just waiting. Some women may want a glass of wine without a long wait. They will pick Great Clips instead of a normal salon. License type 40, " Authorizes the sale of beer for consumption on or off the premises where sold. No wine or distilled spirits may be on the premises. Full meals are not required; however, sandwiches or snacks must be available. Minors are allowed on the premises. (California)." License type 40 allows Great Clips to sell beer to their older male customers while minors are present. Beer selling with minors present is important so the boy demographic is not alienated. This service will ensure that people who have to wait can enjoy a cold beverage while waiting with their child. The customer base is already mostly men. Beer will only strengthen the franchises pull on the fraction of their customer base that they get to come in.. Downside is that snack must be provided, but can be small cheap snacks. License type 42, "Authorizes the sale of beer and wine for consumption on or off the premises where sold. No distilled spirits may be on the premises. Minors are not allowed to enter and remain. Food service is not required" (California). Downside to license 42 is that minors cannot be present. However, snacks do not need to be provided, and wine can be sold as well. Locations should be carefully selected if license 42 is chosen. The population must be older where there are not many kids such as: Laughlin, Vegas, or Florida. People in these locations do not have kids. Therefore, they can enjoy a cold beer while waiting without the fear of demographic isolation. Beverages in these locations will retain the older group of men. The older group may return because there will not be any children at shops with License 42. License 40, "On-Sale Beer ORIGINAL FEE 200.00 ANNUAL FEE 261.00" (Schedule). Upside is that license 40 is only a cheap initial fee, and yearly. The revenue that the beers bring in will by far outweigh the cheap cost to serve them. License 42, "On-Sale Beer & Wine Public Premises ORIGINAL FEE 300.00 ANNUAL FEE 261.00"

(Schedule). Upside to license 42 is that wine, and beer can be sold without food. Downside is this license is one hundred dollars more, and alienates part of the customer base. Although, the hundred dollars is a one time fee. Careful consideration must be made when deciding to purchase license 42. A switch may be made easily to license 40 if license 42 does not work.

The franchises sell of beer or wine will greatly increase the retention of customers including those who have to wait.

Beer or wine can be used to retain the growing customer base. The people who have to wait will not mind waiting because they will have to wait somewhere else as walk-ins. Men with or without children will want to come to Great Clips for a beverage. Older men who live in an age populated area will choose Great Clips as well either for the drink or because there will not be kids around. Women who get short haircuts, and want to enjoy a glass of wine will continue to comeback. Beer and Wine will keep regular customers, and those who wait coming back,

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Disputes

Produced by Eric Brannen

McDonald's Inc.

Analytics



For More Information, Please Contact:

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Human Resources 456  
Kellywood St.  
(909) 997-2612  
[EricBrannen1@gmail.com](mailto:EricBrannen1@gmail.com)

Executive Summary McDonald's is one of the oldest and biggest fast food chains in the world. Recently people's preferences have changed. The company is struggling and a massive undertaking must be started. How amazing would it be to reach a new level that has never before been met by a fast food restaurant? Cheap, healthy, tasty food that requires economy of scale and a campaign.

Currently McDonald's has been going down hill. The Company's profit has dwindled for many quarters. The old CEO has retired and a new one has been put in his place.

McDonald's has a dwindling customer base. Most millennials prefer to eat at healthier superior restaurants. In response McDonald's has tried many times to sell healthier food but that comes at a higher price. Many people know McDonald's for cheap fast food. That means most of McDonald's customers go there for cheap food usually on the dollar menu. The main problem is that McDonald's has come to be known for cheap food but they are selling better food at a higher price. People who go there will not buy this more expensive food because they go there for cheap food. The price scheme has confused customers. Why would anyone buy a burger for six dollars when they could get something similar for under two dollars?

The solution is to come up with a menu that is both cheap and healthy. Healthy food will attract the younger generation while preserving their previous customer base. This is because old customers want cheap food. Moreover, a massive campaign will be launched to redefine

McDonald's image. McDonald's will for now on advertise in a cheap, healthy direction. Taste should still be good though so customers take it seriously.

The company should do this now because the situation calls for it. If this change works profits will reverse and stock prices will climb back up.

