Video at the Office for Sustainability

This past spring semester has been a huge boost for the Office for Sustainability in terms of how the office has been able to reach out to the Western Michigan University community through a new medium, video. I’m Harrison Bach, the Video Producer, Director, Cinematographer, and Editor, or to put this into easier terms, “video guy,” for the Office for Sustainability. I was very happy to be able to officially join the crew early spring semester after working as a volunteer at the bike stable for the first semester and during that time we got a lot done. I used my time to produce video from recent and archived footage and helped to produce a range of video for ongoing events throughout the semester.

Just starting out, before I was hired in I worked in the bike stable as a mechanic. Right before winter break, the stable hosted a “How to Winterize your Bike” event, and because of the weather and that this all happened around finals week, the turn out was low, so I shot the event and in around 3 days, I had a finished project that displayed all the essentials for winter biking. After this video, I was labeled as the “video guy” and was hired shortly after. The first big project I was directed to finish was the Sustainability Slam video, an event that happened 3 months prior to being hired in, but being my first project I was able to edit sound, make graphics for 22 short videos about each of the 22 speakers at the event. Once I completed the 22 shorts, I thought it was in the best interest to make a promotional video to display some of the highlights of the event, and explain what the Slam was for and what it was all about. After the promotional video finished, it was distributed out to the masses to display what we all hope to be, an annual event.

Once the first few projects were done I had some free time to help out with another bike video to promote a more bicycle friendly community that was used for a presentation promoting
non-motorized transportation. My next gig was to create This Week in the Office videos. These videos were just as the title states, with the amount of time I had, I was able to make 4 videos. The first video was for the bike stable, the second highlighted a food audit in the Bernhard Cafe, the third was about the Aquaponics system at the OfS, and the last was done to document and promote a Campus Trends Reimagining. These videos were a blast to make and were wonderful in the sense that they kept the community up to date with all the work that was going one with and throughout the Office for Sustainability.

The Sustainability Leadership Summit was next and we I and others shot it to document and share the intersection between what students are learning and what employers require in workplace to make their business sustainable. The 5-hour event was very uplifting for the community and was we hope was especially helpful for our future sustainability leaders. The last event I shot for the Spring 2014 semester is known as SustainabiliBASH. This event was all about looking back and celebrating a year of hard sustainable work. It was a dream for me to be able to shoot a lot of good video and also participate in the many fun end-of-the-year activities.

Looking back on this semester, there was no shortage of work with all of the ongoing and emerging sustainability events at the OfS and WMU. I was able to do the work that I love to do, I was challenged with assignments, got to work with a great crew of OfS students and staff, and had a great experience as the video guy! I am convinced that video should continue to be a tool for the office to capture and share the sustainability message to the masses, in a very modern, professional way. As long as there’s an Office for Sustainability, there should be a person with a camera, to capture the share the sustainability efforts at WMU.