Corporate Citizenship in Minnesota

Business leadership, social responsibility

Minnesota’s IBMers support a globally integrated enterprise with a diverse range of skills, while representing more than 30 IBM divisions. Our primary mission is the development, manufacture and support of IBM’s collaborative business systems across a broad spectrum of solutions and technologies. This brings a continuous flow of strategic work to Minnesota to deliver innovation for clients locally, nationally and worldwide. For example, one of the company’s five Finance Planning Centers of Excellence (CoE) is located in Rochester; its analysts develop budgets, forecasts, and other financial analysis for all of IBM’s business units.

Smarter Planet in our communities

IBM’s vision of a smarter planet begins with innovative solutions that combine technology with the expertise of IBMers. Our approach to societal challenges follows the same formula: we work with local leaders to identify their most enduring problems, mobilize our technological and human resources, and deploy strategic and deliberate solutions.

IBM’s Intelligent Building Management software solution (IBM) is a commercially available product that has been initially piloted at our Rochester, Minnesota campus and is now being deployed at several other high-energy-using locations throughout the IBM global real estate portfolio. The design and delivery of IBM, both internal to IBM and to commercial clients, is the result of a strong/collaborative effort among IBM’s Global Business Services, Software Group and Real Estate organizations. IBM uses our advanced analytics capabilities to identify excessive energy usage events, prioritize and automatically dispatch maintenance for corrective action. The result is seen in lower energy cost, maintenance productivity, carbon emission reductions and overall

“IBM strives to be an essential company, not only to our clients, shareholders and employees, but also to the world at large – by engaging the communities where we do business and by providing the leadership and tools to build a Smarter Planet. Corporate citizenship is central to this vision, both worldwide and in the local examples I am proud to share in this report.”

— Walt Ling
Vice President, Global Technology Services & Senior State Executive, Minnesota
IBM in Minnesota

- Year IBM established: 1915
- Major locations: Rochester (opened 1956) and Twin Cities.
- Rochester is home to one of IBM’s five worldwide Finance Planning Centers of Excellence as well as a newly added global Patent Center.
- Half of IBMers in Minnesota work in engineering & development, with the rest in services (20%), manufacturing (15%), finance (10%) and sales (6%).
- IBM’s charitable giving in Minnesota exceeded $3.5 million in 2011.
- IBMers in Minnesota registered 500 patents in 2011.
- In 2011, the Rochester site’s recycling rate was 94.1 percent, and its energy conservation rate was 7.9 percent.
- IBM’s Global Work Life Fund has contributed approximately $2.5 million in grants and programs since 1990 to enhance the quantity and quality of dependent care in Rochester and Southeastern Minnesota.

Awards & recognition

- Organization of the Year from the Association of Donor Recruitment Professionals (2011)
- United Way of Olmsted County’s Exceptional Community Engagement and Partnership Award (2011)
- Heritage Preservation Award (stewardship category) from the Rochester Heritage Preservation Committee (2011)
- Governor’s Safety Award of Honor from the Minnesota Safety Council (2010)
- MNSTAR Award from the Minnesota Occupational Safety and Health Administration, recognizing superior safety and health performance (2010)

IBM’s Rochester campus is one of the first IBM sites to benefit from this new capability. The Rochester campus consists of 3.2 million square feet of space and has over 35 interconnected buildings—including manufacturing facilities, testing labs, office buildings and a worldwide data center. It is the seventh-highest energy user in IBM’s global facilities portfolio, making it an ideal location to launch this program.

The Minnesota Department of Employment and Economic Development’s Minnesota Job Skills Partnership Program (MJSP) announced a grant to Rochester Community and Technical College (RCTC). Through this partnership, RCTC and IBM are jointly creating curriculum that will support IBM’s Smarter Planet initiatives and focus on learning in areas such as smart sensors, network connectivity and quantitative analysis.

Smarter solution for not-for-profits

IBM has worked with United Way of Olmsted County and its partners to create the Community Information Sharing System (CISS), a “smarter” solution producing better data analytics and resource allocation in the social service sector. CISS issues clients an Olmsted Connect community card, a photo ID with a unique UPC code that is scanned upon admission to a participating, nonprofit service provider. With cloud-hosted software developed by Pathways (a nonprofit partner based in Atlanta) clients receiving goods or services from several specialized agencies have their basic information collected only once. This one-time intake provides clients with greater ease of access and reduces wait times for the services they receive.

CISS allows participating agencies to serve clients more effectively while also collecting data useful for measuring progress toward community goals, quantifying local needs, evaluating community-wide initiatives, and allocating community resources. Currently, more than 16,000 Olmsted County households and 20 agencies are part of the CISS project.
Diversity
As part of our diversity commitment, IBM partnered with internal and external diversity groups, providing volunteers to support multiple community service activities as part of IBM's Celebration of Service in 2011. IBM donated $10,000 to the Rochester Diversity Council to continue their efforts of diversity training and outreach within the community.

