

Caroline H. Leland

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EDUCATION

University of Michigan | Gerald R. Ford School of Public Policy | School for Environment and Sustainability

Master of Public Policy | Master of Environmental Science | Graduate Certificate in DE&I Expected May 2024

- 2022 Dow Sustainability Fellow: Received \$20k to complete interdisciplinary team project; conducted and analyzed member interviews and created a database prototype for the Energy Equity Researchers Collaborative
- CEW+ Scholar: Selected for academic achievement, professional potential, and demonstrated perseverance
- Graduate Student Instructor: Degrees fully funded through teaching positions in public policy and political science

University of North Carolina at Chapel Hill

Chapel Hill, NC

Bachelor of Arts in Journalism and Mass Communication | English Minor

May 2015

- Robertson Scholar: Received full merit scholarship and completed four-year leadership development program
- Buckley Public Service Scholar: Completed 400+ hours of partnership-based community service plus four skills trainings
- Other Honors and Awards: National Merit Scholar, UNC Distinguished Scholarship, UNC Honors Program

WORK EXPERIENCE

WE ACT for Environmental Justice

Washington, DC

Yale Environmental Fellow

June – Aug. 2023

- Researched federal policy, analyzed legislative drafts, and drafted comment letters for proposed regulations relating to EJ
- Represented WE ACT in federal coalition meetings on topics ranging from electrification to clean air
- Analyzed advocacy letters with an environmental justice lens and made recommendations for sign-on decisions
- Attended weekly professional development sessions with fellowship cohort

U.S. Environmental Protection Agency

Washington, DC

Graduate Student Intern for Heat Island Program

June – Aug. 2022

- Conducted online research to write a heat equity webpage with information about historical factors like redlining
- Wrote a community-engagement best practices guide for local government policymakers addressing heat equity issues
- Interviewed government leaders to write case studies on heat island policies in Cincinnati and Los Angeles

Carolina Center for Public Service at UNC-Chapel Hill

Chapel Hill, NC

Content and Communication Specialist

June 2019 – July 2021

- Managed communications strategy to facilitate community engagement for a digital audience of hundreds
- Collaborated with key stakeholders to plan and execute university initiatives including an annual conference on campus-community partnerships, which drew 250 diverse attendees in its first year
- Developed materials for and co-taught a 20-student undergraduate course on effective community engagement
- Led student teams to conduct audience outreach efforts and diversify digital storytelling materials

Morehead-Cain Foundation at UNC-Chapel Hill

Chapel Hill, NC

Content Specialist

May 2018 – May 2019

- Produced outreach materials to share student and alumni stories for community-building and program recruitment
- Tracked and evaluated Google Analytics and email analytics to inform audience engagement strategies
- Created original email content to maintain a 49 percent open rate, 10.5 percent click rate, and 0 unsubscribes
- Led student team to incorporate more diverse perspectives into social media and website content

Self-Employed

Nashville and NYC

Freelance Journalist and Editor

Jan. 2016 – April 2018

- Reported stories for radio, podcasts, magazines, and websites with audience sizes up to 5 million
- Interviewed community members including business, nonprofit, and government leaders to gather diverse perspectives for public-interest stories about local food systems
- Created award-winning Skillshare tutorials on topics related to freelancing, with over 1,000 student participants

City Harvest

New York, NY

Community Nutrition Educator

June – Aug. 2014

- Organized and led budget-focused nutrition tours, in Spanish and English, in grocery stores in low-income neighborhoods
- Forged and maintained relationships with partner agencies for maximum participation in tours
- Conducted 60 percent more tours than expected by supervisors—in an abbreviated timespan as compared to other interns

LEADERSHIP IN SERVICE

Graduate Employees' Organization (labor union)

Ann Arbor, MI

Member Organizer

Jan. 2022 – present

- *Head Steward (since May 2023)*: Collaborating to organize fellow graduate students in improving work conditions
- *Departmental Steward (since Jan. 2022)*: Recruiting Ford School Graduate Student Instructors (GSIs) to achieve nearly 100% membership rates; liaising among Ford GSIs to empower individual students with collective action
- *Bargaining Team Member (Aug. 2022 – April 2023)*: Organized workers to win contractual concessions from Academic HR that make the GSI application and onboarding process more equitable and accessible

The Eastern North Carolina Internship Program (501c3 nonprofit)

Tarboro, NC

Co-Founder and Director (through 2021); Senior Advisor (2021 to present)

Aug. 2013 – present

- Led volunteer board of nine community members to manage a grant-funded service program that matches 11+ undergraduates with internships at local nonprofits and public agencies to develop student civic-mindedness
- Wrote grants totaling up to \$19,600 per year, funding 65% of the organization's budget
- Created resources for and facilitated an engaging and informative pre-summer intern orientation each year
- Received consistently high ratings from interns, supervisors, and "community mentors" in feedback surveys

Robertson Scholars Alumni Council (volunteer working board)

Remote

Council Member (2014-2018) and Co-Chair (2018-2020)

Aug. 2014 – Aug. 2021

- Led a group of 7 Robertson Scholars alumni to design and implement programming for the 300-member network
- Created new opportunities for engagement and stronger systems for connecting alumni with the Program
- Doubled the number of alumni facilitating activities for the community, from 30 to over 60

Slow Food Middle Tennessee (501c3 nonprofit)

Nashville, TN

Co-Founder and National Liaison

Oct. 2016 – Dec. 2017

- Collaborated with community leaders to establish nonprofit chapter advocating for good, clean, and fair food for all
- Conducted outreach for events that raised hundreds of dollars for a grant program supporting local farmers
- Created and led a book club hosting local authors for monthly Q&A and discussion involving up to 20 participants

SKILLS

- **Technical**: Microsoft Office Suite, Google Apps, WordPress, Adobe Acrobat, iMovie, Photoshop, Stata, R
- **Other**: Written/oral communication, community engagement, project management, Spanish language

SELECTED TRAININGS

- Gerald R. Ford School Leadership Development:
 - StoryLab: Storytelling for Influence workshop (Nov. 2022)
 - Six Domains Leadership Survey professional coaching (Oct. 2022)
 - Strengths-Based Leadership and Positive Intelligence trainings and professional coaching (Summer 2022)
- University of Michigan DEI Graduate Certificate trainings:
 - Understanding Unconscious Bias
 - Inclusive Leadership
 - Equity-Focused Prototyping
 - Integrating Critical Perspectives into Leadership: Moving Theory and Practice Towards Inclusion and Equity
- Dow Sustainability Fellowship trainings:
 - Team Formation
 - Project Management
 - Community Engagement
 - Presentation Design and Delivery
- Design Thinking Workshop – IDEO's human-centered design training hosted by UNC's Innovate Carolina
- Assessing Impact & Improving Efficacy: Evaluation 101 – program evaluation training through Duke University

CONFERENCES

- Advancing Energy Justice: Tools for Justice40 and Equitable Deep Decarbonization – virtual, 2022
- NC ACE Women's Network "Women Blazing Trails" Conference – virtual, 2021
- Connect, Engage, Transform: Rural Community Partnerships Conference – Chapel Hill, 2020; virtual, 2021 (facilitator)
- North Carolina Center for Nonprofits Conference – Raleigh, NC, 2018
- Just Food Conference – NY, NY, 2018 and 2015
- Tennessee Local Food Summit – Nashville, TN, 2016