**Introduction:**

Making a connection to the community of Kalamazoo and Western Michigan University is one of the many fundamental roles of the Office for Sustainability (OfS). To be able to reach out and connect with those we wish to be of service to, helps on multiple levels in that we get a chance to learn what the community needs and their efforts to promote a stronger culture of sustainability to improve the quality of life for all. Over the past few years, I have worked as the lead videographer/video producer at the OfS. My job responsibilities are to take the OfS projects, initiatives, and core values and translate them into video content and other digital media that can be easily distributed and reached by a broad audience. Over the course of the fall and summer semesters, we produced five strong videos, I had the opportunity to attend The Association for the Advancement of Sustainability in Higher Education (AASHE) in Baltimore, and have planned the future direction of video production for the OfS.

**Methods and Results:**

The procedure followed when creating video content, goes in the order of asking, what needs to be made? Is there anything coming up? New information/projects that need to be distributed? & What are our followers asking for? Once there is a clear direction for a video idea, preproduction will kick off involving writing scripts, planning locations, and setting timelines. Following preproduction is the production process of gathering content, testimonials, and b-roll. Then the content is edited down into the final product that will go on to be uploaded and shared around digital/social media. This is the process that was followed with making our most recent video projects: “Gibbs House Farm Tour,” “Black Soldier Fly Larvae Composting,” “WMU Office for Sustainability Produce Stand,” “WMU’s Student Sustainability Grant” and “Office for Sustainability: Orientation.”

In addition to the production of these video projects, I had the opportunity to explain the video production process in great detail in Baltimore at AASHE 2016. AASHE is an event that brings together students in higher education from all around the world to meet and collaborate as a unit, with ambitions to grow and learn about a diverse range of sustainability initiatives. My intentions were to deliver a poster presentation that idolized the key concepts of utilizing digital media for the purpose of growing a sustainable infrastructure.
Commentary, Reflection, and Next Steps:

The videos produced this past semester were crucial to the OfS and the public for the necessary information they contained. WMU’s Student Sustainability Grant (SSG), provided a walkthrough on how to properly and efficiently go about the SSG process, which will lead to little to no confusion for future applications. Office for Sustainability: Orientation, provided to the masses an overview of our office’s initiatives both on campus and in the community, which promoted our credibility and gave a strong overview of what our organizational goal is. Video production, though intricate, supplies a vast means of outreach to a target audience through a new media that is only growing stronger. The time spent at AASHE, not only allowed me to share my thoughts of video production, but learn what techniques others schools are utilizing to further progress their online presence. My new goal is to create or set up the best means of digital media at the OfS, that will lead to efficient public outreach and online recognition. “One minute of video is worth 1.8 million words.” (McQuivey, 2008). There’s a lot of power in production, and the OfS will be a role model of how to utilize it.

References