

James Joyce III is Founder and Chief Visionary Officer of Coffee With A Black Guy, a consulting and coaching company that started as an innovative movement in which he facilitates conversations about race and perspective for community groups and organizations. Joyce is a former award-winning journalist, served as District Director for a CA State Senator, and runner-up in the 2021 Santa Barbara mayoral election. Joyce has been teaching a variety of courses in SBCC's Career Skills Institute since June 2023.