Corporate Citizenship in Louisiana

“IBM’s experience in building a Smarter Planet with clients has transformed our approach to corporate citizenship. Our business and citizenship strategies have converged, applying the same technologies and expertise to helping clients, IBMers, and the communities where we live and work. I am pleased to share with you some local highlights of this work.”

— Jim Driesse, Vice President and Senior State Executive

Building a Smarter Planet requires the same foundation upon which societies have always grown: accessible healthcare, effective education, reliable transportation, environmental stewardship and more. IBM believes that our efforts in these areas are inseparable from our business, and IBMers around the world are realizing this vision every day not only as IBMers, but as engaged citizens of smarter towns, cities and communities.

New Orleans: A Smarter City

Since 2011, the city of New Orleans is enhancing its work with IBM to examine opportunities for data warehousing and a performance management system to improve the quality and cost-effectiveness of service delivery, and promotion of accountability and transparency. The IBM team has worked with several resources that are already being developed by the city including a 3-1-1 system and the newly created City Office of Performance and Accountability. The focus of the IBM Smarter Cities Challenge involves creating a roadmap to enable the city of New Orleans to design and implement transformational tools which ensure process innovation and performance management, and help to build enhancement efforts in the city government’s ability to effectively deliver basic services and institute a bold vision for a transformed, thriving New Orleans.

To enable such a transformation, the IBM Smarter Cities Challenge executive team focused on identifying adjustments to existing city planning processes, as well as effective use of performance metrics to measure outcomes of the city services. In addition, the team recommended that the city establish an information infrastructure enabling management, integration, analysis and sharing of information, giving both citizens and city workers greater insight. By implementing these recommendations, the city of New Orleans had moved closer to its vision for a 21st century government, including an outcome-based culture driven by a data-informed decision making process, along with active community partnering. Ideally, these changes will not only improve the efficiency of city government, providing more time and resources for other initiatives, but improve the quality of life for the residents of New Orleans.
IBM and CenturyLink partnership
As a business partner of Monroe-based CenturyLink, IBM opened an office in March, 2013. IBM's presence already had been felt, however, by virtue of a significant contribution and investment to the United Way of Northeastern Louisiana’s reading initiative to support programs that will have all third-graders reading at grade level. Additionally, IBM’s donation of 12 Young Explorer interactive student learning centers and educational software is boosting efforts at Shady Grove, Swayze, Clara Hall, GlenView and Hillcrest elementary schools in the Monroe City, Ouachita and Lincoln school districts. The Young Explorer centers are part of the IBM KidSmart Early Learning grant program which seeks to reduce the disparity in technological opportunities for students from less affluent families. “Community involvement is part of our culture—part of our DNA,” IBM client executive David Waller said. “A company is the people that make up that company, and part of taking care of those people is taking care of the communities in which we do business.” In addition to establishing an office in Monroe, IBM also is working with the University of Louisiana at Monroe and Louisiana Tech University.

Quality early childhood education expansion
In 2013, IBM contributed five KidSmart Young Explorer units—a PC equipped with award-winning educational software to help children learn and explore concepts in math, science and language—to the Bayou District Foundation. These early learning centers are being utilized by 118 children ages three to five at Educare New Orleans. This brings children one step closer to ensuring that they are prepared for Kindergarten and ready to succeed in all aspects of learning. The units will foster creativity for the children, as well as teach them how to solve problems, make decisions, and help others in their class. Many of the units’ programs also provide opportunities for assessing children’s learning and progress, which will be used in conjunction with the center’s current software and data collection programs to create a comprehensive, results-focused educational structure.

IBM announced that it will establish a first-of-its-kind software development center that will create 800 jobs and be a “transformational” project for downtown Baton Rouge. “Today’s announcement is a game changer that will have a generational impact on Baton Rouge and our entire state,” said Governor Bobby Jindal

Louisiana Highlights
- IBM established in Louisiana in 1919
- IBM’s sales, marketing and consulting offices are in Baton Rouge and New Orleans
- 69% of IBMers in Louisiana participate in On Demand Community, IBM’s global volunteer and community initiative
- More than USD49,000 granted to community organizations by IBM in 2012
- IBM employees and retirees have contributed more than 18,000 volunteer hours since 2003
- IBM’s charitable giving in Louisiana exceeded USD115,000 in 2012

For more information
For more information on IBM corporate citizenship programs, policies, strategies and achievements worldwide, and to read or download our current IBM Corporate Responsibility report, visit ibm.com/ibm/responsibility.

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