



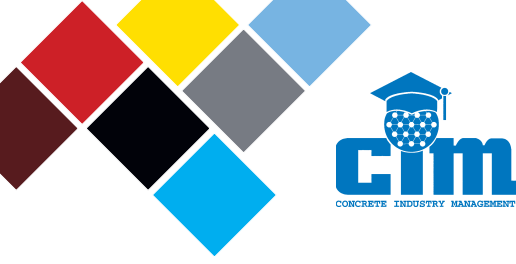
NATIONAL STEERING COMMITTEE OF THE  
CONCRETE INDUSTRY MANAGEMENT PROGRAM

## 2022-2023 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 PROGRAM UNIVERSITY ENROLLMENT AND GRADUATION

### 2022-2023

	Program Enrollment	Graduates
California State University – Chico	50	15
Middle Tennessee State University	133	30
New Jersey Institute of Technology	62	10
South Dakota State University	12	0
Texas State University	39	10

## 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 1,586+ graduating from the program. Currently, the 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 27 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.

## CIM EXECUTIVE SUMMARY 2022-2023

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 2023 CIM Auction was once again held in conjunction with World of Concrete (WOC) on Jan. 18, 2023. For the past four years, we have been extremely fortunate to break records, and this auction followed that trend by breaking the \$2 million barrier for the first time ever.

For the second consecutive year, Alliance Concrete Pumps, NORCAL Kenworth and Kenworth Truck Co. donated a brand-new truck-mounted concrete pump. In addition, thanks to donations from Peterbilt and Contech, we were able to offer a second concrete mixer truck. We were once again fortunate to receive donations of a concrete mixer truck from Mack® Trucks, Inc. and McNeilus® as well as an S-485 Laser Screed® from Somero Enterprises, in addition to many other items targeted specifically for the concrete industry.

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 2023 silent auction also brought in record proceeds. Donated items included cement, fly ash, aggregate, concrete saws, drills, safety equipment, training sessions, reference books and software subscriptions, laptop computers, sports travel packages and golf and vacation travel packages and much more.

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.



## THE CONCRETE INDUSTRY MANAGEMENT PROGRAM 2022-2023

### A YEAR IN NUMBERS

#### Enrollment/Student information

**294+**

Total number of students enrolled in CIM programs

Number of graduates

**63**



**1,586+**

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

**80 percent** Industry retention rate

#### Auction information

### RECORD BREAKING AUCTION!

More than **\$2.1 million** in gross revenue raised at annual auction at World of Concrete

TWO CONCRETE MIXERS  
AND ONE CONCRETE PUMPER DONATED BY:



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



**\$750**  
THOUSAND

Amount distributed to CIM program universities



**46 graduates**  
since 2014

#### National Steering Committee

**6**  
**committees**



Education



Marketing



Finance



Auction

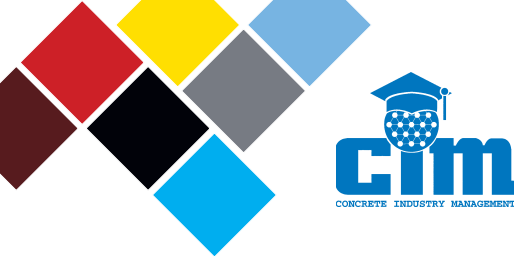


Recruitment



Long-Range Planning





## CIM EXECUTIVE SUMMARY 2022-2023

### FISCAL YEAR 2022-2023 FINANCE REPORT

The Finance Committee is pleased to report that the 2022-2023 fiscal year was another 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 \$2.1 million.

The NSC was able to distribute nearly \$1 million to CIM program universities. Of that total, \$500,000 was directly distributed as program support with \$100,000 to each of the five program universities. This support funding is primarily used to offset the unique aspects of the CIM program in supporting the CIM faculty and students' expenses to interact with the concrete industry at concrete industry events such as the 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 made its final \$100,000 payment this fiscal year in support for the capital campaign for the new Concrete and Construction Management building on the campus of CIM's flagship university Middle Tennessee State University (MTSU). The building opened in Oct. 2022. The Board of the NSC believes this building is an important testament to the success of the CIM program since its humble beginning in 1995, and so pledged a total of \$500,000.

In addition to the major disbursements to the program universities, the NSC total expenses were slightly lower than our original budget. Of the roughly \$800,000 remaining in expenses, two categories were the most significant. The marketing committee expense of approximately \$300,000 was used to promote the various initiatives of NSC committees, expand our digital marketing outreach for recruitment of students and to keep the concrete industry informed of the progress of CIM.

### 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, had a productive year. After holding a trade association webinar, the committee developed a comprehensive list of updated resources available for our five schools. Also, Student Learning Outcomes (SLO) were reviewed and approved by the National Steering Committee.

The **Auction Committee**, under the leadership of Ben Robuck, had unprecedented industry support, raising \$2.1 million at the 2023 Auction at World of Concrete.

Chair Paula Dunn 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.

