Kevin McKeown
Councilmember

City Council Office
1685 Main Street
PO Box 2200
Santa Monica
California 90407-2200

City of
Santa Monica℠

December 11, 2014

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

Dear Dr. Tsang,

As the Mayor of the City of Santa Monica, this letter affirms my commitment and ongoing support of the Santa Monica College application for the Pilot Bachelor's Degree in Interaction Design/IxD/UX, and continued focus on the Information and Communications Technologies (ICT) industry sectors. The City of Santa Monica enjoys a long standing relationship with Santa Monica College, and understands how critical this BA application is to the future of our economy. The education of our students in an affordable and accessible manner, and the other quality programming that Santa Monica College offers, are assets to our City recognized globally.

The visionary application of Santa Monica College for this pilot B.A. program comes at a time when Santa Monica has become a key city in innovative technology, and one of the nation's top contributors to new jobs in Interaction Design. Projected ICT employment positions in Santa Monica could make it one of the most promising technology job markets in the nation.   The pilot B.A. degree will further support "Silicon Beach" and the more than 500 tech startup companies in Santa Monica. Santa Monica College already has proven to be a critical player in the "Silicon Beach" effort. SMC is part of LA HITECH, a regional consortium that is going to help students identify careers in the field, from high school to post-secondary education.

I urge that you take all necessary steps to pursue having SMC named as one of the community colleges for this pilot B.A. degree. Our students and our city will both benefit from this, and our tech industry will get the well-trained talent they critically need.

Sincerely,

Kevin McKeown
Mayor