

Maeven Rogers

Orlando, FL

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Systematic, resilient individual with strong attention to detail. Focused on utilizing expertise in role devoted to bolstering sustainability initiatives, policies, and implementing innovative practices.

Professional Experience

City of Palm Coast

February 2023-Present

Chief Sustainability and Resiliency Officer

Leads, officiates, and develops the City of Palm Coast's sustainability and resiliency initiatives in pursuit of community planning and development that encourages prosperity, promotes human health and protects the environment

Key Accomplishments:

- Led the City's first greenhouse gas inventory measuring Scope 1, 2 & 3 emissions
- Lead on the Northeast Florida Regional Planning Councils Economic Resiliency Committee in development of publication that focuses on resiliency in the entire Northeast Region of the State of Florida
- Managed the application for FEMA's Hazard Mitigation Grant Program focusing on resiliency through power outages, stormwater expansion, lift station upgrades, and manhole sealings roughly 15,000,000 in potential opportunity
- Enhanced the City's grant strategy through development and processes that encourage economic growth and addresses needs
- Created Flagler County's Electrification Coalition, consisting of Flagler County Public Schools, Daytona State College, City of Bunnell, City of Flagler Beach and City of Palm Coast
- Created and produced annual energy savings through various energy audits on building operations
- Created the City's first LEED for Cities pursuit, still ongoing
- Managed, led and developing the City's first resiliency plan focused on areas of vulnerability and adaption
- Co-lead the execution of vulnerability studies regarding storm surge and sea-level rise on critical assets
- Worked across departments to ensure collaboration and efficient sustainable and long-term practices in comprehensive planning
- Secured \$140,000 to offset facility operational costs through solar installation
- Created the City's first composting programs

Orange County Government

Sustainability Public Information Officer

February 2022-February 2023

Manages, facilitates, and executes communications relating to County sustainability efforts.

Key Accomplishments:

- Manages and leads outward facing communications such as publications, press releases, story development, social platforms, webpages and more
- Assists Chief Resiliency Officer with optimizing communications strategy in the region while folding national messaging into strategic local pitches and messages

- Identifies local media opportunities and implements media plans and strategies to promote programmatic priorities in print, broadcast and digital media with volunteers and regional staff
- Advises Chief Resiliency Officer on narrative development, communication, media strategy, and media team personnel matters
- Partners with Communication Managers, Sustainability Advisory Board, Division Directors, Elected Officials to coordinate communication efforts and align communication strategies around sustainability initiatives
- Partnered with Environmental Protection Agency to assist in execution/publication of Orange County's Extreme Heat & Climate Migration Report, to be provided as a landscape analysis of future trajectories of extreme heat and migratory patterns to assist in decision making
- Assisted in leadership of Orange County's efforts in partnership with Solar United Neighbors to increase residential solar adaptation
- Developed and maintained multiple community partnerships to increase community involvement in government operations and assist in sustainable practices throughout the community
- Built and created operating procedures, executed campaign plans, and provided a foundational communication plan to assist in momentum of public and internal engagement

City of Orlando

Sustainability Project Coordinator

August 2019-April 2022

Implementation of new strategies, programming, and stakeholder development to reach City of Orlando's sustainable goals designed to guide Orlando into a resilient, sustainable U.S. city by 2040.

Key Accomplishments:

- Authored Green Works Guidebook, a 22-Chapter publication designed to meet Orange County Public Schools standards with the goal to incorporate climate literacy in the classroom
- Managed cross-functional team consisting of AmeriCorps, interns, and volunteers
- Produced, managed, and facilitated the distribution of communications designed to connect, inform and engage City residents in sustainability programs and activities.
- Launch of city programming focused on climate literacy and sustainable solutions serving 100+ students per year
- Development of donor relations and grant opportunities resulting in \$65,000+ funding
- Installation of indoor vertical farming towers to increase community access to fresh foods
- Responsible for collecting and analyzing data to meet program objectives and grant reporting
- Assisted in compliance with sustainable procurement policy institutionalizing sustainability preferable decision-making into the City's procurement processes
- Performed professional public relations work for the Office of Sustainability & Resilience which included press releases, media kits, and newsletters
- Developed ongoing strategic marketing plan for the Office of Sustainability & Resilience to garner public participation and support of sustainable policies

City of Orlando/AmeriCorps Sustainability VISTA

Orlando CARES Outreach Coordinator, Sustainability Urban Agriculture August 2018-August 2019

Assessed state of educational programming and implemented tools to evaluate program objectives. Built on existing partners and created new connections in the community to support the expansion of urban farms and education.

