

IBM zStudent Contest

Sponsored by IBM Z Xplore



SOCIAL AMPLIFICATION KIT

[#ibmzstudentcontest](https://twitter.com/ibmzstudentcontest)

What is the IBM zStudent Contest?

The IBM zStudent contest is hosted and run by HackerEarth, an industry leader in hackathons with a global community of over 6 million developers and 450 universities.

Participants must be:

- 18 years and older
- Enrolled in an accredited university
- Have completed the IBM Z Xplore Concepts Badge



IBM zStudent Contest

September 14-December 31

HackerEarth brings you IBM zStudent Contest, sponsored by IBM Z Xplore, a thrilling coding contest centered around sustainable energy that will teach you computing skills used to power some of today's largest enterprise companies. Along the way, you will learn JCL, z/OS, SQL, COBOL, Python, APIs, Unix and more.

Your Mission:

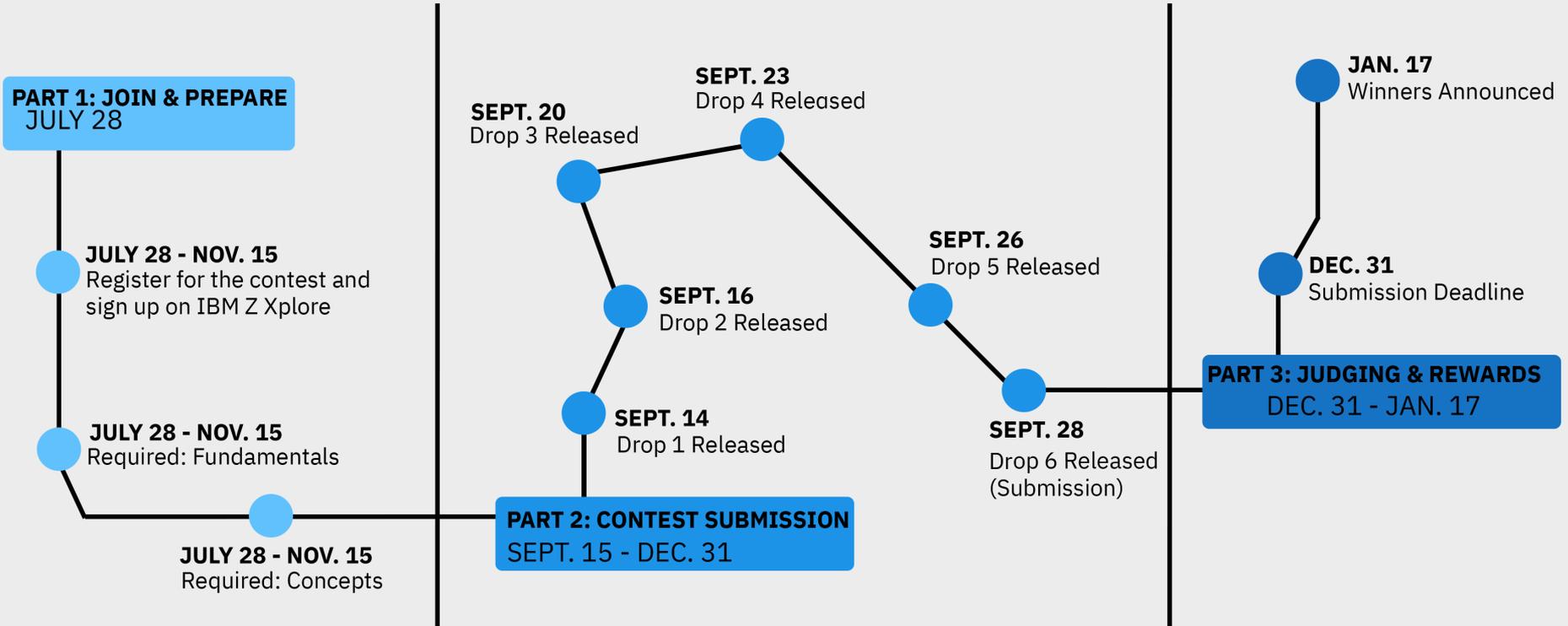
Progress through six successive challenges (“drops”) to find and collect the most sustainable fuel cells to charge your zMobile car. You will be given progressive coding challenges to help you build your final submission project to leave the digital city in a green way!



ibm.biz/studentcontest2022

IBM zStudent Contest

Timeline



Why Participate?

The enterprise computing industry is facing a skills gap – the rate of skills development isn't keeping pace with experienced technologists retiring.

This gap creates an opportunity for YOU to learn these skills and be a part of the industry. Competing and completing the IBM zStudent Contest will open the doors for you and help you develop and enhance skills that will set you a part for hiring.

