



Optics Valley
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Arizona Optics & Photonics Industry COVID-19 Impact Survey Results

Optics Valley has compiled the results of the recent survey in a one-page summary.

As a reminder the questions were about how COVID-19 has impacted your business, the assistance sought and/or obtained, how Optics Valley might help, and what you may need in the near future.

Given the number of respondents we cannot provide conclusion certainty for this summary.

Data Summary

- The industry has taken a “hit” in business revenue reductions, but it has not been as big as the hit to other industries (e.g. retail, restaurants).
- There is reduced access to clients and customers (even with use of electronic methods like Zoom).
- There is reduced employee productivity and challenges to manage employees via electronic methods.
- It appears that companies wanting capital, PPP, and other government Covid19 program benefits, if sought, have been mostly successful in receiving a benefit or aid. And a full third of the respondents did not seek any assistance.
- There is a desire to reconnect Optics Valley members via newsletters, webinars, events, and virtual meetings.
- The topic list rankings for needed future assistance is very close to the list of needs generated at the last Optics Valley meeting (prior to the Covid19 shutdown). The data indicates that more of our members need the same kinds of assistance as identified before.

Data Interpretations and Hints

While the data set is not a full representation of all Optics Valley members if we assume the pattern of rankings would apply to all – then data hints at some possible interpretations and implications. What follows below are a list of those hints (which need to be validated with members):

- The market may have longer term contracts / projects that are less susceptible to Covid19 impact.
- There is a need for improved customer analysis and subsequent target marketing to those customers / markets that make a real difference for our members.
- A possible need for training or learning events on the following topics:
 - How to network for business electronically
 - “distance management” of their employees to maintain productivity
 - Alternate approaches to growth
 - Building a business mindset
 - Creating a business development role / position
 - Creating strategic plans for growth

Next Steps

These interpretations and hints will be addressed at a future Optics Valley meeting.