

Graphic Design Advisory Committee Meeting AGENDA
11:30 a.m. – 12:30 p.m.
Wednesday, May 6, 2026
Remote Via Zoom

Chairperson:

Zack Darling, , Industry Co-Chair

Members:

Zack Darling, Industry Co-Chair

Josh Talbot, Member

Josh Porter, Member

Laurel Gregory, Member

SRJC Guests:

Kendra Morning, Graphic Design Program Coordinator

Michael McKeever, Chair, Computer Studies

Kerry Leowen, Dean, Arts & Humanities

Public Guests:

This meeting is open to the public.

Meeting Purpose:

The primary purpose of the local program advisory committee is to assist and provide recommendations to the district in establishing, operating, and evaluating programs which serve the needs of students, business, and industry, and to provide expertise pertaining to technological and subject matter changes.

Objectives:

- Provide an opportunity for discussion among educators, business, and industry.
- Nominate or confirm an Industry Co-Chair for the committee
- Focus on how to improve Career Education (CE) opportunities and alignment between CE, business, and industry.
- Provide expertise to the program by reviewing curriculum, student competency, and student placement in related occupations.

Business Items

1. **Industry Pulse** - The traditional hiring market is currently shifting. We know many local firms are focusing on efficiency right now. What skills are indispensable for new hires in the next 3-5 years?

- If you were to hire a freelancer or contractor today, what specific tech stack or tech skills are non-negotiable?
- How much "Human-First AI" literacy (prompt engineering, AI-assisted layout, ethical content generation) do you expect from an entry-level candidate?
- Soft Skills in a Tight Market: What non-design skills make a candidate stand out?

2. Curriculum Evaluation & Recommendations - Our curriculum is ready for an overhaul, both to address the addition of AI tools and to restructure the load on our main instructor, Summer Winston.

SRJC Graphic Design Program: <https://graphicdesign.santarosa.edu/>

- Which current courses need updating or retiring?
- What new courses should be offered and where are the opportunities?
- What would serve our students best?