



Building Enterprise Value

10215 Santa Monica Blvd.

Los Angeles, CA 90067

+1 (310) 464 1575

*December 11, 2014*

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

Dear Dr. Tsang,

I am thrilled to learn about SMC's interest to develop one of the first California Community College Bachelor degrees. I believe you are well positioned and highly qualified to offer this degree for numerous reasons.

You have cutting-edge curriculum, resources and faculty already in place and can get your program off the ground very quickly.

You are well known and respected in the business community.

With your top quality design program, experienced faculty, and your beautiful new facilities currently being built in the heart of "Silicon Beach" right off of the new Expo Line, I believe SMC will 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, your **Interaction Design** BA degree is one that has a good chance to prepare students to meet the demands of today's technology industry and provide a vital workforce need in our region and in the state.

I support your proposal with enthusiasm and look forward to keeping in touch.

With regards,

Victoria Silchenko, Ph.D.  
CEO and Founder  
Metropole Capital Group

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