



IT Trends Study and Chapter Challenge Contest Launch on April 9!

The 39th Anniversary study will go live in less than two weeks, are you ready? The questionnaire has been updated and the research team is eager to hear from all of you. With your help, we can continue the rich tradition of SIM providing its members with the most insightful and relevant information on IT practices, challenges, and opportunities.

Last year saw a record-high response rate of 28.66% of all SIM members, which corresponded to just under 1,200 respondents. This year, we hope to surpass 1,300 respondents so to help drive participation, we will host the IT Trends Study's **Chapter Challenge Contest once again**. Here's how it works: chapters will be divided into two divisions based on the size. Within each division, the three chapters with the highest percentage of members participating will win **\$5,000, \$2,500, and \$1,250 to fund philanthropic or other chapter-related activities**. **Now is the time to start discussing the study with your fellow SIM members so your chapter can win cash and those priceless bragging rights for the next twelve months!**

To find out more about the IT Trends Study, look for members of the research team at **SIM Connect Live in Dallas, TX from April 11-13**. We will be **hosting two sessions** to share various insights and long-term trends that have emerged from nearly four decades of data. **The first will be during lunch on Friday, April 13 followed by an interactive panel discussion in the SIM Resources for IT Leaders track**. Come meet the team and learn more about the valuable insights from the study that may help you benchmark your current IT practices against the larger population of organizations across the country.

Thank you for your ongoing commitment to this important SIM initiative. Funding for the Chapter Challenge contest and overall support of the study is provided in large part by our generous sponsors.

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