Graphic Design Advisory Board Committee Meeting

Meeting Details**:**

- o **Date:** April 4th, 2024
- o **Time:** 12:00pm-2:00pm, PST
- o **Meeting Location:** Zoom: https://santarosa-edu.zoom.us/j/7261603356?omn=89560193961

Chairperson:	SRJC Guests:
Stephanie Clark, Graphic Design Coordinator, SRJC	Michael McKeever, SRJC Chair, Computer Studies
Members Present:	Kerry Leowen, SRJC Dean, Arts & Humanities
Board Members or Proxies:	Kathy Thornley, SRJC Instructor
Josh Talbot (proxy for member Allison Christiana)	Summer Winston, SRJC Instructor
Josh Porter (proxy for member Ginny Laughlin)	Megan Rhodes, SRJC Staff
Laurel Gregory (proxy for member Heidi Would)	Rachel Smith, SRJC Staff
Zack Darling (member)	

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 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.

Was there a quorum X__ Yes ___No

1. **Call to Order**
   Stephanie Clark called the meeting to order at 12:00 p.m.

2. **Approval of Agenda**

Summer Winston moved to approve the agenda as it stood. Zack Darling seconded the motion. The motion passed.

3. **Introductions**
   Stephanie Clark welcomed everyone to the virtual meeting and thanked them for taking time out of their busy schedules to attend the meeting. The GD Advisory attendees introduced themselves, their industry affiliation and current happenings in their organization.

4. **Public/Industry Comments** – None

5. **Role of the Advisory Board and Membership Responsibilities**
   Stephanie reviewed the Advisory Committee Handbook for those that are interested in joining the committee formally.

6. **Working in the Post-Covid Gig Economy**
   Zack Darling lead a discussion on comparing what the roles of an independent/freelance designer are versus what a traditional marketing agency model looks like. Zach sees an emerging trend in the industry where businesses are looking at their overhead and often making cuts in marketing department positions. He is also seeing that a lot of companies going to freelance support. Zach spoke about a new project/model that himself, Josh Porter and Laurel Gregory are working on, along with 13 other colleagues. As a way of removing overhead costs, they are starting a new model collective agency with powerful portfolios. Clients will receive invoices from individual contractors instead of a company, as there will not be a business license.

   Zach asked industry members if the current model of marketing departments and large agencies is becoming an antiquated model. Are people going to be utilizing AI and the accessibility of the tools to create designs themselves? How can the marketers and designers be ahead of the curve and be able to educate students and prepare them for a new industry?
   - Laurel Gregory – Feels that the collective model is exciting because it frees graphic designers to build the best team especially for the client needs.
   - Josh Talbot – The collective model is an interesting concept. Counter thought from his past experiences is that he just wanted to be creative and didn't like the business aspect/tasks.
   - Josh Porter – In order to prepare students for the future in this new industry model is to teach them how to run their own business, including how to complete taxes. How to build a freelance business.

   Summer mention that there is currently a business skills for creatives class, GD 65. Taxes are touched on, but agreed that more in-depth tax content would be beneficial. Stephanie noted that GD 65 is offered as an elective in the program and perhaps it should be a required course. Michael McKeever shared the GD 65 course outline with the group and committee members provided feedback:
   - Josh Talbot – Super valuable information for anybody, whether running a business or going to work for someone else. Class should be required.
   - Zach Darling – Agrees that class should be required.
   - Laurel Gregory – Attractive to know that a student has completed this course. Content on the topic of project management would be helpful.

- Josh Porter – Content about managing cloud files would be beneficial.

Michael asked what type of project management tools the committee members would recommend students use or are exposed to? Feedback:
- Zach Darling – A big fan of Asana. Has also heard Monday has received good feedback. Integration of Slack and project management software is important.
- Laurel Gregory – Trello is good for entry level kind of board management.
- Josh Talbot – Not sure that it matters what software because it is always going to change. Feels it is just the idea that the designer is starting to think about the act of project management.

Michael McKeever and Stephanie Clark agree that GD 65 needs to go through a revision to include content suggested by committee members. Review and approval of this revision will be a future agenda item.

7. **Identify Industry Co-Chair for GD Advisory Committee**
The advisory committee is in need of filling the advisory co-chair role and Stephanie spoke about the duties and responsibilities of that role. The advisory co-chair works together with the faculty co-chair in creating agendas and maintaining the business of the committee. Zach Darling nominated himself for the role. He noted that Josh Talbot and Laurel Gregory are more than qualified and asked for them to provide input and perspective during his one-year term. Laurel Gregory moved to assign Zach Darling to the role of co-chair for the Graphic Design Advisory Committee. Josh Talbot seconded the motion. The motion passed. Stephanie thanked Zach for volunteering.

8. **Graphic Design Curriculum**
Stephanie displayed and reviewed the Graphic Design Program's course sequence for the Graphic Design Fundamentals degree, showing what semesters and how often courses are offered. Feedback:
- Laurel Gregory – Add a course about AI in creative arts as an elective.
- Zach Darling – Would like to see curriculum on 3D rendering tools included.
- Josh Talbot – Include curriculum on creative thinking and decision making, identifying goals and how to reach them, understanding problems and come up with solutions.
- Zach Darling – Fundamental understanding of branding and design strategy is an important part of the process. Project management and creative direction are important skills.
- Laurel Gregory – Create a course in brand strategy. Would be very interested in supporting this effort.
- Zach suggested department collaboration and cross listing courses would be beneficial. Stephanie said that with advisory committee support (via an action item), the course(s) have a better chance of moving forward successfully.
- Zach Darling – Feels that Illustrator is used over Photoshop most of the time. Would like to see Illustrator higher on the list in Semester 1.

- Emily Hansen – Feels that students in InDesign don't have the Illustrator or Photoshop skills that they need. Would like to see Illustrator and Photoshop listed prior to InDesign.

As a way of providing support to SRJC and drive GD enrollment, Zach Darling feels that himself and other industry members on the committee would be interested in finding out how they could provide real world marketing, support and promotion for the Graphic Design Program.

9. **LMI Data Review**
Stephanie shared and reviewed the Labor Market Information (LMI) received from the CE Office at SRJC.

10. **Adjournment**
The meeting adjourned at 2:01pm.