



2017 Membership Survey

Survey Summary

The Bioscience Association of Maine (BioME) membership survey was conducted between December 19, 2017 and January 8, 2018. It was designed to gather information and opinions from both members and non-members in regards to membership benefit value, areas of involvement and improvement, future events, and primary function of the Association. There were 44 total survey respondents, 27 of which were BioME members (61.36%). Nine respondents were non-members (20.45%) and eight were unsure of whether or not they were members (18.18%).

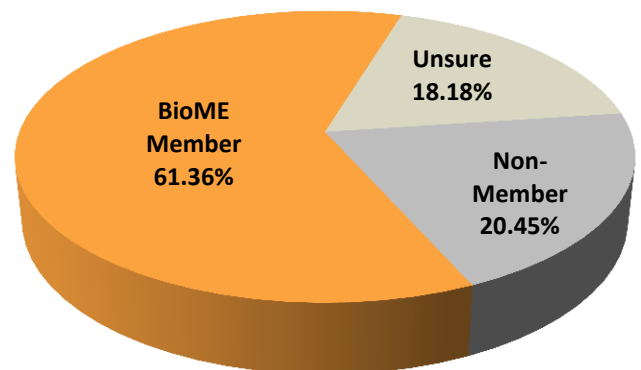
Respondents were given opportunity to enter raffle for \$100 Amazon gift card as an incentive to complete the survey. Of the 44 respondents, 43 of them entered their personal information for entry into the \$100 gift card raffle, indicating that this contest provided value for respondents and may have influenced their decision to complete the survey.

Networking opportunities provided by BioME were found to have the highest value to survey respondents when compared with community involvement, events, advocacy, cost savings programs, and the BioME job board. The cost savings programs were ranked as having the lowest value, although upon closer inspection, it was revealed that members who do utilize these programs find them to be of very high value. Only 33.33% of BioME members completing the survey were utilizing cost savings programs offered by the Association, so increased awareness among members may improve utilization as well as value.

It was difficult to discern a clear frontrunner for the area in which BioME should be most heavily involved; however, local and state advocacy had the highest weighted average of the eight categories, followed closely by economic development, workforce development, and education to promote bioscience in schools. Similarly, respondents felt that the primary function of BioME should be to assist in the development of the Maine bioscience sector through economic development, workforce development, and advocacy.

Although the response was overwhelmingly positive in terms of what the organization has done recently, they would like to see the organization's efforts increase going forward. Multiple respondents suggested that BioME should increase its visibility locally and nationally, perhaps by having a greater presence at meetings and events. They also desired greater involvement of the Association in advocating for the bioscience sector in Maine. In terms of future BioME-hosted event ideas, respondents primarily desired educational and networking events, but were also interested in attending fundraisers. Respondents revealed that other local trade organizations provide value to them through networking, advocacy, funding opportunities, and pavilion participation at international trade shows.

Survey Demographics

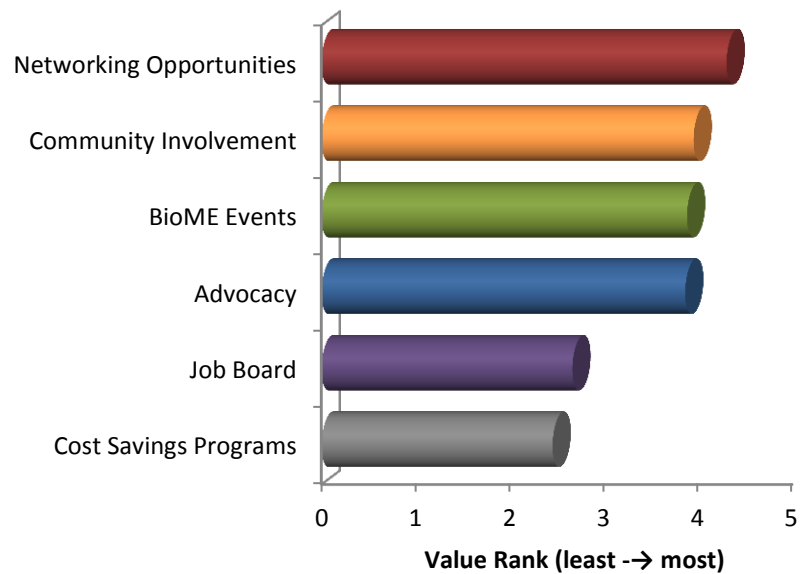


Question 1:

Which membership benefit brings the most value to your company?

