

California State Senate

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December 8, 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 – particularly because it will meet a great economic and workforce need in the city and area I call home.

It seems apt that a college that has always prided itself on its innovative spirit would be the one to identify an important need in an industry that employs hundreds and thousands of Californians. Silicon Beach and California's technology industry as a whole has needed an army of interaction designers and are ready to hire the graduates of this program – if SMC gets selected to offer this BA degree in Interaction Design.

The demand in this industry can only rise as technology's importance in our lives continues to grow – and I know that SMC will fulfill the State's mission of not only filling a skills gap, but also closing an achievement gap.

This would be a win-win for everyone concerned: the economy of Santa Monica, Los Angeles, and California; the tech industry; but ultimately, the students who will find opportunities in a cutting-edge profession that they would not be able to access otherwise.

I sincerely hope that SMC is selected to be part of this historic pilot program – the College would do the entire system of community colleges proud as you collectively rise to the level of the UC and CSU system in providing access to higher education.

Regards,

A handwritten signature in black ink that reads "Ben Allen". The signature is written in a cursive, slightly slanted style.

Ben Allen
State Senator
California State Senate District 26