

Enhancing Sustainability Awareness at CWU with a Series of Interview Videos

Sarah Christopherson

Introduction

Historically there have been issues with awareness surrounding sustainability. Although sustainability awareness has increased substantially over the past few decades, there are still gaps in understanding and acknowledgment of the severity of these issues, as well as what can be done on a smaller level. At CWU not enough students on campus are aware or involved in how to be more sustainable and the resources that CWU offers. Publicizing information about sustainability that is digestible for students and that is easily accessible will help to bridge the gap in student awareness of sustainability at CWU. A series of interview videos with several faculty, staff and students about sustainability programs were created that demonstrates CWU's commitment to sustainability.

Overview of Videos

- I started evaluating stakeholders and organized meetings, where I developed questions about each topic.
- Once established interview dates, I identified locations based on the relevance of each topic.
- About one interview a week with in the 3 months
- Once filmed, I put the videos into an editing software and shortened the video into 2-3 minutes sections. I also added captions and b-roll into individual videos.
- Will then combined videos into one and individual videos to their respective websites.

Stakeholders

Covered Topics:	Interviewees
Wildcat Farm	Kaitlyn Flesher
Surplus	Jason Bakeman
Sustainability Minor	Susan Kaspari
Central Transit	Sarah Christopherson and Lily De Young
Climate Action Plan	Jeff Bousson
LEED buildings	Joanne Hilleman
Environmental Club	Sarah Christopherson
Student Government	Spencer Winters
Wildcat Pantry	Brady Smith
SURC/ recycling	Joe Bach
North Academic Complex and the GeoEcoPlant	Delano Palmer and Joe Chanes
Dining Services	Dean Masuccio

Table 1. List of all video interviewees and their covered topics

Research

A prior Sustainability Certificate student created a Sustainability Literacy and Behaviors Survey (Figure 1). The survey indicates that many CWU students are not familiar with sustainability resources available on campus (Figure 2). I used this data to decided how I should share this information and what topics need to be covered.

Q27 - Which of the following has educated you the most about sustainability?

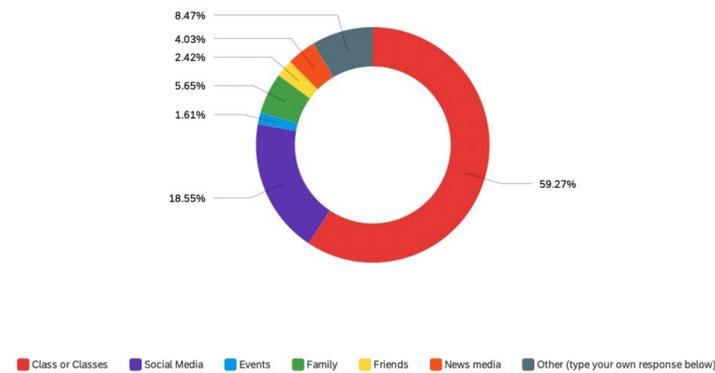


Figure 1. Data from the Sustainability Literacy Survey. Data from 248 students between January 2021-May 2024. Most students are educated about sustainability from classes.

Q30#1 - Mark your familiarity for each of the following examples of sustainability resources at CWU and i... - Pick the response that best represents you.



Figure 2. Data from the Sustainability Literacy Survey, asking students about the resources available on campus. Data from 248 students between January 2021-May 2024.



Figure 3. Screenshot from interview of Jason Bakeman, talking about CWU Surplus.



Figure 4. Screenshot from interview of Kaitlyn Flesher, talking about Wildcat Farm.

Summary

Each interviewee by the end of the school year will have their video put on the CWU Sustainability website, as well as on their individual webpages. These videos are made with the idea of being timeless so they can be shown for many years to come. For the future, the number of people utilizing the resources presented in the videos and getting more involved could be monitored to assess the efficacy of the videos increasing sustainability awareness and engagement. These videos will also help CWU in its Association for the Advancement in Higher Education (AASHE) Sustainability Tracking, Assessment, & Rating System (STARS rating. CWU earned a Silver rating in 2022 and this project will help CWU achieve a Gold rating in 2025.

This project supports the following UN Sustainable Development Goals:



Acknowledgments

I would like to take this time to acknowledge Susan Kaspari, Lily De Young, and Jeff Bousson. Their help through this project has been huge.