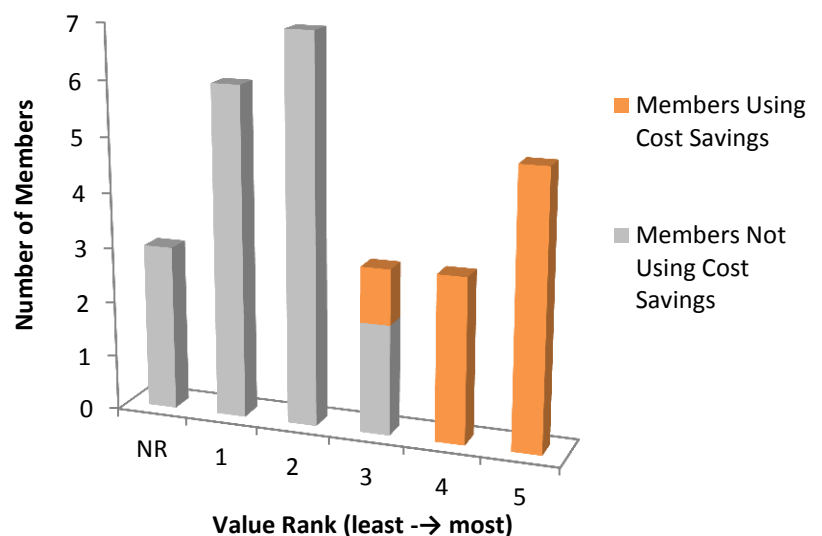
All 44 respondents provided rankings of membership benefit value, with scores ranging from one (lowest value) to five (highest value). The benefit that had the highest weighted average was **networking opportunities** (4.30), with 50% of survey respondents indicating that this was of the highest value to them. One respondent stressed that they value the opportunities that BioME provides for college students to network in particular. **Community involvement** (3.95), **BioME events** (3.88), and **advocacy** on behalf of industry (3.86) followed in ranking, and one respondent further indicated that they would most value the potential future marketing of Maine's bioscience industry for the purpose of workforce and company recruitment. The benefits bringing the least value to survey respondents were the **job board** (2.66) and **cost savings programs** (2.45).

Benefit Value



Although overall perception of the value of the cost savings programs was low when polling both members and non-members, the value to members who actually utilize them was much higher than the value to non-members and to members who do not use the programs. The average value score of the cost savings programs to members who use them was 4.44 out of 5, while the average value score for members who do not use the programs was 1.73 out of 5.

Value of Cost Savings Programs to Members

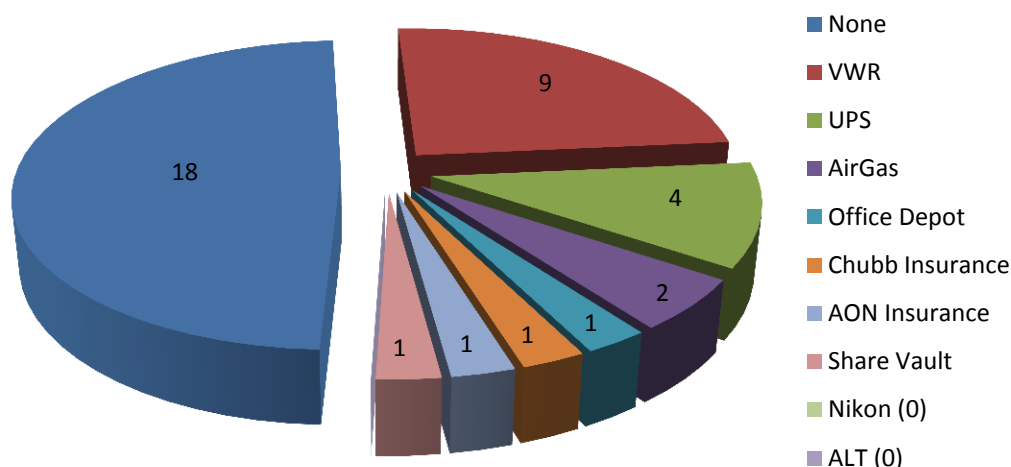


Question 2:

Do you use our cost savings programs? If yes, which ones?

