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Cynthia D. Banks
Director

Otto Solórzano
Chief Deputy

December 3, 2014

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

Dear Dr. Tsang,

We are in full support Santa Monica College's interest to develop one of the first California Community College Bachelor degrees. We wholeheartedly support your decision. We know that the College is well positioned and highly qualified to offer this degree based on your outstanding record on academic success, university transfer rates, outstanding faculty and administration and many other reasons including:

- A cutting-edge curriculum, high-quality resources, and dedicated faculty with the commitment to seamlessly launch this unprecedented initiative.
- A top quality design program, experienced faculty, and outstanding new facilities that are under construction in the heart of "Silicon Beach" that will have easy access to public transportation and the new light rail (t)Expo Line. I am confident that Santa Monica College has the ability to 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, an **Interaction Design** BA degree will not only prepare students for sustainable careers in an exciting field of work, but develop a sophisticated pool of talent to fill the in-demand occupations in one of our high growth industries in our region and in the state.

The L.A. County Workforce Investment Board strongly supports this proposal by Santa Monica College and we look forward to building our partnership in workforce development to enable your graduates to achieve their dreams and contribute to the local, state and national economies as soon as possible!

With regards,

Richard Verches
Executive Director
Los Angeles County Workforce Investment Board