



December 11, 2014

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

Dear Dr. Tsang,

We are thrilled to learn about SMC's interest to develop one of the first California Community College Bachelor degrees. We wholeheartedly support your decision. We know you are well positioned *and* highly qualified to offer this degree for numerous reasons including:

You have cutting-edge curriculum, resources and faculty already in place and can get your program off the ground very quickly.

With your top quality design program, experienced faculty, and your beautiful new facilities currently being built in the heart of "Silicon Beach" right off of the new (t)Expo Line, SMC will provide students with a top quality yet highly affordable bachelor's degree that will rival a private school education.

With thousands of jobs going unfilled in the design field, your **Interaction Design** BA degree is one that will prepare students to meet the demands of today's technology industry and provide a vital workforce need in our region and in the state.

I support your proposal with enthusiasm and look forward to meeting your graduates as soon as possible!

With regards,

Howard Leonhardt
Founder & CEO