



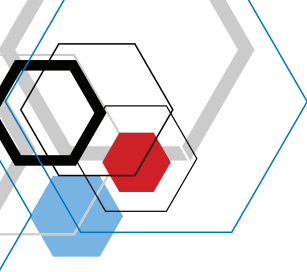
NATIONAL STEERING COMMITTEE OF THE
CONCRETE INDUSTRY MANAGEMENT PROGRAM

2023-2024 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

2023-2024

| | Program Enrollment | Graduates |
|-------------------------------------|--------------------|-----------|
| California State University – Chico | 52 | 12 |
| Middle Tennessee State University | 164 | 29 |
| New Jersey Institute of Technology | 64 | 10 |
| South Dakota State University | 37 | 1 |
| Texas State University | 95 | 4 |

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 program’s popularity has increased with more than 412+ students currently pursuing degrees in CIM and more than 1,640+ graduating since the program’s inception. 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 28 years, this unique, four-year STEM-focused Bachelor of Science professional 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.

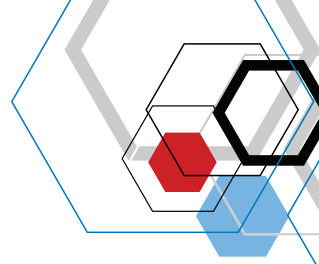
The program entails a broad range of general education courses, from English and history to science and mathematics. A series of required core business courses such as finance, marketing, management and business law are also taken throughout the length of the program. Concrete-specific courses teach the fundamentals of concrete, properties and testing, concrete construction and more.

CIM HOLDS SUCCESSFUL AUCTION AT WORLD OF CONCRETE

The 2024 CIM Auction was once again held in conjunction with World of Concrete (WOC) on Jan. 24, 2024. Even though we didn’t continue the trend of exceeding the prior year’s proceeds, we were still very pleased with the \$1.8M in gross proceeds! We continue to be very blessed with the incredible support of Alliance Concrete Pumps/Pape Kenworth/Kenworth Truck, Mack Trucks and Revolution Concrete Mixers, Peterbilt Motors Co. and Con-Tech Manufacturing Inc. and Somero Enterprises, Inc. The supplier industry continues their strong support with more material donations coming from Holcim, Heidelberg Materials North America, Argos Cement, St. Mary’s Cement, Roanoke Cement Company, LLC, Martin Marietta, Mitsubishi Cement, CRH, CalPortland, Continental Cement, GCC, Saint-Gobain Construction Chemicals (GCP/Chryso), Master Builders Solutions, Sika Corporation and Euclid Chemical, just to name a few.

The Silent Auction was another resounding success with items including vacation packages, more materials, drills, safety equipment, training, laptops, sporting events and so much more. All of this could not be accomplished year after year without the dedicated CIM Auction Committee which consists of more than 30 industry leaders. Also, we must thank World of Concrete, Informa and Ritchie Bros. whose support goes above and beyond every year.

Our next Auction, held in conjunction with World of Concrete, will be Jan. 22, 2025. We have already begun the planning and anticipate the same strong support from industry-leading manufacturers and suppliers along with some large new players! We will solicit more from our industry trade associations as the CIM program generates quality graduates that serve all of us and the needed monies to identify, recruit, and educate these talented young people need broader support.



THE CONCRETE INDUSTRY MANAGEMENT PROGRAM 2023-2024

A YEAR IN NUMBERS

Enrollment/Student information

412+

Total number of students enrolled in CIM programs

Number of graduates

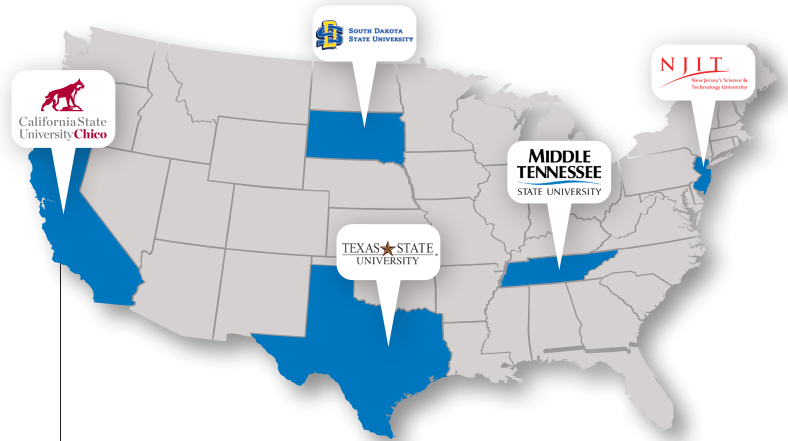
56



1,640+

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

80 percent Industry retention rate



one hundred thirty five

Number of students who completed internships



\$1.566 MILLION

Amount distributed to CIM program universities



49 graduates since 2014

NSC HOLDS SUCCESSFUL AUCTION AT WORLD OF CONCRETE!

More than **\$1.8 million** in gross revenue raised at annual auction at World of Concrete

TWO CONCRETE MIXERS AND ONE CONCRETE PUMPER DONATED BY:



National Steering Committee

5 committees



Education



Marketing



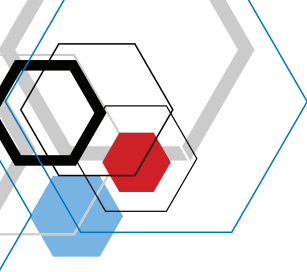
Finance



Auction



Recruitment



CIM EXECUTIVE SUMMARY 2023-2024

FISCAL YEAR 2023-2024 FINANCE REPORT

The finance committee is pleased to report that the 2023-2024 fiscal year was another successful one for the National Steering Committee (NSC) and CIM. The primary driver of the organization's revenues continues to be the annual auction held at World of Concrete. This year's event recorded gross receipts of over \$1.8 million.

Because of the continued financial support of the CIM program by the industry, the NSC was able to distribute more than \$1.5 million to the 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 events.

Beginning this fiscal year, the NSC Board of Directors approved a new funding stream for the programs of up to \$350,000, designed to provide additional marketing funding for the programs to use at their discretion. This pool of funding is set up slightly differently than the others, in that a portion of the money is given as a "flat" amount, and the remainder is distributed based on the number of majors enrolled at the beginning of the fall semester. The addition of this funding did create a budgeted deficit for the fiscal year, but the Board concurred with the programs that this funding was needed to maximize the value of the scholarship and recruiter funds.

In addition to the program funding streams above, NSC's total expenses were slightly lower than our original budget. Of the roughly \$800,000 remaining in expenses, two categories were most significant. The marketing committee expense of approximately \$250,000 was used to promote the various initiatives of NSC committees, expand our outreach for recruitment of students and

keep the concrete industry informed of the progress of CIM. The other major operating expenses were for auction and meeting expenses.

THE WORK OF THE NSC COMMITTEES

The NSC is organized with several committees, led and populated by volunteers from all aspects of the industry.

The **Education Committee**, under the leadership of Dr. Heather Brown, continues its efforts to ensure the CIM program universities are connected to the industry through its curriculum and resource support.

The **Auction Committee**, under the leadership of Ben Robuck, had unprecedented industry support, raising \$1.8 million at the 2024 Auction at World of Concrete.

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.

