



## **Which Chapters Will Win Top Honors in the Chapter Challenge? With \$24,000 up for grabs, are you and your chapter ready to compete?**

**The Chapter Challenge, a friendly competition among SIM chapters, is bigger than ever.**

**Chapters with the highest % of members completing the questionnaire win cash to support their programs and philanthropic initiatives.** Here's how the Chapter Challenge Contest works:

- There are two challenge categories: Small (10 to 119 members) and Large Chapters (over 119).
- Highest participation rates in each category win 1<sup>st</sup> \$6,000, 2<sup>nd</sup> \$3,000, and 3<sup>rd</sup> \$1,500.
- Chapter with highest percent increase in participation over last year gets \$3,000 too.

**Now is the time to promote participation within your chapter! Personal outreach to members at chapter meetings and in chapter emails help to increase response rates.**

**Every SIM member who participates wins too! All who complete the questionnaire receive a personalized and confidential report comparing their answers to the overall results.**

**Only SIM members are invited to participate and all SIM members can meaningfully participate** (including academics, MIT, and retired).

**Participation could not be easier** – Individual emails sent to all active SIM members include a personalized link to the questionnaire. SIM members can also access the questionnaire by clicking the banners on SIMnet.org (login required).

**Higher participation means a better study. Let's get the highest participation ever in 2017!**

**Prizes made possible through the generous support of our SIM IT Trends Study Sponsors:**



**Sponsorship opportunities are still available.** Details at <http://www.simnet.org/IT-Trends>.

# FAQs: 38th Anniversary SIM IT Trends Study

## Who can participate in the IT Trends Study?

ONLY SIM members are invited to participate. All SIM members can meaningfully participate (including academics, members in transition, and retired members).

## How do I participate in the IT Trends Study?

An email will be sent around April 10<sup>th</sup> to all SIM members containing their personal link to the questionnaire. If you didn't get it, please check your spam folder (and if there, please add noreply@qemailserver.com and Leon.Kappelman@unt.edu to your safe list). You can also access the questionnaire via the IT Trends Study banners on most <http://simnet.org> pages (login required).

## How long will it take me to complete the questionnaire?

We estimate it takes 15-30 minutes to complete the questionnaire. This estimate is based on over 200 pilot test runs, but it varies since some questions are contingent on your answers to earlier ones. The average was about 23 minutes.

## Do I have to complete the questionnaire in one sitting?

No. Clicking "Next" saves the current page and moves you to the next one. You cannot return to saved pages, however, if you exit, you can return to the last saved page. Your browser's "back" button will exit you.

## Why should I participate?

1. **Benchmark yourself with your peers:** If you complete the questionnaire you'll get a confidential, personalized report comparing your responses to the rest.
2. **Help your chapter win money for philanthropy and programs:** The **SIM IT Trends Study Chapter Challenge Contest** has two size-based competition categories – Small is 10 to 119 members and Large 120 and greater. In each, chapters with the highest percentage of members completing the questionnaire win 1<sup>st</sup> \$6000, 2<sup>nd</sup> \$3000, and 3<sup>rd</sup> \$1500. The chapter with the overall greatest percentage increase over last year gets \$3,000 too.
3. **Benefit SIM:** SIM's IT Trends Study is an important part of SIM's value proposition with its members, all of whom get the Study's *Comprehensive Report* free of charge (sold to non-members for \$995). The Study provides significant publicity and prestige for SIM as the "Voice of IT" in the IT and business press." The Study also continues the collaboration between IT professionals and MIS academics that began in 1980, and is widely cited in academic journals and in college classrooms around the world.
4. **Learn something new:** Reading the questionnaire may be educational. Creating it certainly was.

## What if I don't know an answer to a question?

Most of the time, if you don't know an answer and don't have the time to research it you can leave it blank or select "don't know." We just want your best, honest answers.

## Are my responses anonymous?

Access to data is restricted to three or four of the academics on the IT Trends Study Research Team. We report aggregate data only (except in your personal report, which is only sent to you).

## When will the results be available?

Those who complete the questionnaire will receive their personal report around late September or early October. The *Comprehensive Report* will be compiled and published in October or November. Subsequent communications and reports will also be published through late 2017 and early 2018.

## Who designed the study, and who collects, analyzes, and reports the findings?

Your fellow SIM members on the **IT Trends Study Research Team** are Chris Maurer (Central Florida), Eph McLean (Atlanta), Leon Kappelman (DFW), Mark Snyder (DFW), Quynh Nguyen (EAWG), Russell Torres (DFW), Vess Johnson (EAWG), and Alsius David (EAWG).

**Questions?** Contact Primary Investigator Leon Kappelman at [kapp@unt.edu](mailto:kapp@unt.edu).