



NATIONAL STEERING COMMITTEE OF THE
CONCRETE INDUSTRY MANAGEMENT PROGRAM

2021-2022 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).

- 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 EXECUTIVE SUMMARY 2021-2022

CIM PROGRAM UNIVERSITY ENROLLMENT AND GRADUATION

2021-2022

| | Program Enrollment | Graduates |
|-------------------------------------|--------------------|-----------|
| California State University – Chico | 56 | 21 |
| Middle Tennessee State University | 130 | 45 |
| New Jersey Institute of Technology | 125 | 10 |
| South Dakota State University | 3 | 0 |
| Texas State University | 30 | 5 |

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 345+ students currently pursuing degrees in CIM and more than 1,522+ graduating from the program. The current program is available at MTSU, California State University - Chico, Texas State University, New Jersey Institute of Technology and 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 university's 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 2022 Concrete Industry Management (CIM) Auction was once again held in conjunction with World of Concrete (WOC) on Jan. 19, 2022. It was our most successful event in CIM program history!

Not only were we able to be back together in person (along with the great auctioneering team from Ritchie Bros.) but, for the first time, we featured a new truck-mounted concrete pump donated by Alliance Concrete Pumps and NORCAL Kenworth and Kenworth Truck Co., along with our traditional marquee items. These included a concrete mixer truck donated by Mack® Trucks, Inc. and McNeilus®, a high-performance mixer donated by Con-Tech Manufacturing, Inc., an S-485 Laser Screed® donated by Somero Enterprises and a Shumaker Industries' Load and Go Ready Mix Truck Wash® system in addition to a variety of items targeted specifically for the concrete industry. The result was \$1.74 million for our program.

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.

The 2022 silent auction brought in record proceeds for CIM. 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.

PROGRAM HIGHLIGHTS

Highlights of the activities of the NSC over the course of the 2021-2022 year are depicted in this infographic:

A YEAR IN NUMBERS

Enrollment/Student information

345+

Total number of students enrolled in CIM programs

Number of graduates

81



1,522+

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

80 percent Industry retention rate

Auction information

RECORD BREAKING AUCTION!

More than **\$1.740 million** in gross revenue raised at annual auction at World of Concrete

TWO CONCRETE MIXERS AND ONE CONCRETE PUMPER DONATED BY:



eighty-four Number of students who completed internships



\$576
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



CIM EXECUTIVE SUMMARY 2021-2022

FISCAL YEAR 2021-2022 FINANCE REPORT

The finance committee is pleased to report that the 2021-2022 fiscal year was another overall phenomenally successful one for the National Steering Committee (NSC) and CIM. The primary driver of the organization's revenues was the record-breaking auction held at World of Concrete (WOC) that recorded gross receipts of more than \$1.74 million.

The NSC distributed more than \$700,000 to the CIM program universities. Of that, \$500,000 was directly distributed as program support (\$100,000 to each of the five program universities). This funding is used to offset the unique aspects of CIM in supporting the CIM faculty and students' expenses to travel to industry events such as WOC, CONEXPO-CON/AGG and national concrete industry association events. In addition to the support payments, more than \$220,000 was distributed to the programs in the form of scholarships.

The NSC board of directors continues to support the capital campaign for a new Concrete and Construction Management building on the campus of CIM's flagship university Middle Tennessee State University (MTSU). The NSC board believes this building is an important testament to the success of the CIM program since its humble beginning in 1995. Our total pledge of \$500,000 is being paid in annual contributions of \$100,000.

In addition to the major disbursements to the program universities, the NSC total expenses were slightly over our original budget. The marketing committee expense of approximately \$100,000 was used to promote the various initiatives of NSC committees and to keep the concrete industry informed of the progress of CIM. The other major operating expense of approximately \$125,000 was for auction and meeting expenses.

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. Heather Brown, saw two major milestones this year. The academic year started with a ribbon cutting at South Dakota State University, CIM's 5th program university as well as MTSU became the 2nd CIM school to receive Association of Technology Management and Applied Engineering (ATMAE) accreditation.

The **Auction Committee**, under the leadership of Ben Robuck, had unprecedented industry support, raising \$1.74 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 plan and vision for the CIM program. These goals are discussed at board meetings and adjusted to accommodate issues that impact 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.

