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# Engaging Tomorrow's Workforce

Oracle Academy and Oracle User Groups

Alison Derbenwick Miller  
Vice President  
Oracle Academy  
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# What's the Challenge?



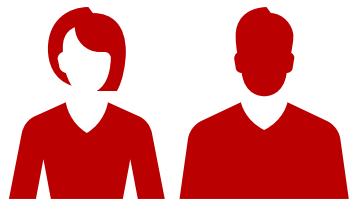
**1977**

Oracle Founded

**1985**



First Oracle User Groups  
Created



**1995**

Birth year of college graduates entering the workforce in 2017

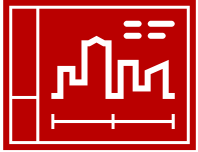


A man with a beard and mustache, wearing a dark sweater, is speaking into a microphone. He is holding a small object in his right hand. The background is a light blue wall with faint, illegible text.

*We are your grandfather's  
software company...*

*...and your mom's user groups.*

# Generational Expectations



## Founders: Traditionalists & Baby Boomers

Traditionalists are competent and confident and do more with less. They are optimists with a **strong work ethic** and are **loyal** to their companies, careers and employers. Motivating factors are **security and respect**, and they prefer **hierarchical work environments** with a clear chain of command.



## Employees: Gen X'ers

Gen X'ers are also competent and confident, but are **adaptable** with a spirit of **anti-establishment and independence**. They place a higher priority on **work/life balance** in fun, efficient and functional work environments. Motivating factors are time off, **freedom** and **removal of rules**.



## The Near Future: Millennials

Millennials are confident and educated who are naturally **ambitious and entrepreneurial** but are often seeking focus and direction. They are **multicultural and global** and prefer diverse, highly **creative** and **collaborative** work environments. Motivating factors are **flex time**, sabbaticals and working with other bright people.



Our organizations, values and what we offer naturally won't match their expectations.



# How Do We Address This?

*Everything is better if we work together...*

# Oracle Academy

## Oracle's Flagship Program in Education Philanthropy



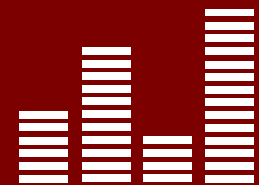
Advancing computer science globally to drive **knowledge**,  
**skills development**, **innovation** and **diversity** in technology fields



**FREE** program for  
educational institutions,  
educators, and students



Supports  
**3.5 million**  
**students** in  
**120 countries**



FY17 direct and in-kind  
investment  
**US \$3.75 BILLION**



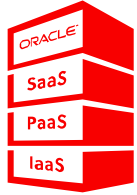
# Recognized Globally

## Oracle Academy's Work is Recognized Around the World

- White House initiatives
- Digital India and Skill India
- Collaborations with USAID
- Awards for Excellence
- Key partnerships, organizations and ministries of education



# Worldwide Outcomes



CS, IT students interested in Oracle as a company and brand



CS, IT students familiar with Oracle technologies



CS, IT students interested in pursuing careers innovating with Oracle technologies



# Oracle User Groups and Oracle Academy Working Together

Oracle Academy students  
present at User Group events...  
and bring friends



Joint social media  
campaigns and  
collateral to increase  
visibility and highlight  
career opportunities

Oracle User Groups present  
at Oracle Academy events



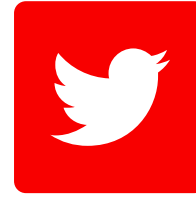
User groups offer students  
mentoring, direction,  
feedback, collaboration



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