



IBM University Relations Programs

Education and skills form the basis of any economy. They enable social movement and can make the difference between poverty and prosperity. At IBM, we call upon our global expertise to outthink the world's toughest challenges to education, economic development and the prosperity they generate. IBM has a strong tradition of collaboration with academia and has created a specific organization, "The University Relations" team, whose mission is to build holistic relationships of mutual value with academic institutions, essentially becoming an intersection between academia and IBM by providing technology, supporting research and creating assets to advance relevant skills for today's workforce

I) IBM Digital-Nation Africa: (<http://ibm.biz/moeng-dna>)

The IBM Digital – Nation Africa is a free self-paced learning and enablement platform. It will empower African youth with digital skills and tools to help improve their day to day life, allowing them access to a wider range of opportunities.

IBM Digital – Nation Africa is designed for African citizens, students, entrepreneurs, and communities providing both knowledge and tools to innovate, design, develop, and launch their own digital solutions.

As a cloud-based structured learning, enablement and achievement recognition platform, users will learn about emerging technologies such as Cloud, Artificial Intelligence, Internet of Things, Blockchain, Data Science & Analytics, and Security with access to over 85+ courses and 280+ hours of learning. Moreover, the user will have access to IBM Cloud & AI Platform where they can build their solutions online.

Whether you are new to the digital world, or a start-up /entrepreneur, student, recent graduate or a professional, D – NA has something for everyone:

- **The Explorer Journey** provides users with a series of short videos that are quick to learn, introducing the key emerging technologies and including examples of how the technology is being used. For those who wish to discover more, there are additional resources both within D – NA and other IBM web sites.
- **The Innovator Journey** allows users to create their own digital solution. It starts with inspiring them by showcasing many examples of innovative digital solutions, followed by providing an introduction to the design thinking methodology, and more importantly providing access to the IBM Cloud Lite account where the users can build their own solution.
- **The New Collar Journey** is designed to offer users, the ability to gain key digital skills which are in high demand in the workplace such as Web Application development, Cloud, AI and Blockchain development. Unique to the platform is the use of IBM Watson, that helps create the users' skill profile, and connects them to a broad range of online recruitment sites in Africa. This will provide users with a list of currently



available jobs in one place and filter them relevant to their skills. The courses consist of multimedia content, and many include hands-on labs enabling users to experience the technology.

All courses include the opportunity for the user to take a quiz and gain an IBM Digital Badge upon successful completion of the course and passing the quiz.

Get started today on www.digitalnationafrica.com



II) IBM Academic Initiative: (<https://ibm.biz/Academic>)

The IBM Academic Initiative is the flagship program that strives to provide faculty, staff and students access to IBM resources at no charge for teaching, learning and non-commercial research.

It is a self-service and self-supported program available to all faculty, staff and students at accredited institutions.

It provides

- a) Cloud Access: Enhanced access to the IBM Cloud and select cloud-based resources and applications, such as the Watson APIs and Analytics Engine
- b) Courses: Faculty access to enterprise quality courses for inclusion in part or whole into existing and new curriculum. Downloadable courseware on a wide variety of courses e.g., Security, Data Mining, etc.
- c) Software: Access to the same software used by our commercial customers leading to practical training for today's jobs e.g., SPSS Modeler, DB2, ILOG CPLEX, etc.

Our mission is to enable students to graduate with direct hands-on experience on "industrial strength" tools that will help them in their chosen career.

III) IBM Skills Academy: (<http://www.ibm.biz/ibmskillsacademy>)

The IBM Skills Academy is a career-oriented program to enable and certify Faculty members to teach their Students in the areas of the latest Emerging Technologies to better align university curricula with the Industry and Economy needs and trends.



The program covers 9 Certification Tracks (Career Paths) that prepare the students to fill job positions that are currently required in the industry such as **Artificial Intelligence, Business Analytics, Predictive Analytics, Big Data, Blockchain, Cloud Computing, Cybersecurity, IOT, and Mainframe**

The graphic features a dark background with the word "Careers" at the top left. Below it, the text "To achieve employment we focus on top careers" is displayed in white. A grid of nine circular icons, each containing a person's headshot and a small icon representing their field, is arranged in two rows. The first row contains five icons: Big Data Engineer, Business Intelligence Analyst, Security Intelligence Engineer, Internet of Things Developer, and Cloud Application Developer. The second row contains four icons: Predictive Analytics Modeler, Artificial Intelligence Analyst, IBM Mainframe Foundation, and Blockchain Developer. At the bottom left, a grey box contains the text "IBM Skills Academy".

Each Career Path consists of up to **50 hours** of instruction through a **hybrid learning model**: partially “Self-Paced”, and partially “Instructor lead”, with a lot of Hands-on and continuous assessments that can be monitored by the Faculty member.

A final **Certification Exam** provides successful students with an **IBM Digital Badge**, issued via “Acclaim-Credly”, a Digital Credential that can be used by the Students in their Social Profiles to better qualify them for an employment opportunity.

