Corporate Citizenship in Oklahoma

Transforming business, technology and society

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 Oklahoma Senior State Executive Steve Robinson.

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.

Highlights

- IBM has been supporting clients in Oklahoma since 1930.
- Branch offices in Tulsa and Oklahoma City.
- IBM does business with more than 150 companies in Oklahoma, including software vendors and business partners.
- Our Tulsa Delivery Center supports 11 finance and accounting clients.
- Discretionary partnership grants in 2014 were nearly $24,000.
- In 2014, IBM made Community Grants of more than $15,000 to support IBMers’ volunteering, and Matching Grants worth more than $47,000.
- Employees donated more than $119,000 in 2014 through the annual Charitable Contributions Campaign.
- Oklahoma IBMers have garnered two IBM patents.
IBM’s James Wilber presented the Oklahoma Governor’s Cup Awards to three recipients. Students from 32 campuses statewide submitted more than 500 innovative ideas in the competition to conceive, research and develop a business plan.

**Problem solving**
IBM Impact Grants bring sophisticated capabilities to non-profit organizations to help them serve their constituencies more effectively. Girl Scouts of Eastern Oklahoma received a grant to for Leadership Development and Digital Marketing Strategy consulting. Junior Achievement of Oklahoma received a grant for Social Strategies Acceleration, producing a roadmap to increase brand value and expand programs and services across Oklahoma.

IBM has partnered with i2E, Inc, a nonprofit focused on growing innovative small businesses in Oklahoma. Through significant grant awards, IBM has aligned its jobs creation, workforce/economic development and strategic efforts to complement the initiatives being advanced by i2E.

IBM has collaborated with American Corporate Partners (ACP) to support armed forces veterans by connecting them with IBMers who offer career advice through AdvisorNet.

**Employee engagement**
Nearly 270,000 active and retired IBMers have donated nearly 18 million hours of volunteer service through IBM’s On Demand Community.*

- IBMers supported the Regional Food Bank of Oklahoma and the Community Food Bank of Eastern Oklahoma, in Governor Mary Fallin’s 2014 Feeding Oklahoma Drive.
- IBM volunteers help and compete in the Oklahoma Corporate Challenge each year, engaging eight teams focused on community health and fitness endeavors.
- IBM has a longstanding strategic partnership with Junior Achievement of Oklahoma, with IBMers helping to assemble and utilize curriculum kits integrated into the classroom.

**Disaster relief**
Integrating advanced technologies with the expertise of IBMers, IBM delivers essential components of what it takes for affected areas and individuals to regroup, rebuild and recover. Joining the global fight against Ebola and responding to the devastation of Hurricane Haiyan in the Philippines, with both immediate and long-term solutions, were just two examples of IBM’s agile and sustained 2014 disaster relief efforts. IBM volunteers engaged in efforts when the Oklahoma tornadoes struck, helping their local communities.

**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.

For more on IBM corporate citizenship in Oklahoma, contact:
Beth Tracy
Corporate Citizenship & Corporate Affairs Manager
bftracy@us.ibm.com

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IBM Corporate Citizenship & Corporate Affairs
New Orchard Road
Armonk, NY 10504
U.S.A.

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