

December 11, 2014

Dr. Chui L. Tsang
Superintendent and President
Santa Monica College
1900 Pico Boulevard
Santa Monica, CA 90405

Dear Dr. Tsang,

As a member of the General Advisory Board and a big cheerleader for Santa Monica College, I am pleased to hear that you are considering offering a baccalaureate degree in Interaction Design at the College. I regularly hear from my clients that the technology and design sectors are experiencing a profound need for more individuals with expertise in this area. A baccalaureate level of education is necessary to adequately prepare our students for jobs in this area of interplay amongst design, user experience, and technology. I support your proposal with enthusiasm.

Sincerely,

COHEN & LORD, a P.C.



Rae Lamothe