



Parking Ninja Movie Earns National Recognition

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From:

*Brockport Auxiliary Service Corporation
SUNY College at Brockport
350 New Campus Drive
Brockport, New York 14420*

SUNY Brockport's Welcome Center & Parking Services, under the management of Brockport Auxiliary Service Corporation (BASC) and the direct leadership of Parking Service Administrator **Johnna Frosini** has earned an honorable mention in the category of innovative achievement from the National Association of College Auxiliary Services (NACAS). They received this recognition for their strides in changing student perceptions regarding parking on campus through the creation and use of the "Parking Ninja" movie.

Similar to that on many campuses, parking at SUNY Brockport can be a challenge – there are seldom enough spaces for everyone to park just outside their desired building, resulting (perhaps unfairly) in a less than favorable image of Parking Services. This custom-made, humorous movie is the latest innovative method used by Welcome Center & Parking Services to set realistic expectations from the very start – during summer student orientations. New parents and students alike chuckled in their seats while viewing this short, entertaining, and educational video.

The movie itself was created by SUNY Brockport students under the direction and guidance of **Virginia Bachelor**, Associate Dean of the School of Arts and Performance, and can be viewed on the Welcome Center & Parking Services Web site at: www.basc1.com/parking.

BASC Executive Director **Diane Dimitroff** will accept this honorable mention on behalf of Welcome Center & Parking Services at the annual NACAS conference in Las Vegas, October 28 – 31.