

NATIONAL STEERING COMMITTEE OF THE
CONCRETE INDUSTRY MANAGEMENT PROGRAM

2019-2020 ANNUAL REPORT EXECUTIVE SUMMARY

THE VISION FOR CIM

The vision of the Concrete Industry Management (CIM) program is to be a resource to provide the concrete industry with professional leaders for tomorrow. Not only has the vision not changed, but our six strategic goals, which are listed below, are the focus of the National Steering Committee (NSC).

- Goal 1:** Determine the emerging market needs for CIM graduates nationally, regionally and internationally and ensure the network of institutions is enough to meet those needs.
- Goal 2:** Preserve and protect the value of the CIM brand.
- Goal 3:** Determine the scope and outreach of the CIM program.
- Goal 4:** Promote the use of the CIM university network to conduct coordinated research that benefits the concrete industry.
- Goal 5:** Determine the appropriate allocation of NSC funds in support of the CIM program.
- Goal 6:** Determine the long-term role and leadership succession of the NSC.



CIM PROGRAM UNIVERSITY ENROLLMENT AND GRADUATION

2019-2020

	Program Enrollment	Graduates
California State University – Chico	95	38
Middle Tennessee State University	204	53
New Jersey Institute of Technology	125	11
Texas State University	54	16

ADVANCING THE CONCRETE INDUSTRY BY DEGREES

Recognizing the need for people with enhanced technical, communication and management skills, the CIM program was developed in 1996 at Middle Tennessee State University (MTSU). The popularity of the program has taken off ever since, with more than 478 students currently pursuing degrees in CIM and more than 1,385 graduating from the program. The current program is available at MTSU, California State University - Chico, Texas State University and New Jersey Institute of Technology.

Designed to provide graduates with a broad array of opportunities within the concrete industry, the CIM program supplies the concrete industry with future managers and leaders. For almost 25 years, this unique, four-year Bachelor of Science degree program in concrete industry

management has provided a continuous stream of professionals trained in concrete technology and management. This business intensive undergraduate degree program provides solid management skills that are applicable in any industry but developed specifically for the concrete industry.

Our key to success is the joint initiative between the program universities and leaders from the concrete industry, providing students with opportunities to enter a broad field that has an urgent need for skilled professionals. CIM is supported by networks of local, state and regional concrete industry producers, suppliers and contractors as well as industry associations and foundations that pledge their time, talent and treasure to support the development of each universities' CIM program. This unique partnership provides a direct link between the industry and each CIM university.

The program entails a broad range of general education courses, from English and history to science and mathematics. A series of required core business courses such as finance, marketing, management and business law are also taken throughout the length of the program. Concrete-specific courses teach the fundamentals of concrete, properties and testing, concrete construction and more.

CIM HOLDS RECORD-BREAKING AUCTION AT WORLD OF CONCRETE

The 2020 CIM Auction, held on Feb. 5, 2020 in conjunction with World of Concrete, set a record raising \$1.225 million in gross revenue. This is especially significant considering WOC shared the industry stage with CONEXPO-CON/AGG a month later. We feel this incredible turnout and support continues to highlight how our industry feels about CIM's successes and future.

The signature item for this year's event was a Mack Granite Boost-A-Load truck chassis mounted with a McNeilus 11-Yard Flex Control Bridgemaster mixer. We were also fortunate to have a Somero S-485 laser screed as well as a number of new items including a Load-And-Go truck washing system donated by Shumaker Industries, a Roxor Off road Vehicle, courtesy of Mahinda Automotive North America and a compact excavator donated by Volvo Construction Equipment. Continued strong support from our industry's cement producers allowed us to realize another incredible total raised from donated material.

In addition to the live Auction, we also held a silent Auction at the same time. Online participation was made available for both. Between these two formats, we auctioned concrete saws, admixtures, software packages, drills, vibrators, safety equipment, earth moving and on-site equipment, training sessions, iPads and laptops, sports and entertainment packages and much more. Strong support from donors is greatly much appreciated, many of which repeat and add to their prior year's gifts.

Achieving these outstanding results would not have been possible without the passion and dedication of the CIM Auction Committee. More than 40 industry professionals worked to solicit items and promote the event. CIM universities are the primary beneficiaries, as the Auction continues to be a major source of the program's funding. We also thank World of Concrete, Informa, Ritchie Bros. Auctioneers and Give Smart. These organizations continue to be strong partners of the program.



