College Receives National Advertising Award

Beaufort County Community College has received national recognition for its “Learn A Living” billboard design in the 10th Annual National Admissions Advertising contest. BCCC won the bronze award in the outdoor advertising category among schools with under 2,000 curriculum students. Competition included colleges and universities from all over the nation.

According to Sherry Faithful, BCCC's Director of Public Relations, the billboard ads were part of an annual campaign to introduce the College's new logo, as well as emphasize the College's mission. "Our goal in designing the billboards was to create an attractive image that would appeal to potential students, while sending the message that our mission is to provide the education and training to prepare individuals for today's workforce," says Sherry.

Tricia Woolard, Coordinator of Media Services at BCCC, designed the College logo and billboards. "The College is very fortunate to have such a talented graphic designer in-house to provide these services," notes Sherry. Materials submitted by many contest winners were designed by professional advertising agencies.

The billboards, owned by Chase Outdoor Advertising, are located on Hwy. 264 East and 264 West of Washington.