Example: October Career Fair

LEARN NEW SKILLS

Python, API, JCL,
and more



HANDS-ON ACCESS

To an IBM zSystems
machine



EARN BADGES

Industry recognized
for future hiring



OPPORTUNITIES

Unlock opportunities
for career fairs, events
and more



COMMUNITY

Engage with others
interested in enterprise
computing



PRIZE MONEY

Prize money if regional
or global winner



Grand Prizes

CONTENDER BADGE



RECEIVE IF:

- Submit Project (Drop 6)
- Incorrect Code

FINALIST BADGE



RECEIVE IF:

- Submitted Project
- Correct Code

REGIONAL WINNER



RECEIVE IF:

- Winner in each region
- *Excludes Global Winner*

GLOBAL WINNER



RECEIVE IF:

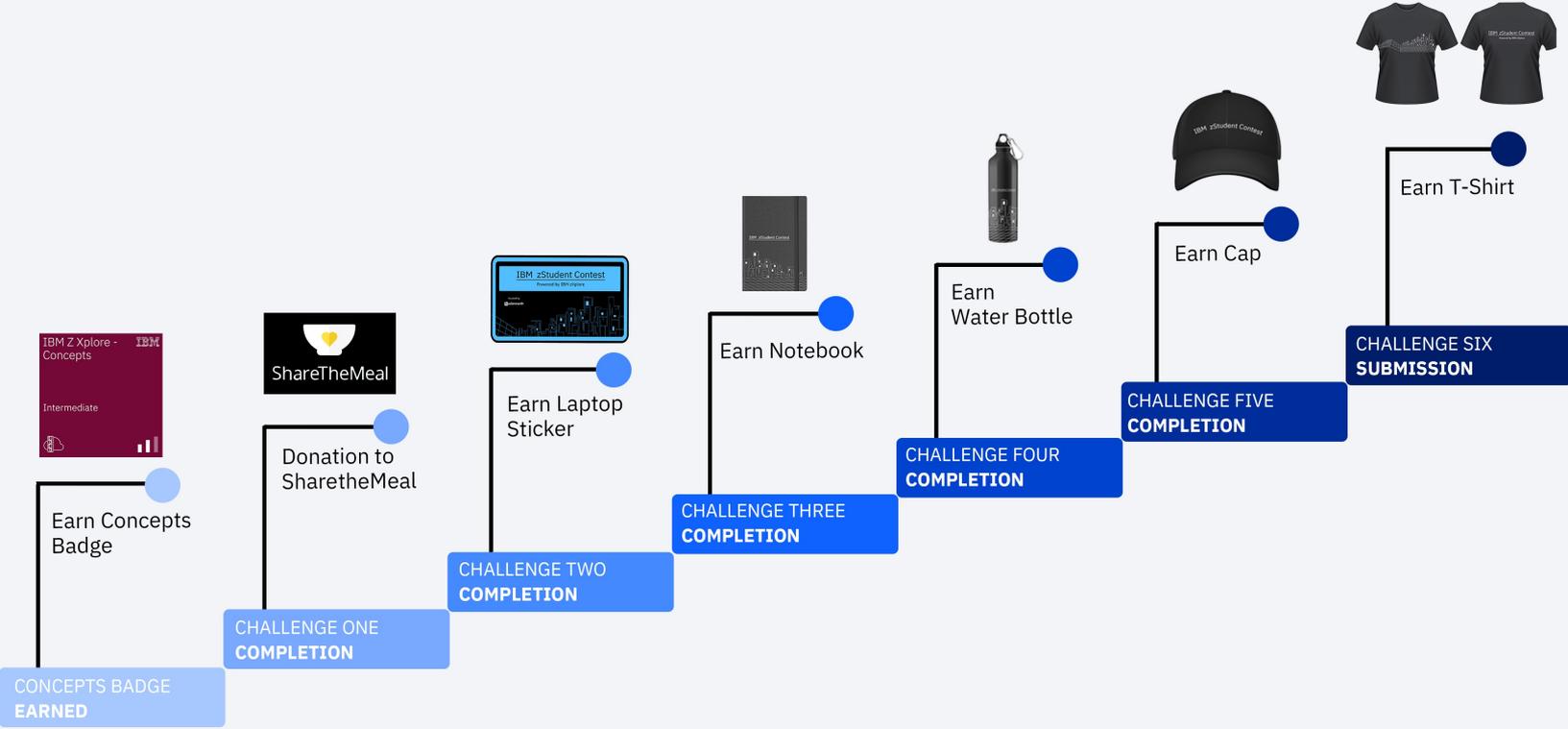
- Top 3 winners overall

Prize Money

>> **3 Grand Prize Winners:** 1,500 USD each

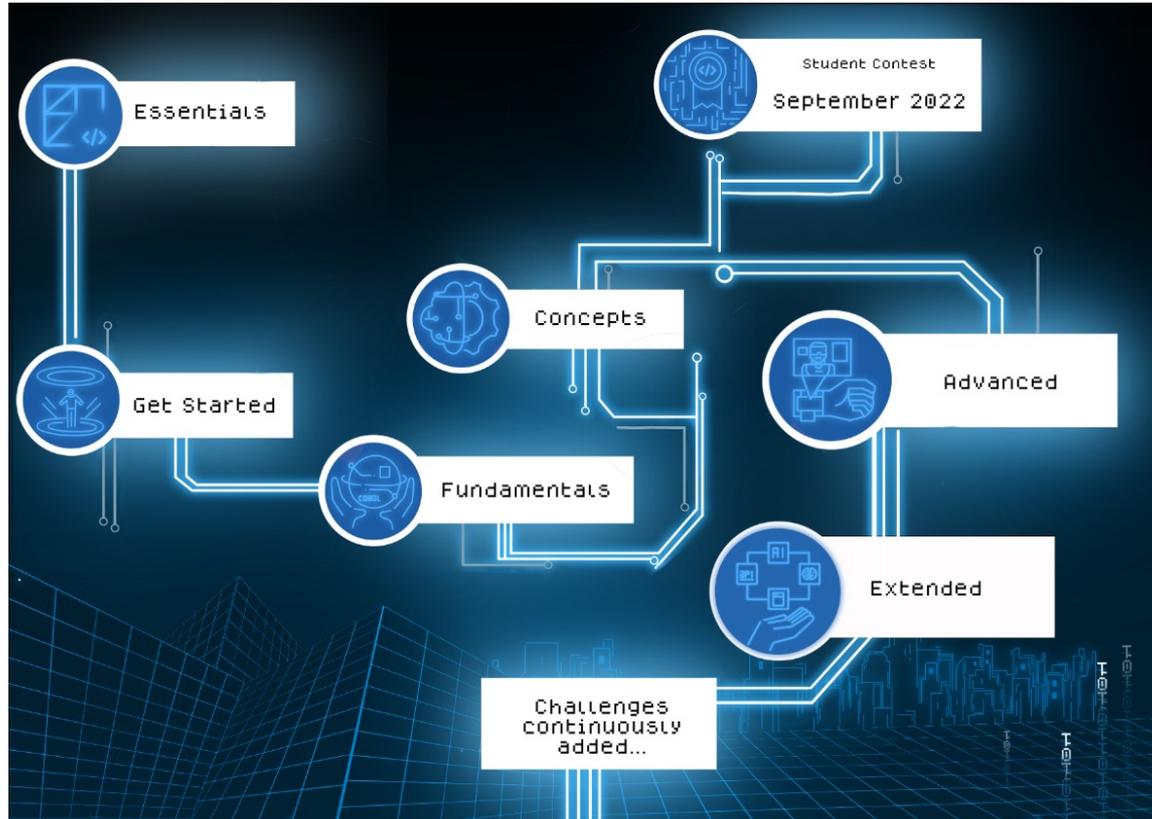
>> **6 Regional Winners:** 1,000 USD each

Prizes along the way



IBM Z Xplore Learning Journey

Where to start



Kickstart Your Enterprise Career

Not sure where to begin with enterprise computing? **Complete IBM Z Xplore Essentials**

Essentials is a great way to begin your enterprise computing journey. This application teaches how enterprise IT is working behind the scenes, so you can make secure purchases in milliseconds on your mobile device.

Discover:

- Interactive videos and quizzes
- Hands-on experience with Python and API code
- Base foundation of skills and knowledge to start on IBM Z Xplore



Start Essentials:
ibm.biz/zxp-essentials

Discover more: ibm.biz/enterprise-start

What You Need To Know

**Contest
Registration**

ibm.biz/studentcontest2022

**Social
Assets**

Download from [here](#)

Join our [LinkedIn Group](#)
Follow our [Facebook Page](#)

**Contest
Participation**

ibm.biz/ibmz-xplore

**Official
Hashtag**

#ibmzstudentcontest

Date & Time

Begins: Sept. 14th, 12 AM EST
Ends: Dec. 31st, 11:59 PM EST

**Supporting
Hashtag**

#skillup #careers
#ibmzxplore #ibmz

Students pursuing careers in technology are focused on five primary things in a potential career.