PROGRAM HIGHLIGHTS

Highlights of the activities of the NSC over the course of the 2019 - 2020 year are depicted in this infographic:

Enrollment/Student information

478

Total number of students enrolled in CIM programs

Number of graduates

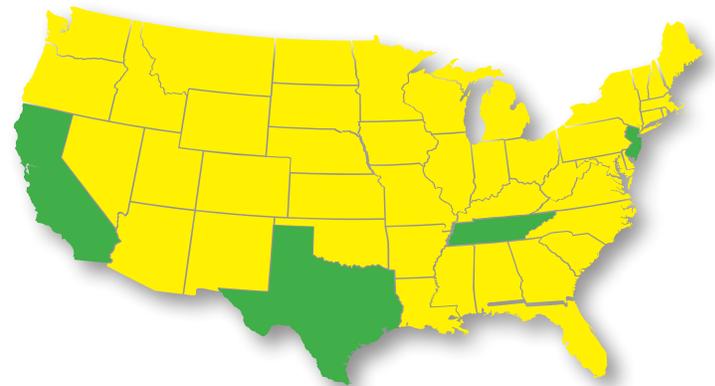
133



1,385

Total number of graduates since the program's inception in 1996

80 percent Industry retention rate



ninety-one Number of students who completed internships



Auction information

RECORD-BREAKING AUCTION!

More than **\$1.2 million** in gross revenue raised at annual auction at World of Concrete

\$700

THOUSAND

Amount distributed to CIM program universities



CONCRETE INDUSTRY MANAGEMENT
Executive MBA Program

40 graduates
since 2014

ONE MIXER TRUCK GENEROUSLY DONATED BY:



National Steering Committee

six committees





FISCAL YEAR 2019-2020 FINANCE REPORT

The Finance Committee is pleased to report that the 2019-20 fiscal year was another successful one for the NSC and CIM. This year, revenues neared last year's record and, due to excellent control of actual versus budgeted expenses, the increase in net earnings was a new record. The primary driver of the excellent revenues was the auction held at WOC that recorded gross receipts of \$1.225 million.

The NSC distributed more than \$700,000 to program universities. Of that, \$400,000 was distributed as program support with each program university receiving \$100,000. In addition, more than \$200,000 was distributed in scholarships (\$50,000 per university).

Last year, we reported that the NSC board of directors had approved a \$500,000 capital contribution to a new Concrete and Construction Management building at Middle Tennessee State University (MTSU). To our knowledge, having a building with "Concrete" in the lead name at a four-year university will be unique to MTSU. The NSC board believes this is a significant verification as to the success of the CIM program. Consequently, during the fiscal year, the NSC made a second \$100,000 pledge payment to the building fund.

All NSC disbursements of funds in the form of support payments, scholarships or for capital projects to program universities are matched by our partners, the local Patrons. Each program university continues to supply the CIM program with the requisite administration, program director, faculty, classrooms, and laboratories. The three-way partnership between the program universities, local Patrons and the NSC is the financial model that was established at the inception for each CIM program and continues to work well.

THE WORK OF THE NSC COMMITTEES

In order to fulfill its mission of providing support and oversight to the CIM program, the NSC is organized with a number of committees, led and populated by volunteers from all aspects of the industry.

The **Education Committee**, under the leadership of Dr. Rex Cottle (retired), finalized the details of an agreement with the Association of Technology, Management and Applied Engineering (ATMAE) for accrediting CIM programs.

Fundraising continues to be a major activity for the NSC in order to continue supporting the unique aspects of the CIM program. World of Concrete, Ritchie Bros. and Informa continues to support of the annual CIM Auction. The **Auction Committee**, under the leadership of Ben Robuck (CEMEX), had unprecedented industry support, raising a record \$1.225 million at the annual Auction at World of Concrete.

The **Membership Committee**, led by Chair Steve Cox (Command Alkon) and the **Recruitment Committee**, led by MTSU's Nicole Green are analyzing the industry demand for more CIM graduates and is developing promotional materials for use by parents, companies and students to further promote the tremendous opportunities that are available in our industry.

The **Marketing Committee**, with Chair Brian Gallagher (Graycor), continues to do an outstanding job keeping our industry and target audiences informed about what is happening with CIM. The committee is responsible for all the extensive advertising and promotion of the program and annual Auction as well as the development of the CIM annual report and management of the CIM website.

Chair Nicole Maher (NRMCA) and the **Finance Committee** are responsible for leveraging the financial support that our industry generously provides to the CIM program.

EXECUTIVE MBA IN CIM PROGRAM

Since 2014, the CIM Executive MBA program has graduated more than 40 students and continues to offer a 15-month online degree for industry participants who have three years of relevant working experience. The cost for the program is \$25,000 per participant, which represents the total academic cost of the program, excluding the cost of textbooks and materials. To learn more about this unique graduate program, visit <http://www.mtsu.edu/graduate/>.