Out of 44 total respondents, 35 (79.55%) indicated that they do not utilize the BioME cost savings programs. Of the 27 survey respondents who were members, 18 (66.67%) indicated that they do not utilize any cost savings program. One member indicated that they were unaware of the cost savings programs prior to completing the survey but now plan to look into them further.

Member Cost Savings Program Utilization



Among the nine members (33.33%) who indicated that they do utilize the BioME cost savings programs, all are utilizing VWR (100%) and nearly half are using UPS (44.44%). Two members (22.22%) completing the survey indicated that they utilize AirGas, while only one member (11.11%) indicated that they take advantage of Office Depot, Chubb Insurance, AON Insurance, and Share Vault savings programs. No members participating in the survey indicated that they utilize the Nikon or ALT savings programs.

Question 3:

In your opinion, which areas should the Association be involved with?

All 44 respondents provided opinions on areas in which the Association should be involved, with a scale ranging from one (indicating no involvement) to five (strongest involvement). The results of this poll were close and it is difficult to differentiate a clear winner, but weighted averages do provide rankings and indicate the slight preferences of the survey takers.

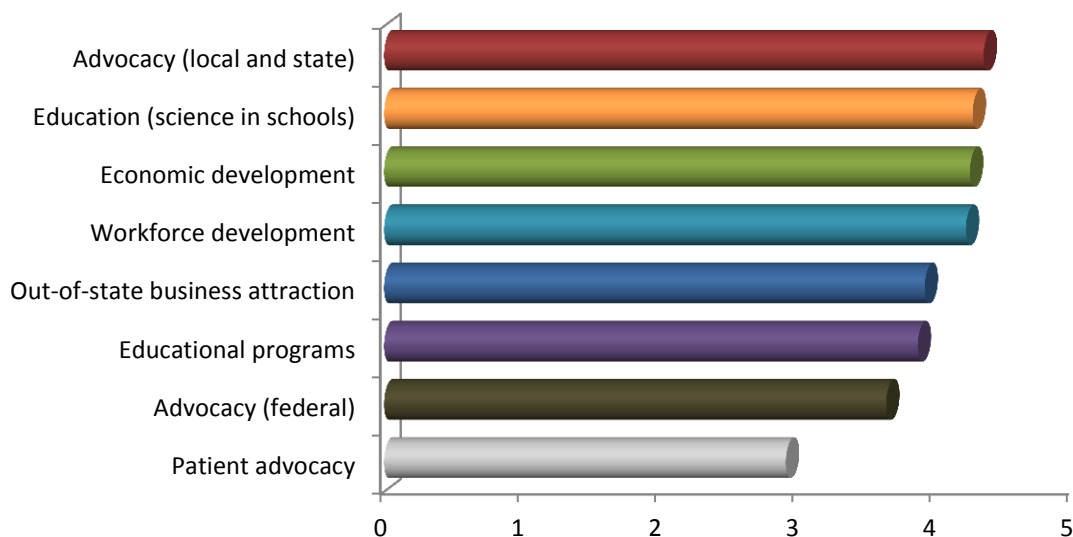
Respondents ranked **local and state advocacy** (4.36) as the area in which the Association should have the highest level of involvement, with over half of the respondents giving this category a score of five. The same was true for **education** to promote bioscience in schools (4.28) and **economic development** (4.26), with 22 or more respondents indicating that these categories should have the strongest involvement by BioME.

This was closely followed by **workforce development** for the life science industry (4.23), with one commenter further indicating that the Association should help to connect job opportunities and job seekers.

Attraction of **out-of-state businesses** (3.93) also received a high ranking along with **educational programs** for life science professionals (3.88). Conversely, **federal advocacy** (3.65) and **patient advocacy** (2.92) had the lowest rankings.

One commenter also thought that the Association should be involved in R&D development programs, although they did not specify in what capacity.

Areas of Involvement



Question 4:

What do you believe should be the primary function of our Association?



All 44 respondents provided their thoughts on the primary function of BioME, and their answers tended to be grouped in four major categories: growing the bioscience industry in Maine, advocacy, education, and networking. One respondent felt that they were not yet familiar enough with the Association to provide a meaningful response.

