IBM's longstanding, global commitment to corporate responsibility is a demonstration of our values and the priorities that guide them. By integrating corporate responsibility with business strategy, we contribute to the communities in which we do business while engaging our clients, partners and employees. IBM's technology and talent have the power to help transform governments, institutions, communities and the quality of life for people around the world. Whether it's improving education, revitalizing cities, protecting the environment or driving economic growth, IBM and IBMers contribute innovative solutions to the world's toughest societal challenges.

“Every decade or so, IBM launches a ‘branded’ point of view. These platforms articulate our view on the future of technology and its impact on business and society. In the 1990s, it was e-business. Since 2008, it has been Smarter Planet. In the fall of 2015, we launched our next strategic platform — the Cognitive Era, with Watson, an artificially intelligent computer system capable of answering questions posed in natural language, playing a leading role,” says IBM Kansas Senior State Executive Scott Ferber.

**Education**

IBM's innovative P-TECH grades 9 to 14 model connects education to jobs. In the 2014-15 school year, P-TECH’s first six graduates finished high school and college in just four years, as the P-TECH network expanded to 27 schools across three states. IBM also unveiled Code-name: Watson Teacher Advisor, an advanced cognitive computing system that will provide qualified lesson plans and mentoring to teachers via mobile devices — all free of charge.
DeLaSalle’s new Assessment Center is home to 32 computers helping teachers and students prepare for computerized tests and assessments. All computers used for classroom instruction or test-taking in the Assessment Center are linked to a server that allows teachers and staff to directly access any student’s progress from anywhere in the school. These computers were made possible by a $12,000 discretionary grant from IBM.

IBM awarded a partnership grant of more than $11,000 to Cristo Rey Kansas City High School to support distance learning. As a member of the Virtual High School Collaborative, Cristo Rey piloted distance learning opportunity for students to expand elective science courses in their senior year. This successful pilot has expanded and Cristo Rey strives to expand the program in the 2014-15 academic year. The goal is to provide online learning for both credit recovery and AP science courses not currently available in the CRKC curriculum.

IBM Shared University Research grants are designed to promote research in areas of mutual value and interest to IBM and universities. IBM awarded the University of Kansas a grant of $150,000 in hardware and software to help researchers process and analyze huge volumes of structured and unstructured data, share their findings and explore new approaches.

Newman University received a $123,000 grant from the U.S. Department of Education supporting Teacher Inquiry into Math, Engineering, and Science Practices. The IBM Teachers TryScience program was integrated into the grant.

**Problem solving**

IBM Impact Grants bring sophisticated capabilities to non-profit organizations to help them serve their constituencies more effectively. In Kansas, Heart to Heart International received a grant for consultant expertise to deploy a digital marketing strategy workshop.

In 2014, 100 Corporate Service Corps teams worked on pro bono consulting projects to improve women’s health, preserve the environment, and more. Sixteen cities benefitted from Smarter Cities Challenge® engagements. World Community Grid® helped strengthen the fights against cancer and Ebola by providing free “virtual supercomputing” power to humanitarian researchers.

**Employee engagement**

Nearly 270,000 active and retired IBMers have donated nearly 18 million hours of volunteer service through IBM’s On Demand Community.® Kansas IBMers have served as mentors to students at Rockhurst High School for more than 11 years, utilizing the IBM MentorPlace online platform.

**Awards & recognition**

- *Fortune* — Most Admired Companies
- *Corporate Responsibility Magazine* 100 Best Corporate Citizens
- U.S. Environmental Protection Agency Climate Leadership Award (2012-14)
- European Diversity Awards — Supplier Diversity Programme of the Year

**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/responsibility](http://ibm.com/responsibility).

For more on IBM corporate citizenship in Kansas, contact:

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