

MESSAGE FROM SIM

When looking forward to 2007, I can't help but get excited about the future of SIM. With each new president and executive board, there is another opportunity to leave a lasting impact and transform the organization. As the latest in a long line of illustrious SIM presidents over the past 40 years, I am very respectful of the positioning of our brand and the elite status of our professional association. But we do suffer from the "shoemaker's children" syndrome, and there is a lot of scope for us to exploit the very technology that we advocate in our day jobs and make SIM a shining example of best practices in information technology. I plan to take full advantage of this opportunity, and in order to be successful, I must ensure that all available resources are fully utilized. One resource that is going to be vital to SIM's future success is its membership. Our members are amongst the best and brightest in the IT community. They have achieved at the highest levels of business and academia. In addition, one could argue that they are our greatest asset because of the continued contributions they make to the IT profession. We must strive to ensure that they are engaged in the organization and understand the value SIM can have on their professional development.

This year you can expect to see new initiatives that will enable more meaningful member interaction and an increase in the value SIM brings to helping our members excel in their careers. The new SIM strategic plan will be the roadmap to ensure this vision becomes a reality. A few of the key objectives we are focusing on include:

- Broadening member networking opportunities to enable collaboration, as well as gain knowledge and share information
- Enhancing the SIM reference library to become a valued knowledge resource for members
- Developing a national career management library to enhance individual member development and professional growth
- Expanding chapter program support offerings to elevate the members' experience, as well as attract new members

- Leveraging the "Future Potential in IT" program to fill our profession's supply chain with aspiring IT leaders
- Re-engaging RLF graduates
- Strengthening the communication with SIM members

In addition to these objectives, you will see a continued focus on meaningful interactions within the SIM academic community. We will continue to deliver the high-quality programs that help to drive beneficial IT research. In 2007, you can expect to see another year of the SIM Paper Awards Competition, the 13th annual pre-ICIS Academic Workshop, and specific academic community programs during SIMposium. I also hope that our academic members become full participants in local chapter activities. By participating in chapter activities, academicians expose IT professionals to a wealth of knowledge for use in practical business environments. All of these efforts are meant to continue to deliver value to the experience of SIM academic members.

We will be successful in 2007 when we utilize all of our available resources and, particularly, when we find a way to leverage the extraordinary strength of our academic members. SIM has always had a strong collaborative relationship with the academic community, and we plan on further cementing that connection in 2007. The partnership between SIM and MISQE is an example of how we intend to continue building that relationship. SIM is proud to be the leading sponsor of MISQE because of the added value that it brings to our membership and the IT profession. Access to cutting-edge research and thought leadership can only serve to make our jobs that much easier. Please help us with your suggestions on how to make best use of our unique blend of thought leaders from the academic community and practitioners from the business community. Together, we can achieve things that have never been done before!

Jim Noble
SIM President
CIO/VP of Altria Corporation

