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**CONCRETE INDUSTRY MANAGEMENT (CIM) PROGRAM RELEASES
ANNUAL REPORT FOR 2020 – 2021**

Silver Spring, Md. (Feb. 10, 2022) – The Concrete Industry Management (CIM) program – a business intensive program that awards students with a four-year Bachelor of Science degree in Concrete Industry Management – is pleased to announce the release of their 2020 – 2021 Annual Report. Compiled by the National Steering Committee (NSC), the report was distributed recently at World of Concrete in Las Vegas.

Highlights of the 2020 - 2021 CIM Annual Report include:

- Committee reports (Education, Finance, Marketing, Auction, Recruitment, Membership, Long-Range Planning and MBA program update)
- Institutional reports from all CIM programs
- Profiles of CIM students, graduates, faculty and industry Patrons

“The CIM Annual Report is a summary of amazing achievements of the CIM programs. It reflects the commitment, dedication and effort of the CIM program leaders, faculty and students,” said Brian Gallagher, chairman of the CIM Marketing Committee. “Each year, I am more impressed with the quality and amount of activity completed by the CIM faculty and students.”

For more information about the CIM program and to view the 2020 – 2021 annual report, or to see the annual reports for the last 12 years, [visit their website.](#)

CIM releases 2020-2021 annual report

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 21st 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 workforce 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 can 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 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 the 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 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, California State University, Chico, the New Jersey Institute of Technology, Texas State University and South Dakota State University, the program has been successful for both the industry and the graduates.

Seeing the need for concrete industry-specific executive education, the NSC of the Concrete Industry Management (CIM) program launched an Executive MBA program. In the fall of 2012, the first class of students in the CIM MBA program at MTSU began. The Executive MBA degree program is the result of many years of close collaboration between MTSU, the NSC and companies in the concrete industry. The program is designed to expand the industry-academic partnership by bringing CIM to the business world through an Executive-type MBA and stand alone in its focused curriculum on the concrete production and concrete construction industries. For more information, visit the [website](#).