Dear Department Head,

McDonald's is an old company. Many kids grew up eating their products or throwing their birthday party at the fast food joint. Some people think of disgust when they think of McDonald's. Others, although few, may get nostalgic. This company takes people back to their childhood. Many people were surprised when they heard that McDonald's had been doing badly. The company has been very successful and has been around for a long time. The company has recently hit a snag in its profit. As most people know, it is no secret that McDonald's has been struggling. There are an array of problems that the McDonald CEO had trouble dealing with. The new CEO needs to take into account these problems. Serious practical solutions to these dilemmas must be executed. If the problems are ignored, McDonald's will keep going down. The old CEO failed to turn the chain around and this cost him his job. If the new CEO wants to keep his job he must do what the old CEO could not. Continuous quarters of plummeting stock, loss of big profit, and uncertainty have hurt the company. What will become of McDonald's in the near future is unclear. This uncertainty makes investors uneasy. Therefore, people will be less likely to invest in the company. People invest when they feel confident in a company. This is similar to a company investing in a foreign country. If the country is corrupt they become uncertain that they can turn a profit. A change in McDonald's image will turn around investor confidence.

I have researched McDonald's and concluded CEO must address the balance between price, health, and their image. Here is how i reached the conclusion:

McDonald's is one of the biggest fast food restaurants and they make a good amount of money. For example, "...the company's cash from operations reached \$6.7 billion (McDonald's Corporation 2015). McDonald's has lost lots of profit in the past. However, the company is still enormous. The 6.7 billion in operations is enough to do do what McDonald's has to based on past experience. The restaurants, "...substantial cash flow along with McDonald's strong credit rating and continued access to credit provide the company with flexibility to invest in key growth initiatives, while returning significant amounts of cash to shareholders" (McDonald's Corporation). The company has been struggling and McDonald's needs to reevaluate its situation. The money that McDonald's has pulled in previously is proof that the chain can finance their solutions. The company's image is tarnished. The only way to change their image is with large amounts of money. The restaurant's. "capital expenditures of approximately \$2.6 billion were invested in the company's business, of which more than half was dedicated to new restaurant openings and the remainder was reinvested in its existing restaurants (McDonald's Corporation). This is a good step the company has taken. Many customers saw McDonald's as out of date. Seats were torn and the stores were messy. This update revamped their image. Their new environment must not be dirty. The, "...strong cash flows could be leveraged to fund growth plans in the future" (McDonald's Corporation). The company has always been large. Sheer size has given McDonald's an advantage during rough times. Things did not have to be fixed right away because the company has become huge. The money that McDonald's has massed, gives the company plenty of time to solve their problems. Moreover the company has been,"... returning significant amounts of cash to shareholders" (McDonald's Corporation). A return of cash to shareholders is a good thing. This will reassure investor that they will still get money for their investment. Since investors will get

more money for their investment, more people will invest in McDonald's. The increase in investors is a response to a change in confidence. This means stock McDonald's stock prices will go back up. More investors means more money to use in a big business plan.

One of the major problems is that millennials do not like to eat at McDonald's. This generation, "... loves food and dining out, and yet their preferences—customizable options, transparency, and fare that's healthier, more sustainable, and altogether superior compared to any cheap cookie-cutter fast food joint—are the exact opposite of what McDonald's is known for" (Tuttle 2015). McDonald's must sell products that are healthier to appeal to the new generation. Many of the millennials eat healthier food so they notice a difference when they go from healthy to poor, cheap quality food. The new generation has learned from previous generations. In the United States two-thirds of the population is overweight. There are increasing rates of diabetes, cancer, heart attacks, strokes, and many other risks. Moreover, "...McDonald's most recent "bona fide blockbuster" new product, which stayed on the menu and impacted sales in a significant way, was the McGriddle pancake breakfast sandwich, introduced back in 2003" (Tuttle). The fact that McDonald's has not had a star product is problematic. These new products keep the menu evolving. However, McDonald's needs a product which attract customers. McDonald's has lost much of its customer base. A new star product could bring back old customers, and keep them coming back. Steve Easterbrook needs to put a team together that will brainstorm a healthy, cheap, product to attract the younger generation.

