



NATIONAL STEERING COMMITTEE OF THE
CONCRETE INDUSTRY MANAGEMENT PROGRAM

2018-2019 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.



EXECUTIVE SUMMARY

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CIM PROGRAM UNIVERSITY ENROLLMENT AND GRADUATION

2018-2019

	Program Enrollment	Graduates
California State University – Chico	113	22
Middle Tennessee State University	209	49
New Jersey Institute of Technology	100	20
Texas State University	50	8

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 470 students currently pursuing degrees in CIM and more than 1,275 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 more than 20 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 2019 CIM Auction, held in conjunction with World of Concrete, surpassed all previous auctions and set new records. The NSC for CIM raised more than \$1.2 million in gross revenue at the annual auction held on Jan. 23, 2019. The record-high value of auction items and number of attendees are indicative of the high value the concrete industry places on the CIM program and the success of the event.

The signature item for this event was a 2019 Mack Granite® Bridge Formula truck chassis mounted with a Beck Industrial 11-yard Interstate Class VORTEX paving mixer. For the second year in a row, we were fortunate to have an additional ready-mix truck donated to the auction. Con-Tech Manufacturing provided a 2019 bridge-formula, rear-discharge 11-yard BridgeKing mixer mounted on a 2019 Kenworth T880S truck chassis from Kenworth and Kenworth of Central Florida. Informa and Ritchie Bros. were again key partners in the auction.

A silent auction was held in addition to the live auction. Again this year, we brought in record proceeds. Achieving these outstanding results could not happen without the passion and dedication of the CIM Auction Committee. More than 40 industry professionals worked together to solicit items and promote the event. CIM program universities are the primary beneficiaries, as the Auction has increasingly become a major source of NSC funding.

We are pleased to announce that a significant amount of the live auction proceeds come from online bidders, a percentage that continues to increase each year. NSC continues to partner with GiveSmart — a user-friendly bidding technology service providing customized auction and event solutions primarily for nonprofit organizations. Participants who were not able to attend the silent auction were able to bid online.

Many of the leading suppliers to the concrete industry are repeat donors. Some of the other high-profile auction items include a concrete laser screed machine donated by Somero Enterprises and other significant equipment from John Deere, Multi-Quip, Volvo and others. We also received items such as cement, fly ash and equipment used in the production of concrete or in concrete construction that were of interest to the thousands of attendees at WOC.

FISCAL YEAR 2018-2019 FINANCE REPORT

For the second consecutive fiscal year, the NSC experienced record revenues of \$1,290,673, primarily as a result of a record-setting World of Concrete Auction along with ongoing industry association and foundation support.

Records were also set in disbursement of funds to the four CIM program universities. Of the \$1,212,434 in total expenses, approximately \$900,000 was distributed to the schools. In addition to the \$400,000 distributed to the program universities for annual support, there was \$211,000 in scholarships for new students. The scholarship funds have been a significant element of the heightened efforts of the NSC to assist the programs in recruiting new students to the program.

Another significant disbursement to program universities this past year was \$250,000 for capital projects. California State University - Chico received \$150,000 from the NSC as a continuation of our pledge to participate along with Chico Patrons to significantly enhance and upgrade the concrete laboratory, a state-of-the art facility that will greatly enhance the program's profile on campus. The second

significant capital project disbursement was for \$100,000. This is the first of a five-year commitment of \$500,000 the NSC board of directors approved to help secure funding for the \$40 million Concrete and Construction Management Building at MTSU. The state of Tennessee approved the building this past year and when completed, it will be a testament to the success of the CIM program.

Of our budgeted expenses, two main categories were significant. Nearly \$100,000 went to the ongoing promotion and marketing of the CIM program. The second significant use of funds was approximately \$79,000 for expenses for the Auction and meetings which are necessary to the success of the Auction and funding of the NSC.

PROGRAM HIGHLIGHTS

Highlights of the activities of the NSC over the course of the 2018-2019 year include:

472

Total number of students
enrolled in CIM programs

Number of
graduates

**sixty-
nine**



1,300+

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

80 percent Industry retention rate

- Records were also set in disbursement of funds, approximately \$900,000 to the four CIM program universities. In addition to the \$400,000 distributed to the program universities for annual support, there was \$211,000 in scholarships for new students.



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- The program experienced 100 percent job placement for CIM graduates. Every current graduate that was seeking employment was hired and many had multiple job offers.

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), is in ongoing discussions with Association of Technology, Management and Applied Engineering (ATMAE) about the CIM program accreditation process. The committee also reviewed the process and requirements of scholarships awarded by the CIM NSC.

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 Michael Philipps (NRMCA), had unprecedented industry support, raising a record \$1.2 million at the annual Auction at World of Concrete.

Chair Steve Cox (Command Alkon) and the **Membership Committee** are analyzing the industry demand for more CIM graduates. Currently, there is more demand than supply for our graduates. The committee 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 40 students and continues to offer a 15-month online degree for industry participants who have three years of relevant working experience. The 36-hour degree has 12 hours of concrete construction curriculum. For increased flexibility, the core MBA classes are offered twice per year, allowing entry into the program in either the fall or spring semester. In order to complete the entire program in 15 months, students take two classes every seven weeks.

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/>.

