

The 2015 SIM IT Trends Study is Coming Soon!

The 36th annual SIM IT Trends Study is coming soon. Are you and your chapter ready? Since 1980, SIM's IT Trends Study has reported on the state of the information technology industry and detailed the management and technology issues facing IT executives. We hope to beat last year's record 1,002 participants by reaching even more members this year and diving deeper into the issues you identified in 2014.

Now you know ... 62.8% of SIM-member CIOs came from outside their organizations, and 8.9% from non-IT positions.

As with last year, **participants in this year's study will receive a personalized report** of the findings prior to the presentation of the final report at SIMposium 2015 in Charlotte. A free download of last year's SIMposium slidedeck is available to all at <http://www.simnet.org/?!ITTrendsStudy> (and the \$500 IT Trends Study Comprehensive Report is a free download to SIM members there too). We also plan to significantly increase the monetary value of prizes for winners of the **Chapter Challenge**, and have **prize drawing for participants** too. Stay tuned for more prize details!

The survey opens around April 1st. Be on the lookout for more communications about how you and your chapter members can participate to make this the best Trends Study ever. **Only SIM members can participate. Don't be left out!** Make sure the email in you member profile on <http://simnet.org> is up to date.