McDonald's price scheme and image must be changed.. The restaurants, "...decades-long value pitch is that it's a quick and inexpensive place to eat..." (Tuttle). McDonald's is known to sell cheap fast food. Cheap food is a problem because people want something different. The restaurant should do its best to develop a menu that is healthy, cheap, and appealing. The problem is that many customers come for cheap food. However, if McDonald's adds expensive healthy food many will not buy it. Therefore, an alternate menu should be tested. A menu that has a balance of health and price with good taste. The fast food restaurant is, "... constantly trying to entice customers into spending more on "gourmet" and "premium" options like espressos and McWraps" (Tuttle). As a result, service has slowed, lowering the value proposition at the same time, and McDonald's pricing doesn't make sense to many customers" (Tuttle). Once McDonald's get an effective menu together, they will not have to worry about slow customer service. The menu is important because customer service is the number one thing that determines if people want to come back. Old customers will return and stay. A cheap healthy menu has not been put together in fast food. This menu would give McDonald's an advantage that no other company benefits from. Such a niche would guarantee profit growth in the long-term for quite a while. Moreover, a menu of healthy low priced food would be hard to replicate. McDonald's has economy of scale. That means that if anyone has the resources to develop a cheap healthy menu it is McDonald's. The company needs to ensure that their menu includes a star product. A star product ensure people will begin to eat there again. People will go back to try the new item. Many " People love to hate McDonald's" (Tuttle). McDonald's needs to conduct a massive advertisement campaign. The campaign should speak of the new direction that McDonald's is headed. The new direction should be a healthy direction. The new menu balance will be addressed in this campaign. This will let customers know that things are changing for the better. New customers as well as old customers will be happy with the new menu. People will not be ashamed to say that they ate at McDonald's. The change will be extremely expensive. Mostly the campaign. However there are clearly enough money to fund the change.

After taking these items into consideration, I have come to this conclusion: the CEO must launch a campaign to change the company's image after balancing the menu. Based on this, I think that our next step should be to get a team together to manage the change.

If you have questions or would like to discuss this further, feel free to contact me directly at (909) 997-2612 or email me at EricBrannen1@gmail.com. Thank you and I look forward to hearing your feedback and/or decision.

Regards,  
Eric Brannen  
*Disputes*  
McDonalds

#### Enclosure

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8.

## Teaching

### Tutoring

**Chaffey College**, April 2018 - Present

Tutor

- Provide efficient tutoring for back-to-back appointments
- Ensure understanding of the material
- Enabled personal growth with outside resources

**Xamaze Tutoring**, *January 2015- May 2015*

Tutor

- Acted as leader and mentor to a future generation of growing K-12 students
- Upheld a high standard of excellence and ethical integrity
- Interacted with a diverse group of parents and students

9.

## Volunteerism:

2020 – 2020. Sustainability Volunteer, Sustainability Office, Supervisor: Monica Khamboures

2020 – 2020. Event Volunteer. Lyle Center 25<sup>th</sup> Anniversary Gallery – Supervisor: Cybele Lyle

2017 – 2020. Sustainability Volunteer, Lyle Center – Pomona, CA

11.

## Non-Academic Employment Sectors:

### Business

**Bart Udink Construction Inc.**, September 2017 - February 2018

Carpenter's Helper

- Clean, sweep, and maintain shop
- Ensure quality and detail of work
- Prepare, assemble, and ship product
- Work with a variety of materials and hand tools



**Xamaze Tutoring, January 2015- May 2015**

*Tutor*

- Acted as leader and mentor to a future generation of growing K-12 students
- Upheld a high standard of excellence and ethical integrity
- Interacted with a diverse group of parents and students

**Walmart Inc., January 2015- May 2015**

Inventory Management Services (IMS)

- Over saw unloading and distribution of products
- Ensured safety via guidance of anti-slip, and chemical disposal regulation
- Went above and beyond completing tasks unassigned to specific job requirements

**Bill Vasta Free Lance Photography, June 2010- July 2013**

*Photographer Assistant*

- Upheld working relationships with clients maintaining company image
- Met client expectation by providing friendly and convenient experience
- Assisted with planning and execution of photos during important events

**Federal**

**Small Business Administration, July 2015 – August 2015, Washington D.C.**

*Office of Capital Risk Management*

Summer Intern

- Matched advisors criteria score for 7a loans
- Checked web loan program for programming errors
- Conduct risk analysis on import/export loans

Part-Time Positions While Going Through College:

**Other**

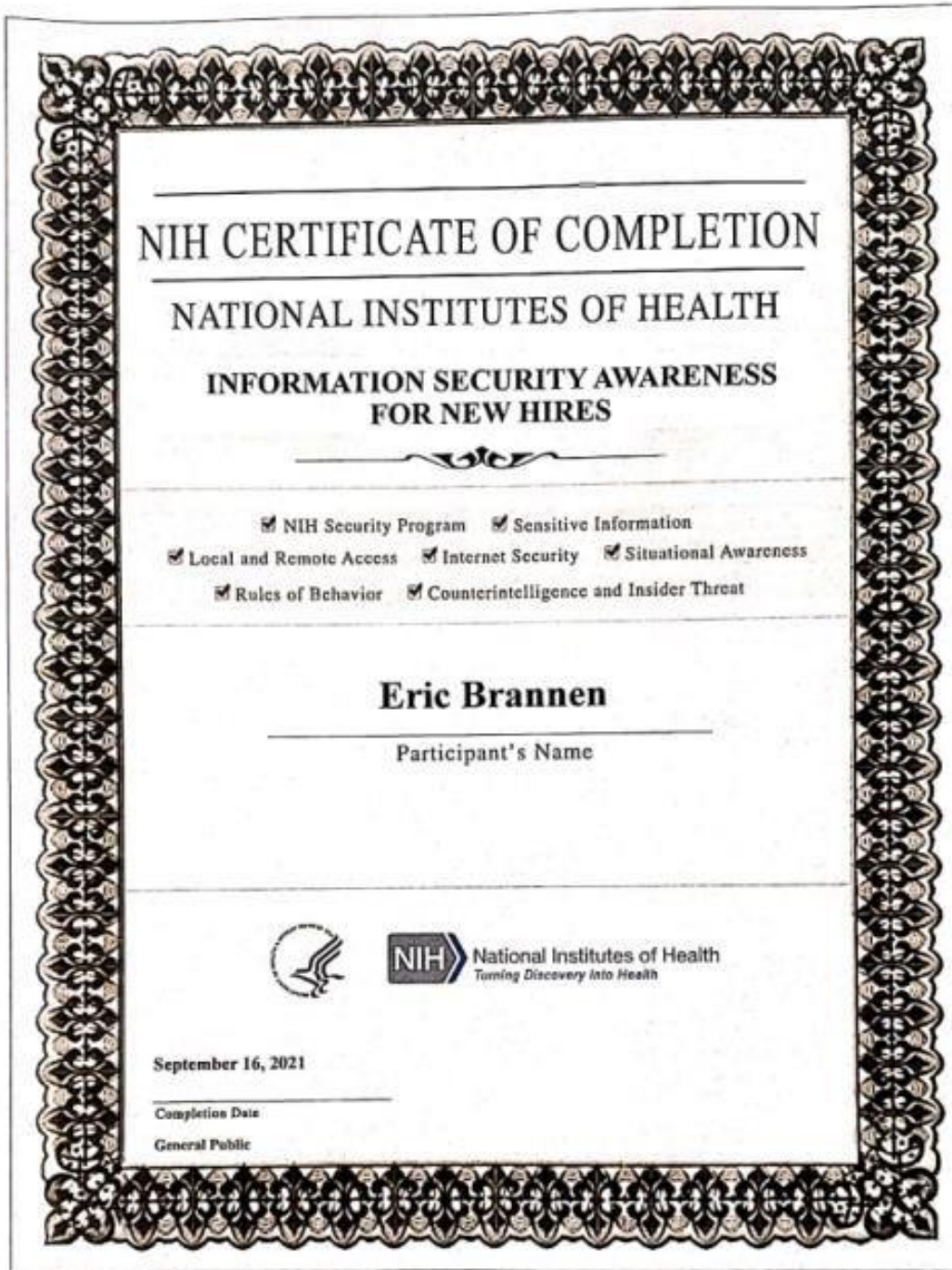
**Chaffey College, April 2018 - Present**

*Tutor*

- Provide efficient tutoring for back-to-back appointments
- Ensure understanding of the material
- Enabled personal growth with outside resources

12.

Compliance





# CERTIFICATE OF COMPLETION

This is to certify that

**Eric Brannen**

has completed the course

**UNM Health System Virtual Private Network (VPN)  
Access Authorization for Remote Network Access**

24 February 2022

Date

Instructor