The main components of the IBM Skills Academy Program are **Curricula, Educational Portal** and a “**Hands-On Lab**”.

The **Curricula** are fully-fledged academic-ready courseware material based on advanced industry topics and incorporates open standards and open source-based frameworks and technologies.

The courseware material includes web lectures, quizzes, assessments, practice tests and certifications.

Students are provided access to an "**Educational Portal**" with access to Learning Material, Tutorials, Assessment Quizzes, and Certification Tests.



The model we adopt is **Train-the-Faculty**. Faculty will be trained in a face-to-face five (5) day enablement workshop by IBM instructors. During the COVID-19 period, we have introduced a virtual online workshop using the same format of the face-to-face session.

The trained Faculty is required to pass IBM proctored exam to obtain an **IBM Mastery Digital Badge** issued by **Acclaim-Credly**.

The Faculty who have obtained the IBM Mastery Open Badge certification will be qualified to train the students semester over semester.

At the completion of the training, **Students** will be required to pass a proctored exam to obtain the same IBM Mastery Digital Badge certification.

In addition to above, Faculty members have the possibility to get additional IBM Digital Badges to recognize their teaching results and/or their contribution to the curricula enhancement: the **“Instructor Award”** and the **“Author Award”**.

IBM Badging with Acclaim/Credly Skills Academy Open Badges



Pre-requisites

- Complete training session
- Passed the practice test



Pre-requisites

- Explorer's Award Badge
- Pass the IBM proctored exam



Pre-requisites

- Mastery's Award Badge
- Teach 15 university students
- 60 % Students pass practice test
- 70% positive survey feedback



Pre-requisites

- Mastery's Award Badge
- Acredit the content of the career path in an university course
- Or contribute with the development, translation, review of the IBM course material.

One of the key components of the IBM Skills Academy Program is linking students to Jobs and Opportunities in their market. IBM has launched the **IBM Recruiter tool** where we provide IBM HR, IBM Customers and IBM Business Partners with access to the List of Students (*) who are officially certified with the IBM Digital Badge for the tracks they attended.

This tool helps grow the IBM ecosystem with fresh graduate students skilled and certified on the strategic IBM technologies. This tool is GDPR compliant.

Student Records contain information such as Name, Email, Secondary email, Country, University, Contact Number, University Degree, Expected Graduation Date/Year, LinkedIn Profile link, IBM Certification Score and Digital badge acquired.



The objective of the tool is to allow IBM HR, Customers and Business Partners to directly connect to the students for internship and/or job placement offerings.

IV) IBM Skills (<https://www.ibm.com/skills/>)

IBM Skills helps [students](#), [professionals](#), and [organizations](#) build critical [technology skills](#) for today and stay competitive tomorrow through thousands of online courses, free training programs, and custom enterprise offerings created in partnership with universities from all over the world.

V) Teacher Advisor with Watson (<https://teacheradvisor.org>)

Teacher Advisor With Watson—a free, philanthropic offering from the IBM Foundation—is home to a curated collection of high-quality resources for K-8 math. These resources, combined with the power of Watson, can help teachers more efficiently plan lessons suitable for all their students.

VI) Research programs for Students and Faculty

(<https://www.research.ibm.com/university/awards/>)

Through the University Program, IBM can provide grants in the form of faculty and students awards. It also offers programs to students with the opportunity to learn the latest technologies applicable today. Furthermore, the university can compete for IBM research grants that are offered to further encourage the enablement of pursuing innovative ideas and breakthrough technologies.

In order to maximize the chances of the faculty to benefit from the programs, IBM can provide, at no cost, guidance and coaching to the university to compete on three major and highly competitive award programs:

- **IBM Shared University Research (SUR) Programs** are in the form of equipment, software, services or monetary awards to the university as a whole to promote research in areas of mutual interest to universities and IBM. It is not aimed at supporting individuals or a single research project. This worldwide program strives to connect the research and researchers at universities with our people in IBM Research, Development, Product Labs, and IBM Services and Solution Centers. In this way, the SUR program is well suited to seed multi-party collaborations that include IBM, universities, governments, and other for-profit and non-profit organizations and support a strong ongoing relationship that benefits both the university as well as IBM.
- **IBM Faculty Award:** is a monetary award to university faculty members to foster collaboration between researchers at leading universities and those in IBM research, development and services organizations. The awards are selected based on the global competitiveness and intended openness of the project. In addition, the program aims at promoting open courseware and curriculum innovation to stimulate growth in disciplines and geographies that are strategic to IBM.



- **IBM Great Minds Students Initiative** is a competition for 3 to 6-month internships at one of the IBM Research Labs in Zurich, Dublin, Kenya and South Africa for students from Central and Eastern Europe, the Middle East and Africa. It provides students with the unique opportunity to work alongside world-class scientists in the leading industrial IT research organization. Great minds is driving innovation in the IT industry and reach out to the next generation of innovators and tap into the outstanding research talent in these parts of the world.