Key Accomplishments:

- Redesigned and expanded sustainable urban agriculture programming resulting in an increase of program participation by 80%
- Established resource and program resiliency modules resulting in job creation and long-term program growth
- Recruited 85 volunteers expanding over to assist in overhauling 5 overgrown community spaces for beautification
- Established and implemented sustainable and diverse funding strategies to support financial/operational objectives
- Transformation and design of 8 vacant lots into sustainable urban farms increasing fresh food access in LMI (low-to-moderate income) neighborhoods and community grow spaces

Apenberry's

Botanical Associate (Sustainable Practices)

February 2015-May 2018

Specialization in Central Florida plants, trees, and agriculture. Provided education and promoted conservation of natural resource practices.

Key Accomplishments:

- Conducted sustainable education to public on best plant practices for pollination, agriculture, and design
- Prioritized and executed multiple projects simultaneously while managing communications
- Designed and planted baron landscapes with native plants and farm spaces to promote urban agricultural practices

Infinite Zion Farms

August 2022-Present

Director of Philanthropy

Volunteer philanthropic efforts focused on building community relations and partnerships with local organizations and elected officials. Contributes to team's communication efforts through guidance and applied support.

Key Accomplishments:

- Develops and carries out values-based narrative strategies that advance the interconnectivity between climate justice, environmental justice and social justice
- Creates short/long term strategic actions resulting in transformational increases in partnerships
- Applied dynamic strategic planning, prioritization, and project/program management skills toward consistently achieving critical deadlines while maintaining high-quality standards.
- Contributed leadership and business development skills in securing \$50,000 in donations within the first quarter

Education

University of Central Florida

Master of Arts: Communication

Thesis: The Ocklawaha River Project: Finding Shared Meaning **Emphasis:**

Environmental Communication University of Central Florida **Research**

Accepted Conferences:

- Rogers, M., Deering, S., Ndjeuga, V., & Coyle, M. Is Climate Change Close to me? An Examination of Framing Effects of Geographic Distance. (2019). Accepted for presentation at BEA International Conference Las Vegas and UCF Graduate Research Symposium

- Rogers, M. Framing Climate Change: Do the words we use really matter? (2020). Paper accepted for presentation at the International Risk and Crisis Communication, Orlando FL.
- Honorable Mention for Environmental Communication Research, International Crisis & Risk Conference
- Neuberger, L., Carroll, D., Bastante, S., Rogers, M., & Boutemen, L. (2020). Taking financial literacy downtown: Identifying effective community partnerships and increasing communication of necessary financial information in an urban area. Paper accepted for presentation at the National Communication Association Conference, Indianapolis, IN 2020.
- Mattingly, R., Rogers, M., Nahhas, R., (2020). Aunt Jemima: Rewriting the Recipe - A Case Study Approach to Corporate Engagement in Social Justice Issues. Paper accepted for presentation at National Communication Association Conference, Seattle, WA 2021.

University of Central Florida

Bachelor of Arts: Human Communication

Emphasis: Environmental Communication University of Central Florida

Intercollegiate Speech & Debate Competitor UCF: 2016-2018

2nd Speaker Award UCF Joust, 3rd Informative Speaker Award UCF, 3rd Extemporaneous Speaker Award, 4th Impromptu Sales Novice Nationals, UCF Debate Team Top Novice Competitor, 3rd LD Debater FIFA State, 3rd LD Debate Speaker. FIFA, 4th Speaker Award Debate Novice Nationals

Publications

Green Works Guidebook, Rogers, M., Edwards, J., Kinneady, L., et al. p.225

Taking UCF Downtown, An Examination of at Financial Literacy, Neuberger, L., Rogers, M.

Professional Affiliations, Boards & Certifications

LEED Green Associate, United States Green Building Council, 2021

Stormwater Operator License I & II

Florida Accessibility Network, *Member*

Christian Service Center, *Development & Communications Committee Member*

Sustainable Sisters, *Founder*

Good Food Central Florida, *Advisory Board Member*

TRUE Advisor Certification, United States Green Building Council, 2020

Climate Speaker Certification, Cleo Institute, 2020

Applied Agroecology Certification, MESA, INC., 2021

Public Agency Ready Certification- PR Council, 2020