Building the Bioscience Sector in Maine

Two-thirds of the respondents expressed their belief that BioME should function to help grow and promote the state's bioscience industry. Many respondents saw BioME as being *the* resource for the biomedical business community that can connect, support, and attract companies and workers into the state. A clear focus of the responses was to draw in additional life sciences companies which would thus build Maine's research potential and provide sustained economic growth and innovation. One respondent suggested that this could be accomplished by actively marketing Maine to the national and international bioscience industry. Supporting smaller start-up companies was also suggested and could be accomplished by collaborating with the Maine Technology Institute, Maine incubators, and other small business resources. A majority of the responses that pertained to expanding Maine's bioscience sector could be grouped into three main categories:

Economic Development

Promoting growth of the bioscience sector of the economy was a popular choice, with 11 respondents explicitly noting that economic growth and development should be a primary focus of the Association. Respondents indicated that BioME could do this by promoting the economic development opportunities that biosciences bring and encouraging bioentrepreneurship.

Collaboration

Many respondents were eager to see more collaboration within Maine's scientific community and noted that BioME could be a key player in accomplishing that objective. Connecting organizations within the state and fostering collaborative efforts between them would strengthen the image of the bioscience industry in Maine and facilitate the achievement of common goals, including the recruitment of talent to the state.

“To assist in the development of bioscience industry in Maine by attracting businesses to the state and supporting educational initiatives that promote workforce development.”

“The Association should aspire to be the face of Maine's biotech scene in terms of representative advocacy and a forward-trending, in-the-know institution.”

Workforce Development

Respondents expressed the desire to keep students in Maine to study at local colleges and universities and ultimately work for companies within the state to strengthen its economy. They saw BioME as having a responsibility to showcase opportunities for bioscience careers and also coordinate between academia and industry to bridge students with jobs and ensure that they are trained for the current needs of the industry in Maine. One respondent suggested the establishment of undergraduate and graduate paid internships to keep qualified, Maine-educated talent in

the state. Respondents also expressed that BioME could function to attract reasonable outside talent into the state of Maine.

Advocacy

One-third of the respondents felt that advocacy should be the primary function of BioME; that the Association should be a collective member voice on policy and education that also promotes and spreads awareness of bioscience. Multiple respondents indicated the desire for BioME to conduct federal- and state-level advocacy for infrastructure investment and maintenance to support the life sciences industry.

Education

While only a handful of respondents explicitly noted education as the primary function of the Association, it was clear that by supporting educational initiatives, BioME could promote workforce development and impact growth of the industry. One respondent noted that by offering bioentrepreneurship training opportunities at all levels including undergraduate, postdoctoral, and career scientists, the industry's potential could be expanded. It was also noted that supporting educational initiatives would have a positive impact on workforce development.

Networking

Two respondents, one member and one non-member, indicated that the primary function of BioME should be to provide networking opportunities. Likewise, respondents who had indicated that the Association should encourage cross-talk and collaboration between academics in the biomedical, bioscience, and biotechnology fields would perhaps be pleased with such networking opportunities as a forum for these relationships to develop.

“Bring awareness of the breadth of biotech industries in Maine both to Maine companies as well as companies and academic institutions from away.”

Question 5:

What type of events would you like to see the Association organize in the future?

Out of 44 total respondents, 43 provided votes and/or comments regarding the type of event they would like the Association to organize. The **Women in Bioscience** and **Educational Lunch & Learn** events each received votes from 26 out of 43 respondents (60.47%), making them the most popular event types. Conversely, the **Personalized Medicine Conference** was least popular, with only ten out of 43 respondents (23.26%) voting for this event.

