



LOS ANGELES AREA
CHAMBER OF COMMERCE

December 12, 2014

Dr. Chui L. Tsang
Superintendent and President
Santa Monica College
1900 Pico Boulevard
Santa Monica, CA 90245

Dear Dr. Tsang,

This letter is to voice support from the Los Angeles Area business community for the Santa Monica College (SMC) proposal to offer a BA Degree in Interaction Design.

Through our engagement with employers in the design and technology sectors, we know the industry is facing an unmet need for individuals with the critical expertise in the interplay between design, user experience and technology. Santa Monica College can help fill that workforce gap locally and create qualified candidates.

Santa Monica College is well positioned and highly qualified to offer this degree for numerous reasons including:

- Santa Monica College offers cutting-edge curriculum, resources and faculty already in place.
- Santa Monica College can provide students with a top quality bachelor's degree at a very affordable cost.
- Santa Monica College's proximity to Silicon Beach makes it the perfect location for this degree program that will fill thousands of technology jobs.

The Los Angeles Area Chamber looks forward to partnering with you to develop this very important new degree.

Sincerely,

Gary Toebben
President & CEO