



**THE ASHY AGENCY**

DIGITAL MEDIA STRATEGY & DESIGN

TEL 323.653.ASHY(2749) CELL 323.376.8830

EMAIL: BRETT@ASHYAGENCY.COM

510 N CRESCENT HEIGHTS BLVD

LOS ANGELES, CA 90048

ASHYAGENCY.COM

December 3, 2014

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

Dear Dr. Tsang,

I am pleased to hear that you are considering offering a baccalaureate degree in Interaction Design at Santa Monica College. We in media marketing and design industry are experiencing a profound need for more individuals with expertise in this area. We also believe that a baccalaureate level of education is necessary to adequately prepare students for jobs in this area of interplay amongst design, user experience, and technology. I support your proposal with enthusiasm and look forward to meeting your graduates as soon as possible!

With regards,

Brett Ashy  
President  
The Ashy Agency