Education and Training

Other educational event suggestions included a bioscience industry-focused lecture series, a bioentrepreneurship training module that could be delivered at college campuses, and a scholarship award for a high school senior. One respondent noted interest in continuing the BiOME Annual Meeting and perhaps creating another similar meeting with workshops/panels to

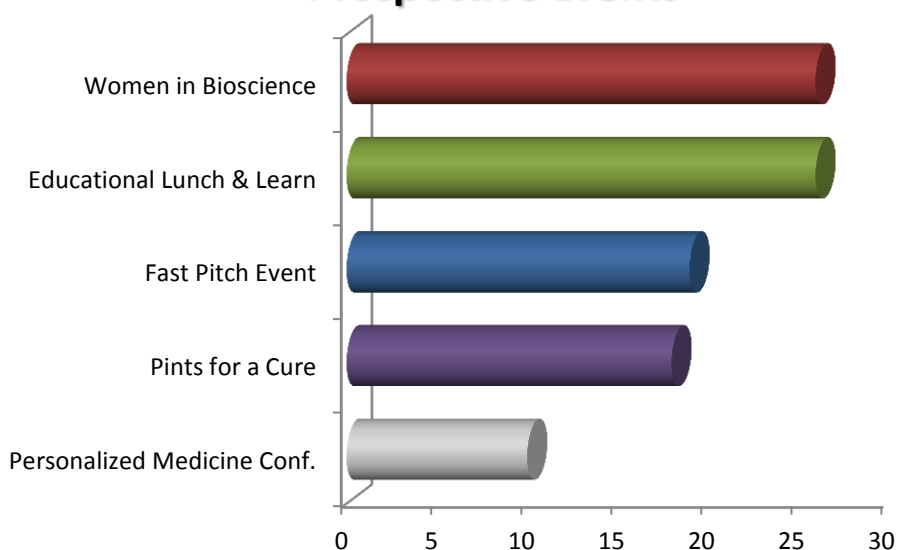
create a semi-annual event. In addition to the categories listed, two respondents noted their desire to have BiOME host a career fair. They stressed that companies will locate and grow their business here if they can find the workforce to support their operations, so connecting job seekers with jobs is critical.

Networking and Fundraising

The **Fast Pitch** event was supported by 19 out of 43 (44.19%) respondents, and one respondent commented that this could be expanded beyond college students to include graduate students, postdoctoral scientists, and faculty members pitching for an award to develop their business idea. Similarly, 18 out of 43 (41.86%) respondents wanted to see the **Pints for a Cure** fundraiser focused on developing cures and highlighting research in Maine. One commenter suggested adding to this by doing other fundraising events that could be linked to national fundraising campaigns.

Additional networking opportunities were also suggested, including an event that would attract investors to Maine life sciences companies and advocate for Maine as a biotechnology hub. Such an event should include representatives from all of the business components that make up a healthy life sciences ecosystem including marketing, sales, law firms, investors, scientists, and business leaders. Another commenter suggested that Maine bioscience companies could host networking events at their facilities, which would include a tour and overview of their work.

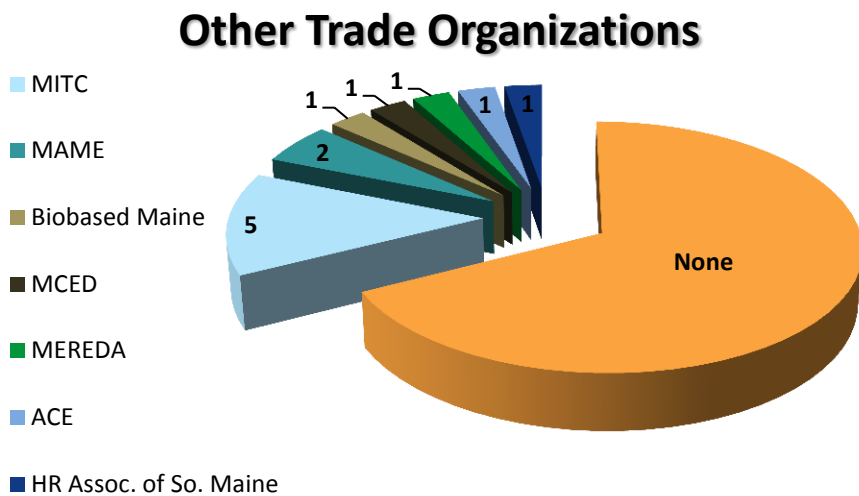
Prospective Events



Question 6:

Are you a member of other Maine trade associations? If yes, what brings the most value?

Out of 35 respondents who provided a response to this question, 25 were not members of any other Maine trade associations. Two respondents did not indicate that they were members of any other trade associations, but did indicate that the connections they make within the industry bring the most value to them and help them to keep current on issues affecting the industry.



