



NATIONAL STEERING COMMITTEE OF THE  
CONCRETE INDUSTRY MANAGEMENT PROGRAM

## 2020-2021 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 priorities, which are listed below, are the focus of the National Steering Committee (NSC).

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



## CIM PROGRAM UNIVERSITY ENROLLMENT AND GRADUATION

### 2020-2021

	Program Enrollment	Graduates
California State University – Chico	78	16
Middle Tennessee State University	155	41
New Jersey Institute of Technology	125	7
Texas State University	45	14

## 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 1,500 graduating from the program. The current program is available at MTSU, California State University - Chico, Texas State University, New Jersey Institute of Technology and beginning in the fall of 2021, South Dakota State University.

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 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 SUCCESSFUL AUCTION AT WORLD OF CONCRETE

The 2021 CIM Auction was once again held in conjunction with World of Concrete (WOC) on June 9, 2021. Although we didn’t build on last year’s record, the \$1.175 million raised was incredible considering the continued concerns of COVID-19. The auction’s success continues to emphasize the tremendous support for the program and continued interest from the concrete industry.

The 2021 CIM Auction featured a 2021 Mack® Granite® donated by Mack Trucks and equipped with a McNeilus® FLEX Controls™ Bridgemaster® mixer. Other big-ticket items included a Line Dragon® donated by Somero Enterprises, Inc., a Load and Go Ready Mix Truck Wash® system donated by Shumaker Industries and a COMMANDbatch System donated by Command Alkon.

In addition to the above-mentioned big-ticket items, we were pleased to have donations from industry leaders like CEMEX, LaFargeHolcim, Lehigh Hanson, Inc., Argos Cement, St. Marys Cement, Inc., Roanoke Cement Company, GCC, Martin Marietta as well as admixture donations from CHRYSO, Inc., Master Builders Solutions, Sika USA, Euclid Chemical, GCP Applied Technologies and CarbonCure Technologies, Inc.

In addition to the live auction, a silent auction was also held. This year CIM had record proceeds from the silent auction. Auction items included cement, concrete saws, drills, mixers, vibrators, safety equipment, screeds, decorative concrete tools, water meters, pumps, generators, training sessions, reference books, tablet and laptop computers, sports travel packages and golf and vacation travel packages.

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 WOC, Informa and Ritchie Bros. Auctioneers.

## PROGRAM HIGHLIGHTS

Highlights of the activities of the NSC over the course of the 2020-2021 year are depicted in this infographic:

### Enrollment/Student information

**400+**

Total number of students enrolled in CIM programs

Number of graduates

**78**



**1,500+**

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

**80 percent** Industry retention rate

### Auction information

#### ANOTHER SUCCESSFUL AUCTION!

More than **\$1.15 million** in gross revenue raised at annual auction at World of Concrete

ONE MIXER TRUCK GENEROUSLY DONATED BY:



**ninety-one** Number of students who completed internships



**\$700 THOUSAND**

Amount distributed to CIM program universities



**40 graduates** since 2014

### National Steering Committee

**seven committees**



Education



Marketing



Finance



Membership



Auction



Recruitment



Long-Range Planning

### FISCAL YEAR 2020-2021 FINANCE REPORT

The 2020-21 fiscal year was another very successful one for the NSC and CIM. The primary driver of the NSC's revenue is our annual fundraising auction. We were overwhelmed by the strong support from industry, with item donation values on par with prior years. The proceeds were just shy of \$1.2 million, very close to our record.

With the continued financial support by the industry, the NSC was able to distribute more than \$700,000 to CIM program universities. Of that, \$100,000 was directly distributed to each of the four program universities (\$400,000 total). This funding is primarily used to support aspects of the program like CIM faculty and student expenses to interact with the concrete industry at national association events. In addition to support payments, more than \$200,000 was distributed in scholarships (\$50,000 per university.)

Two years ago, the NSC board of directors approved a \$500,000 capital contribution to a new concrete and construction management building on the campus of MTSU. To our knowledge having a building with the lead name "concrete" at a four-year university will be unique to MTSU. The board of the NSC believes this is a significant validation of the success of the CIM program. Consequently, the NSC made a third \$100,000 pledge payment to the building fund during this fiscal year.

All the NSC's disbursements of funds to program universities either in support payments, scholarships or for capital projects are matched by our partners, the local Patrons groups. Each program university continues to supply the CIM program with the requisite administration, program director, faculty, classrooms, and laboratories.

### THE WORK OF THE NSC COMMITTEES

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, signed a memorandum of understanding with the Association of

Technology Management and Applied Engineering (ATMAE) to accredit CIM programs. Texas State University was the first CIM program to receive ATMAE accreditation.

The **Auction Committee**, under the leadership of Ben Robuck, had unprecedented industry support, raising \$1.175 million at the annual Auction at World of Concrete.

The charge of the **Long-Range Planning Committee**, with Chair Randal Beard, is to establish key goals that encompass the overall plan and vision for the CIM program. These goals are discussed at board meetings and adjusted to accommodate issues that impact our industry.

Chair Steve Cox and the **Membership Committee** are analyzing the industry demand for more CIM 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. Chair Nicole Green and the **Recruitment Committee** are charged with building and maintaining connections to help draw more students to CIM program universities.

The **Marketing Committee**, with Chair Brian Gallagher keeps 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 CIM website.

Chair Nicole Maher 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

The CIM Executive MBA degree program, which began in 2014, allows for entry in any semester and is combined with the MBA Flex program to keep many options for courses available to students. The program is designed to accommodate a busy lifestyle. The structure is designed for networking and sharing experiences, while fostering a collaborative learning environment. The cost for the program is \$25,000 per participant.