Our employees
The nature of our business—in particular, the goal of building a smarter planet—demands the best expertise and talent in the world. That requires IBM to create a culture of innovation among our workforce, as well as a commitment to diversity, competitive compensation, and helping IBMers prepare not only for their current jobs, but also for the careers they will build as global professionals and global citizens.

1,100 Minnesota volunteers participated in IBM’s Celebration of Service Day.

The IBM Centennial’s Celebration of Service involved more than 1,100 volunteers and was the single largest day of community service in the history of IBM in Minnesota. IBM partnered with United Way of Olmsted County and numerous other Minnesota community organizations to develop more than 100 service projects that addressed the priority needs of the community and focused on skills-based projects to help organizations operate more efficiently. Projects included business analytics, software basics, and hands-on math and science experiments.

On Demand Community, IBM’s volunteer and community service initiative, enables IBM employees and retirees to find volunteer activities and equips them with a wide range of resources to help schools and community organizations. Launched in 2003, the program has recorded over 13 million hours of volunteer work by 220,000 participants, including 16,000 retirees. In Minnesota, 60 percent of IBMers and 18 percent of our retirees participate, having volunteered over 942,000 hours since 2003. In 2011, 260 of them received the President's Volunteer Service Award.

By tracking their volunteer hours online, IBM employees and retirees can qualify for IBM Community Grants to support the schools and organizations where they volunteer. In 2011, this program made grants worth $10 million, including 360 valued at $1.2 million in Minnesota.

Support for education
Science, Technology, Engineering and Math Camps introduce students to engineering and computer programming. Since 2007, 54 week-long camps have been held through the Rochester Family Y for middle-school students and older elementary school students. For 10 years, IBM has also sponsored EX.I.T.E. Camps in Minnesota—designed to encourage middle-school girls’ interest in math and science—with 60 volunteers reaching 40 Rochester students, as well as 30 girls with disabilities in a statewide program, annually.

MentorPlace® is a volunteer program that brings adult professionals and students together in online relationships focused on academics. The program has run for 15 years in Minnesota, engaging 400 IBMers and 400 sixth-grade students from four schools annually.

The IBM LEGO Education Outreach program is designed to increase interest in engineering among students in grades 4-12. Assisted by teachers and IBM volunteers, students complete challenges that introduce programming and product engineering, and teach problem-solving skills in a team-oriented setting. In Minnesota, 60 volunteers participate with 26 schools, reaching more than 300 students.

TryScience, sponsored and powered by IBM, is an online introduction to contemporary science that allows children to interactively experience science projects and museums worldwide. In the Rochester area, more than 40 volunteers host monthly TryScience activities at Byron Public Schools. Another 30 IBMers use TryScience activities at summer camps.

IBM’s KidSmart Early Learning program places kid-friendly PCs loaded with award-winning software in schools and non-profit organizations. Worldwide, the program has donated more than 55,000 units in 60 countries. Since 2001, IBM has donated more than 1,200 units (valued at almost $4 million) to not-for-profits and schools in Minnesota.

Reading Companion® is IBM’s Web-based literacy initiative that uses voice recognition technology to help children and adults to learn to read. In Minnesota, IBM has made seven partner grants totaling more than $150,000.

20,000+
K-12 students in Minnesota participate each year in programs run by

2,500+
IBM volunteers to promote science, technology, engineering and math education.
Citizenship worldwide

IBM’s strategic business priorities are tightly aligned with our social responsibility efforts. Both are focused on making the systems that facilitate life—such as water, energy, food, and transportation—more efficient, accessible and sustainable. Because we have so methodically aligned our service efforts to our areas of business expertise, we are able to engage longer and more meaningfully, including efforts to improve education, healthcare, disaster response, water and food, jobs and economic growth, and urbanization.

Environment

IBM’s environmental policy objectives range from workplace safety, pollution prevention and energy conservation to product design for the environment, continual improvement and the application of our expertise to help address some of the world’s most pressing environmental problems.

Supply Chain

IBM’s supply chain includes more than 28,000 suppliers in nearly 90 countries. We have embedded social and environmental checkpoints into every aspect of our procurement process, and have for many years.

Global recognition

- Second among Corporate Responsibility Magazine’s 100 Best Corporate Citizens (2012)
- Fifth in Fortune magazine’s World’s Most Admired Companies list (2012)

Values

Since its inception, IBM has been a company that defines itself by fundamental values. In 2003, IBMers worldwide came together to renew and define our core values, which now serve as the foundation of IBM’s culture and brand.

For more information

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

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