Five respondents were members of the **Maine International Trade Center (MITC)** and indicated that it provides value to them through pavilion participation at international trade shows like MEDICA, financial assistance by way of grants, networking at their annual conference, advice and strategies for export, and their resources and knowledge base. Of those five respondents, four of them were also current BioME members and one

was unsure of their BioME member status. A BioME and MITC member also listed their membership in the **Human Resources Association of Southern Maine**, which provides them with networking opportunities and education in their field.

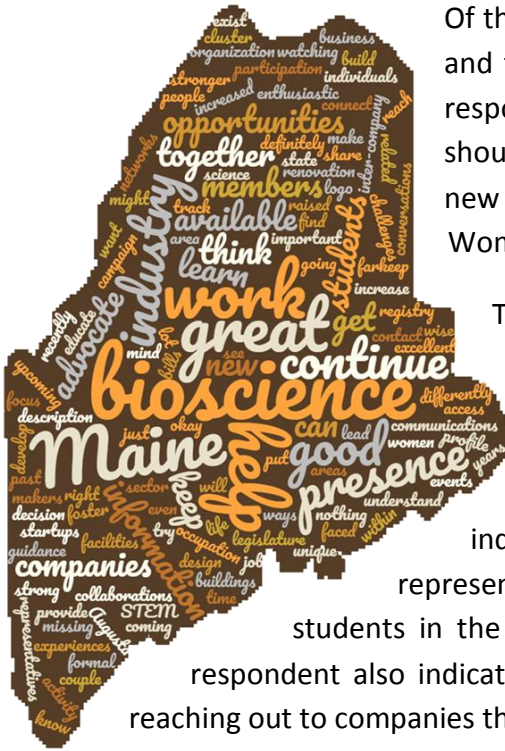
Two respondents, one a current BioME member and the other a non-member, indicated that they are members of the **Manufacturers Association of Maine (MAME)**. They both agreed that this association provides the most value to them through networking opportunities and access to others in the sciences.

One respondent indicated membership in the **Maine Real Estate & Development Association (MEREDA)** and found that it provides value through advocacy at the state and federal level; this respondent was unsure of their BioME membership status.

Respondents also indicated membership in the **Maine Center for Entrepreneurial Development (MCED)**, **Biobased Maine**, and the **Association for Consulting Expertise (ACE)**, but did not list the value adds of those memberships. One respondent indicated that they frequently work with the Maine Technology Institute and the Cleantech Open, although they are not a member of either one of those organizations. Another member noted a volunteer relationship with Junior Achievement of Maine, which brings the value in the ability to connect with students throughout Maine and inspire and teach them about the bioscience industry.

Question 7:

What do you think our Association could do differently to better serve its membership?



Of the 44 total survey respondents, eight skipped this question altogether and ten more were unsure or provided a response of “n/a.” Eight more respondents indicated that the organization is doing a great job and should continue to increase its efforts, providing positive feedback on the new logo, communications, growth of the Association, and upcoming Women in Bioscience campaign.

The remaining 18 respondents were also positive about the direction of the organization and its contribution to the bioscience industry in Maine, and some respondents indicated the desire to increase the visibility of the Association. To do this, respondents proposed increasing advertising efforts, having a presence at national industry meetings and local STEM events, assigning regional representatives, and increasing outreach to undergraduate and graduate students in the state to inform them of the resources that BioME provides. One respondent also indicated that BioME should increase membership recruitment efforts by reaching out to companies that are not currently members.

Numerous respondents expressed interest in having BioME foster more inter-company collaborations, increase the number of opportunities to discuss bioscience business, and build a more formal network for bioscience companies in Maine. An increased focus on life science startups was explicitly requested. Respondents also indicated that they would like to see BioME continue to provide, and perhaps increase, opportunities to network with industry contacts, with one respondent suggesting the creation of a registry of individual members with a description of their occupation and contact information. This also has the potential to facilitate connections between decision makers and service providers.

Increased presence in the legislature to advocate for bills that are important to the bioscience sector was suggested, as was increased engagement of non-profits. Respondents also provided positive feedback on the survey itself, noting that BioME should continue to check in with the market going forward to develop a better understanding of growth opportunities; knowledge of the challenges that are unique to the bioscience sector could also be leveraged by the Association to educate and advocate in areas of need.

“Continue to provide opportunities to connect people within the industry to have conversations and share experiences.”