Corporate Citizenship and IBM
Student Offering

Overview

Corporate citizenship is fast becoming a lens through which a company is evaluated – by consumers, employees, clients, shareholders and partners.

Aided by tools like blogs, email, and chat rooms, more than 100,000 new citizen groups have been created around social and political issues since 1990. Rising expectations by these groups and the media for more accountability, transparency, and financial and environmental performance have changed how companies think about their long-term shareholder and brand value.

In a globally integrated enterprise, all firms, large or small, have much easier access to global markets, global resources, and global partners. While this has the potential to dramatically alter the nature of competition, it also requires companies to agree on a strategy that merges both business and societal needs.

Today the globally integrated model creates enormous opportunities for IBM and others to do more with business and to create tremendous societal impact by becoming companies that tackle some of society's toughest challenges – and redefine corporate citizenship.

IBM Corporate Citizenship

As a business, IBM delivers innovation that matters for our clients. As a global enterprise, we value innovation that matters for our company and for the world. IBM's corporate citizenship reflects both our brand and our values. For communities and society at large, we bring our talent and technology to bear on tackling large, difficult societal problems—from literacy to intellectual property, from the environment to healthcare, from regional and national competitiveness to the economic empowerment of the world's disadvantaged.

This student offering will get you on your way to learning more about Corporate Citizenship and how IBM is leading in this field. It also will provide more in-depth information about IBM's global community programs, one key aspect of our company's Corporate Citizenship efforts. In showcasing these community programs, we will highlight some of the technologies behind them, and challenge you to use these technologies to highlight a community issue that is important to you. Each step in the learning roadmap includes links that will take you directly to the referenced source.

1. Gain an overview of Corporate Citizenship and IBM's leadership in this field.

- Learn more about Corporate Citizenship by referring to the 'What Kind of Citizen' student offering
- Learn more about IBM's global community programs by referring to the 'Corporate Citizenship Slides' student offering

2. Learn more about Web 2.0, the technology behind a number of IBM's global community programs.

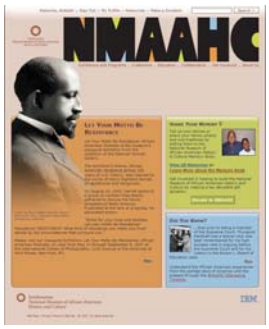
IBM has used multiple technologies to build Web 2.0 and 3D Internet Applications for its global community programs. The information below will introduce you to the development tools and frameworks we have used.

Ruby on Rails

Ruby on Rails is an open source application development framework that uses the Ruby programming language. Ruby on Rails lets you quickly build a web site and works with databases such as MySQL or DB/2. This is a good choice if you have beginner to intermediate programming skills.

Some of the global community programs IBM has built using Ruby on Rails include the SME (Small Medium Enterprise) Toolkit, National Museum of African American History and Culture (NMAAHC) and Transition to Teaching.

To learn more, please visit the Ruby on Rails web site where you can download the technology at no-charge, gain access to step-by-step learning guides, view learning tutorials, and more.



Drupal

Drupal is an open source Content Management Platform that uses the PHP programming language. Drupal lets you quickly build a web site with little to no programming knowledge using its interface to stitch together the functional modules your site requires. Drupal is best for web sites that require users to contribute content and that are community driven. An added benefit is the Drupal community offers many attractive web page templates that enable professional looking web sites out of the box.

An example of a global community program IBM built using Drupal is the Transition2 Program.

To learn more, please visit the Drupal web site where you can download the technology, gain access to a step-by-step installation guide, try out your skills on sample applications, view tutorials, and more.

Java

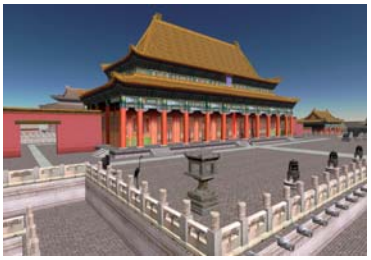
Java is a very popular programming language that is taught at many universities. It includes a rich assortment of programming tools and modules for web development. Building a Java web site may require a higher learning curve than Drupal or Ruby on Rails.

Examples of global community initiatives IBM has built using Java include Eternal Egypt, Reading Companion and World Community Grid.

You can start learning how to build a Java web site by accessing the Websphere Community Edition web site. Once you are ready to build an application, visit the developerWorks WAS CE web site where you can gain access to tutorials and community discussion groups to help you.

Torque

Torque is a commercial game engine that IBM used to build 3D global community programs such as the Virtual Forbidden City and PowerUp. Torque development requires intermediate to advanced programming knowledge. The good news is Torque has favorable education licenses, so it is not expensive to get started.



An excellent resource for Torque tutorials is the GarageGames web site. When you are ready to build an application, visit the Torque Developer Network web site, which features a community that can help you with any questions.

3. Try out your skills and create a Corporate Citizenship application.

Using the information you have learned about Corporate Citizenship and your newly acquired Web 2.0 skills, create an application that addresses a societal issue that is important to you. For example:

- Create an application that inspires younger students to pursue a career in science, technology, engineering and math (STEM). The 2004 *National Innovation Initiative* report by the Council on Competitiveness states that employment opportunities in science and engineering are expected to increase at a rate three times greater than for other fields over the next decade. However, too many young people – especially girls and minorities – do not pursue study in these fields. What can you design to inspire a young person to work toward a rewarding career in STEM?
- Design a Web 2.0 application that enables individuals or organizations to make smarter choices for our planet. IBM is committed to helping preserve a "green" planet through environmental leadership in all of its business activities, from its operations to the design of its products and use of its technology.

We would like to view your innovative applications! Send your creative application to ibmswed@us.ibm.com, and include 'Corporate Citizenship Application' in the subject line.

We hope you find this information in helpful. Check out our other offerings listed on the Academic Initiative Student Portal page and continue to learn about leading-edge technologies from IBM. The IBM Academic Initiative team wishes you every success in your academic career!