



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,

On behalf of the City of Santa Monica Economic Development Division, I am pleased to offer our team's support to your efforts to establish a baccalaureate degree in Interaction Design at Santa Monica College. The City of Santa Monica is home to burgeoning technology, entertainment and creative design industries with over 2,435 businesses directly involved in the "Silicon Beach" sector, employing nearly 22,000 people in Santa Monica. Our businesses have a tremendous amount of need for a highly skilled and educated workforce. We anticipate this need will continue to grow throughout the region with the expansion of "local" firms including Activision, Amazon, Miramax, TrueCar, Twitter and the myriad of tech start-ups in the region.

We encourage and fully support Santa Monica College's role to serve as the leading provider of workforce development and education for our residents and employers. SMC has done a remarkable job of forging strong working partnerships with many of our existing technology and entertainment firms, providing training, mentors, interns and teaching opportunities in the area of gaming, graphic and web design, just to name a few. A baccalaureate level of education is necessary to adequately prepare students for jobs in this area of interplay amongst design, user experience, and technology.

We support your proposal and look forward to meeting your graduates and welcoming them into the Santa Monica workforce.

With regards,



Jennifer Taylor
Economic Development Administrator