



[www.concretedegree.com](http://www.concretedegree.com)

---

**FOR IMMEDIATE RELEASE**

For more information, contact:

Amy Numbers, 614-389-2742 or [anumbers@constructivecommunication.com](mailto:anumbers@constructivecommunication.com)

**NATIONAL STEERING COMMITTEE DISTRIBUTES \$460,000 TO  
CONCRETE INDUSTRY MANAGEMENT (CIM) INSTITUTIONS**

Silver Spring, Md. (Nov. 23, 2009) – The Concrete Industry Management (CIM) program – a business intensive curriculum that awards students with a four-year Bachelor of Science degree in Concrete Industry Management – is proud to announce it has received \$460,000 from their National Steering Committee.

At its Fall board meeting at Arizona State University, the CIM National Steering Committee (NSC) provided support to the five CIM universities (Middle Tennessee State University, Arizona State University, California State University, Chico, the New Jersey Institute of Technology, and Texas State University) in the amount of \$460,000.

"The National Steering Committee of the Concrete Industry Management program is pleased to again provide funding for the advancement of the CIM program at our five institutions," said Mike Schneider, CIM NSC Chairman.

As a national-level, broad-based industry coalition dedicated to a collaborative process in partnership with CIM institutions and local industry patron groups, the mission of the NSC is to develop, support, promote and sustain a network of higher learning at educational institutions with programs that produce graduates with degrees in Concrete Industry Management.

According to Heather Brown, Director and Associate Professor at Middle Tennessee State University (MTSU), the NSC funds are used to send students to industry events, hosting

members of the industry on campus, supplying publications and resources to the students in the classroom and purchasing laboratory equipment.

Organizational partners of the CIM Program include:

- American Concrete Pipe Association
- American Concrete Institute Foundation
- American Society of Concrete Contractors Education Foundation
- National Concrete Masonry Association (NCMA) Education and Research Foundation
- National Precast Concrete Association
- National Ready Mixed Concrete Association
- Portland Cement Association
- PCI Foundation
- The RMC Research and Education Foundation

### **The CIM Program**

Recognizing the need for people with enhanced technical, communication and management skills, the CIM program was developed in 1996. The individuals graduating from this program will have the skill set necessary to meet the growing demands of the progressively changing concrete industry of the 21<sup>st</sup> century. It is a business intensive program, providing solid management skills that can be used in any industry, but has been developed specifically for the concrete industry. The program gives students many advantages including entering the concrete work force with exposure to the industry early in their careers, unlike others coming in with generic business degrees.

The goal of the program is to produce broadly educated, articulate graduates grounded in basic business management, who are knowledgeable of concrete technology and techniques and are able to manage people and systems as well as promote products or services related to the concrete industry. It entails a broad range of courses, from English and history to science and mathematics. A series of required business courses such as finance, marketing, management and business law are also taken throughout the length of the program. The concrete-specific courses teach the fundamentals of concrete, properties and testing, concrete construction and more. All of these courses provide much more than what is simply in the text – they emphasize problem solving, quality assurance and customer satisfaction. They utilize practical case studies

and an internship to make sure the student obtains real-world experience essential to starting a successful career. Additional opportunities for growth include on-campus socials and other organized events providing industry networking and professional development.

### **About CIM**

Receiving tremendous support from the concrete industry, the CIM program was the first of its kind in United States – a four-year Bachelor of Science degree in Concrete Industry Management. The need for such a program was recognized in 1994 and was put into action by the concrete industry. The end-result was a partnership between the concrete industry and Middle Tennessee State University (MTSU) to develop the CIM program, implementing it with its first two students in 1996. Available at MTSU, Arizona State University, California State University, Chico, the New Jersey Institute of Technology, and Texas State University, the program has been successful for both the industry and the graduates. To learn more about the program, visit [www.concretedegree.com](http://www.concretedegree.com).

# # #