Corporate Citizenship in Nebraska

Business leadership, social responsibility

“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 highlights of this work.”

—Ray Johnson
Corporate Citizenship & Corporate Affairs Manager

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.

Smarter Cities Omaha

The City of Omaha was one of eight U.S. cities working with international IBM business experts in 2012 through an IBM Smarter Cities Challenge grant. An array of specialists from the Netherlands, China and Germany brought their diversity of experiences to Omaha for an in-depth comparison of urban and suburban development in the past few decades, to establish and compare the city’s true cost of urban redevelopment versus suburban development.

In findings presented at the University of Nebraska–Omaha, the Smarter Cities team found Omaha “remarkably positioned for a successful future, with a committed leadership, dedicated planners, a top notch medical community, population growth, philanthropy, and a thriving artist community.” But it also noted that falling population density due to suburban sprawl has made it difficult to offer consistent levels of public services, such as maintenance of infrastructure, education, public transportation, housing and economic opportunity.

Each Smarter Cities engagement is valued at approximately USD400,000.
Education
Pathways in Technology Early College High Schools (P-TECH) are innovative public schools spanning grades 9 to 14 that bring together the best elements of high school, college, and the world of work. Within a six-year, structured, and integrated timeframe, students graduate with a no-cost Associate in Applied Science degree, along with the skills and knowledge they need to continue their studies or step seamlessly into well paying, high potential jobs in the Information Technology (IT) industry. This model, which was recognized by President Obama in his 2013 State of the Union address, was designed to be both widely replicable and sustainable as part of a national effort to reform career and technical education. IBM has developed resources to help education leaders at the school and college levels, and business leaders in IT and other sectors, get started on the collaborative process of designing and building a STEM Pathways to College and Careers school (STEM-PCC school). For more information, visit citizenibm.com/wp-content/uploads/STEM-Pathways-Playbook_Feb-2012.pdf.

Services Grants
Introduced in 2010, IBM Services Grants help educational and nonprofit organizations to enhance their IT infrastructure, and leadership and technology skills. The grants provide consultations with IBM experts and access to IBM technology. These tailored solutions were developed in collaboration with organizations in the nonprofit community, and are specifically designed to support them in their efforts to serve our communities.

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Nebraska Highlights
• Through the IBM Employee Charitable Contribution Campaign, Nebraska IBMers pledged more than USD45,000 to charitable nonprofits in 2011.
• In addition to Omaha’s Smarter Cities grant valued at USD400,000, IBM provided nearly USD150,000 in cash and technology to Nebraska schools and nonprofit agencies in 2012
• Since inception of IBM’s On Demand Community volunteer initiative in 2003, Nebraska employees and retirees have contributed nearly 20,000 hours of service to schools and other nonprofits
• IBM has supported Nebraska colleges and universities and other nonprofits across Nebraska in 2012 with contributions in excess of USD68,000
• Eleven IBMers from Nebraska were honored with the President’s Volunteer Service Award

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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