



“IBM’s Louisiana-based employees have transformed the Baton Rouge Client Innovation Center into a globally recognized technology hub. Our team is in the right place at the right time, and we’re changing the world by putting smart to work.”

— Charles Masters,
IBM Vice President of North America Client
Innovation Centers

IBM and Baton Rouge:

Putting Smart to Work for the Age of AI

IBM’s partnership with Baton Rouge and the state of Louisiana is stronger than ever, and our potential for continued growth in the age of cloud computing and AI has never been greater. We appreciate the continued support of our partners at the city and state level, and Louisiana’s educators and talented workforce who have helped us achieve outstanding progress.

Economic Impact

Every workforce dollar the state of Louisiana has invested thus far in IBM has led to five dollars paid to Louisiana workers. We achieved our state-mandated hiring goals in June, and our Baton Rouge team continues to grow. This year, IBM also generated more than \$600,000 in spending at local restaurants, hotels and other area establishments. Personal income in the Capital Region is growing – it has risen over \$4 billion since IBM announced its expansion to Baton Rouge in 2013 – and we’re proud to be a part of that growth.

Starting a high-tech movement

IBM has made long-term economic commitments to Baton Rouge through the education and training of a high-tech local workforce. And we are providing “new collar” career opportunities – jobs that require specific, in-demand skills but not always a bachelor’s degree – to new, current and returning Louisianans. Highlights of our partnerships and programs include:

- IBM’s Tara High P-TECH school in Baton Rouge connects high school to college and career through an innovative grade 9 to 14 academic and workplace skills curriculum that’s mapped to the needs of 21st century industry. Currently, 54 students are enrolled and the first graduates could complete the program with no-cost/debt-free associates degrees by 2021.
- 70 IBM employees mentor the P-TECH students, participating in over 40 school events this past year and hosting seven workplace visits to IBM.
- IBM’s high-tech apprenticeship programs in Baton Rouge and

IBM Client Innovation Center: Baton Rouge

2018-2019 Year in Review

Monroe launched in 2019 and are providing 50 Louisianans with paid, on-the-job training for in-demand careers.

- IBM's Baton Rouge Client Innovation Center (CIC) has hired more than 600 graduates of Louisiana universities – 180 in just the past year.
- IBM continues to work with multiple state universities and community colleges increasing enrollment year over year and helping the educators continually refine curriculums to increase value to the business community
- For example, IBM's continued partnership with LSU's SDEIS (formerly ISDS) Department has supported a 100% enrollment growth in the last year and a 250% growth in the Computer Science Department since our arrival in 2013.
- IBM's regional recruiting efforts have helped encourage Louisianans to return home for high-tech career opportunities.

“My paid IBM apprenticeship has been an incredible learning experience that has prepared me for an exciting growth-industry career without taking on additional student loan debt.”

— Eric Lee,
Application Developer Apprentice

Diverse workforce

IBM's commitment to diversity and inclusion spans our entire history as a company, and we have led the charge for equal opportunity without regard to age, gender or gender



CIC employees attend an 'All Hands' meeting

expression, race, religion, sexual orientation, nationality, veteran status, marital status or genetics. IBM's diverse workforce also includes people with non-traditional education or experience who have the talent and drive to deliver outstanding client service.

Community Involvement

As part of IBM's Culture of Service, Baton Rouge employees contribute their time and talent throughout the community. This year, our team spent hundreds of hours volunteering at events such as the LA Women in IT's annual "Code Day" for high school girls, and STEMup Baton Rouge mentoring for underserved middle school students through the United Way. IBM has been involved in several Change the World innovation projects, such as working with the State of Louisiana's Department of Public Health on a mission to eradicate Hepatitis C using our unique "IBM Garage" approach to service management and operations. We also participate in the Big Buddy After-School Initiative in Baton Rouge, and several employees contribute nonprofit board service in the areas of education and college readiness.



In August, 50 IBMers volunteered at the Greater Baton Rouge Food Bank

“Since IBM's announcement to enter the market, tech jobs in Baton Rouge have increased by 8%.”

— Adam Knapp,
President and CEO of Baton Rouge Area Chamber

The Baton Rouge Client Innovation Center is critical to IBM's work helping our clients advance through Chapter 2 of their digital reinventions. We are delighted to call Baton Rouge home, and to continue making a positive, lasting impact on this wonderful community where we live and work.