Enterprise Computing outperforms other IT roles

Base: US online adults, 18+; 414 IT professionals involved in software development, IT support, enterprise architecture, enterprise computing systems administration/development, data science, etc.
Source: A commissioned study conducted by Forrester Consulting on behalf of IBM, September 2019



Good salary

● Enterprise computing role ● Other computing role

Average reported starting salary for enterprise computing is **\$70,100** versus \$62,950 of other mixed IT roles.



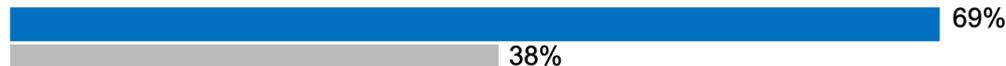
Good work-life balance

A good work-life balance (% rating 8, 9, or 10 out of 10)



Ability to make a social impact

Social impact, for example, the ability to contribute to open source, social, or community groups, with your technical skills



Working on something that aligns with primary interests in technology

Opportunity to work with leading-edge tech



Job security/role versatility

Nearly **90%** of professionals in enterprise computing careers agree the job market for their skill set is growing, and **75%** believe there is a shortage (i.e., high demand) for their skill.

Social Media Copy Options



- Join thousands of students who have already registered for the IBM zStudent Contest, happening Sept 14-Dec 31. Be part of this thrilling contest with the opportunity to win prizes! Register now: ibm.biz/studentcontest2022 #ibmz #ibmzstudentcontest #ibmzxlore
- The IBM zStudent Contest, run by @HackerEarth, is now live! Expand your developer skills as you find fuel cell parts to fuel your escape vehicle! Can you find the most sustainable way to do this? @IBMZ ibm.biz/studentcontest2022
- #IBM #ibmzstudentcontest is back! Register now for your chance to win the grand prize ibm.biz/studentcontest2022

#ibmzstudentcontest



Social Media Copy Options



#ibmzstudentcontest

Register now for the IBM zStudent Contest run by @HackerEarth, sponsored by IBM Z Xplore! Join thousands of students who have already registered to be part of this thrilling contest. The IBM zStudent contest combines the various skills you currently have or learned on the IBM Z Xplore learning platform (JCL, COBOL, Python, SQL, and more).

Three reasons you don't want to miss the IBM Z Student Contest:

- > Add enterprise computing to your tech tool kit
- > Gain industry critical skills
- > Opportunity to win prizes

Register: ibm.biz/studentcontest2022

We look forward to seeing you on September 14th!

#ibmz #ibmzstudentcontest #ibmzxplora #skillup #education
#careers2



Social Media Copy Options



#ibmzstudentcontest

The IBM Z Xplore learning platform is live and available globally to anyone interested in developing valuable, in demand IBM zSystems enterprise computing skills while earning industry-recognized digital badges and earning rewards. IBM Z Xplore also sponsors a student contest hosted and run by @HackerEarth. The competition will kick off on Sept 14 and integrates core challenges to help students complete the contest. Register today!

IBM Z Xplore Learning Platform: ibm.biz/ibmz-xplore

IBM zStudent Contest: ibm.biz/studentcontest2022



Create Your Own Amplification Message

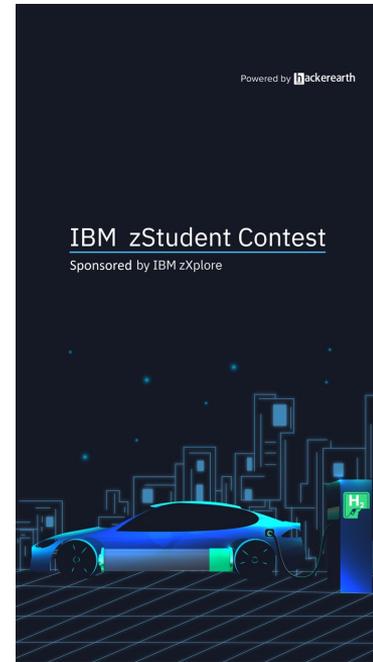
Make it personal - Create your own social amplification message!
Here are some key points to get you started.

5 reasons to participate in this year's IBM zStudent Contest:

1. Expand you network
2. Strengthen your skills
3. Receive swag
4. Earn industry-recognized badges
5. Win big!

Sign-up NOW >>> ibm.biz/studentcontest2022

#ibmzstudentcontest



Other ways to Amplify

Write a Blog

- Contribute a blog on [IBM Z and LinuxONE Community](#) and reach our global membership of 15,000+
- Share it on LinkedIn and other social media

Speaking at an Event? Hosting a Podcast?

- Share about IBM zStudent Contest at industry events, podcasts, user groups that you are participating in.
e.g. SHARE Columbus

Share on Slack

- Encourage your community on your Slack channels to register for the event and spread the word to their network.

ibm.biz/studentcontest2022

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THANK YOU!