



Coming Soon: The SIM IT Trends Study Chapter Challenge Contest Win Cash & Bragging Rights in this 39th Anniversary Edition

In 2017, the SIM IT Trends Study recorded an all-time high response rate with 28.66% of SIM members participating. High participation rates ensure that the *Comprehensive Report* (available [here](#)) contains the most accurate data and insightful commentary on the state of IT and IT leadership. Looking ahead to 2018, we hope to further improve upon last year’s record breaking performance and see even more SIM members participate in this important initiative.

The questionnaire for the 39th anniversary SIM IT Trends study is currently being refined and will **launch in April 2018**. As in year’s past, the healthy competition between SIM chapters through the **Chapter Challenge Contest will award a total of \$17,500 to SIM chapters with the highest participation rates**. Chapters will be split into two divisions, large and small, and **the top three in each will be awarded \$5,000, \$2,500, and \$1,250** to spend on philanthropic or other chapter-related activities. Best of all, the **winning chapters earn 12 months of well-deserved bragging rights** for their great leadership and their members’ dedication to this SIM program.

Last year’s winner in the small chapter category was **Minnesota, with an impressive 100% participation rate**. **South Florida** was close behind with 93.75% and **Toronto** earned a third place finish with 62.5%. Among large chapters, the top three were **Charlotte Region** (48.12%), **Detroit** (43.48%), and **Dallas/Fort Worth** (41.99%). Will these chapters remain at the top of the leaderboard or will other chapters step up to dethrone them in 2018? It all depends on you since **your individual response significantly increases your chapter’s odds of winning and also helps to ensure the continued success of SIM’s IT Trends Study**. **Plus, every participant get a personalized benchmarks report comparing their responses to the averages and aggregates**.

Mark your calendars now for the **2018 SIM IT Trends Study, launching in April**. Also, look out for the IT Trends Study research team at **SIM Connect Live in Dallas, TX April 11-13** where we will host an engaging discussion about the past, current, and future state of IT and IT leadership using nearly four decades of IT Trends Study findings.

As always, we owe our sponsors a big “Thank You” for their generous financial support that helps fund the Chapter Challenge contest:

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