

3030 Olympic Boulevard
Santa Monica, CA 90404
t-310.392.3777 f-310.581.8797
www.grammy.com



THE RECORDING ACADEMY®

December 9, 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 the technology and design sectors are experiencing a profound need for more individuals with expertise in this area. I 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.

Often, it takes us an extended period of time to identify the proper local candidate that possesses both the technical as well as the design and user-interface capabilities. I see this new degree as a good fit for companies like ours that need candidates with a wide range of skillsets.

I support your proposal with enthusiasm and look forward to meeting your graduates as soon as possible!

With regards,

Rick Engdahl
Chief information Officer
The Recording Academy