



Will Your Chapter Win the Chapter Challenge Contest?

This year's Chapter Challenge is bigger and better than ever.

Are you and your chapter ready to win?

The Chapter Challenge is a friendly competition among all SIM chapters. Winning chapters receive cash for their philanthropic activities, such as STEM or scholarships.

Here's how it works:

- Chapters with the highest percentage of members completing the questionnaire win.
- There are two competition categories: Small and Large Chapters.
- Top chapters in each category win \$5,000, 2nd \$3,000, and 3rd \$1,000.
- Chapter with the highest participation rate of all gets grand prize of an additional \$2,000.
- New this year: Chapter with highest percent increase over their 2015 response rate gets \$2,000.
- **What are you doing to encourage your chapter's members to help their chapter win the Chapter Challenge by participating in this year's SIM It Trends Study?**

Every member who participates wins too! All those who complete the questionnaire receive a personalized report comparing their answers to the overall results and are entered into a drawing to win one of thirty-seven (37) \$250 gift cards. **All current SIM members can meaningfully participate** (including academics, MIT, & retired).

Participation is easier than ever: Access the questionnaire via the personal link emailed to each SIM member or via the banner above scrolling at the top of the SIMnet.org homepage (login required).

And may the best chapters win!

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

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FAQs: 37th 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 10th 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 to your safe list). You can also access the questionnaire via the scrolling banner at the top of the simnet.org homepage (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 22 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. 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. **Win a \$250 gift card:** Complete the questionnaire and you're entered into a drawing for one of 37 gift cards.
3. **Help your chapter win money for philanthropy:** The **Chapter Challenge Contest** has two competition categories based on chapter size. In each, the chapter with the highest percentage of members completing the questionnaire wins \$5000, 2nd \$3000, and 3rd \$1000. A \$2000 grand prize goes to the chapter with the highest participation rate of all. The chapter with the greatest percentage increase over their response rate last year gets \$2,000 too.
4. **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* (sold to non-members for \$895) and the SIMposium slidedecks. The results are also presented at SIMposium. The Study provides significant publicity and prestige for SIM in the IT and business press as the "Voice of IT." 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.
5. **Learn something new:** Reading the questionnaire may be educational. Creating it 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 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. The results will be presented at SIMposium 2016 which will be held October 23-25 at the Mohegan Sun Resort & Casino in Connecticut. Shortly afterwards all SIM members will get access to that slide deck and the *Comprehensive Report*.

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

Your fellow SIM members on the **IT Trends Study Team** are Bill Peterson (Philadelphia), Chris Maurer (Central Florida), Eph McLean (Atlanta), Leon Kappelman (DFW), Mark Snyder (DFW), Quynh Nguyen (EAWG), Russell Torres (DFW), and Vess Johnson (EAWG). Questions?: Contact Primary Investigator Leon Kappelman at kapp@unt.edu.