

8-03

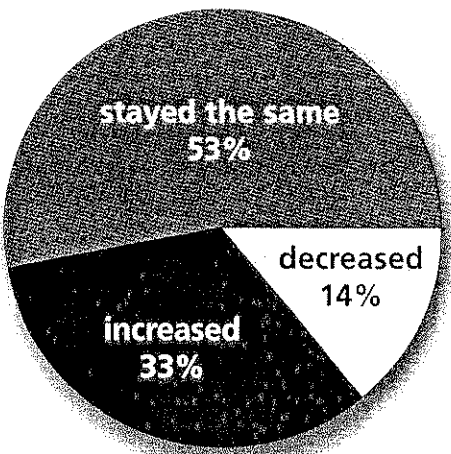
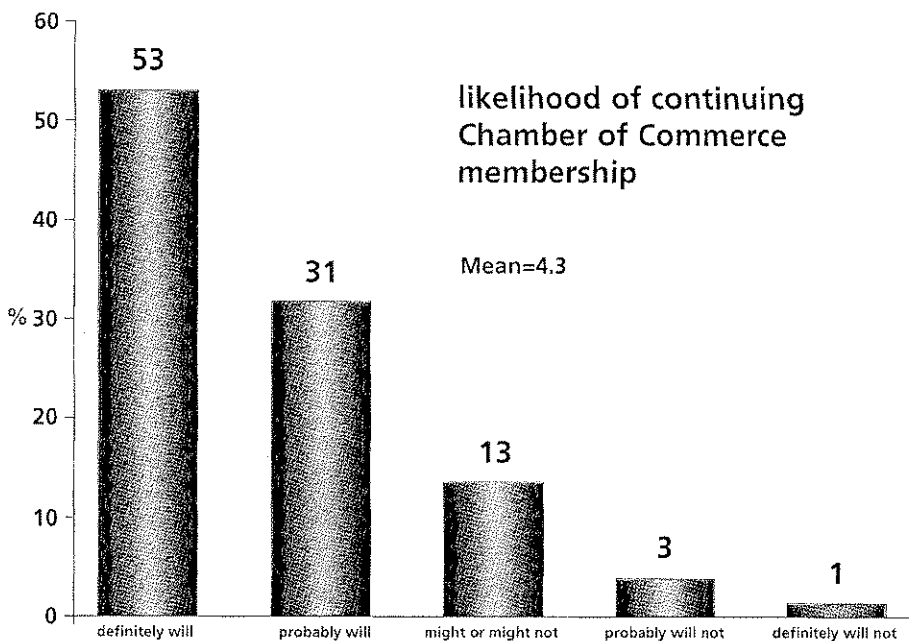
# chamber performance up 8 points

The results of the most recent member-satisfaction survey are in, and the news is great: 74 percent of members rate the Chamber's performance at good or excellent, up from 66 percent this time last year. Fully 84 percent report they intend to renew their membership and 78 percent would recommend the Chamber to others. (Results are statistically representative and responses were received from an equal number of small, mid-sized and large member companies.)

"We're proud of these results, but will continue to refine the work we do based on the specific member feedback received," says Lee Blitch, Chamber president & CEO.

One of the things that is driving satisfaction and the high rate of those who say they will renew their membership is the rising number of members who report they are participating in Chamber programs and events. More than one-third of Chamber members say their attendance has increased over the past year.

Other factors that drive positive ratings are the Chamber's monthly newsletter, profes-



## how attendance at Chamber events has changed

sional development programs and advocacy. More than three-quarters of Chamber members say they are aware that the Chamber is actively working on public policy initiatives on behalf of the San Francisco business community, and 75-90 percent favor specific Chamber public policy positions on such initiatives as increasing homeownership oppor-

tunities in San Francisco by increasing housing supply and density for middle-income workers and reauthorizing the existing half-cent sales tax to fund transportation improvements.

Long-time partners, GLS Research, conducted the survey for the Chamber. GLS Research is a full-service market and public opinion research consultant specializing in the application of scientific research techniques to marketing and communications issues. "We help our clients develop the information they need to design, implement and evaluate marketing and communications initiatives," says Gary Stieger, GLS president & founder. "We can employ a full array of qualitative and quantitative methodologies as needed to develop that information in a timely and cost effective manner."

"It has been incredible to work with a research firm with the track record, level of professionalism and expertise demonstrated by GLS," says Leslie Foley, vice president/marketing. "The input and support we receive semi-annually from GLS through these feedback loops is critical to our efforts to continually improve member service and satisfaction."

If you have additional feedback or questions, contact Leslie Foley at lfoley@sfchamber.com.

## sfworks biotech program success

SFWorks has joined forces with City College of San Francisco (CCSF), the University of California, San Francisco (UCSF) and a Chiron trainer to deliver a biotech pre-employment program aimed at residents of the city's southeast sector and others who have little or no scientific background. The intensive "On-Ramp" program includes simulated lab procedures, laboratory math and professional-development coaching. SFWorks also supports participants in practical, subsidized on-the-job training to facilitate graduates' entry into careers in this rapidly growing industry.

Participants from SFWorks' first cycle are currently interning at UCSF, and in other San Francisco laboratories. The collaboration is helping to fulfill the partners' mission of extending career opportunities in the life sciences to under-represented communities. SFWorks will run the On-Ramp bi-annually, to precede CCSF's "Bridge to Biotech" and biotech certificate programs. For information, contact Lori Lindburg at 415-217-5192.