

Donald "Kip" Holcomb
12301 Hatteras Street
Valley Village, CA 91607
12/13/14

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

Dear Dr. Chui L. Tsang:

I am excited to hear that you are considering offering a baccalaureate degree in Interaction Design at Santa Monica College (SMC). As a nontraditional, former student, I pursued studies in web design and development to retrain for a modern job market. Upon completion of my associate degree at SMC, I found my choice of schools with baccalaureate degrees focusing on human-computer-interaction, and information design and usability severely limited and cost prohibitive. Rather than remain in Southern California, I transferred to Arizona State University to complete my degree.

Recognizing the demand in the job market for professionals holding degrees which emphasize interaction design and user-experience, I have since applied to graduate programs. In retrospect, the BA in Interaction Design you are considering would have been especially beneficial. Additionally, trained interaction designers with one to five years of experience can expect to find respectable, well-paying positions with salaries ranging from \$52,250 to \$77,500 with the potential to progress in user-experience fields.

SMC is well positioned and highly qualified to offer this degree and meet the demands of today's technology industry. I support your proposal with enthusiasm.

Sincerely,

A handwritten signature in black ink, appearing to read "DKip", written in a cursive, stylized font.

Donald "Kip" Holcomb