



FOR IMMEDIATE RELEASE

For more information, contact:

Brian Gallagher, CIM Marketing Committee Chair

bgallagher@leadingwithmarketing.com or 864.298.2037

CONCRETE INDUSTRY MANAGEMENT PROGRAM LAUNCHES NEW WEBSITE TO ENHANCE CONNECTIVITY AND ENGAGEMENT

(Laurel, MD. – Nov. 10, 2025) – 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 – announces the launch of its newly redesigned [website](#). The new site offers a user-friendly experience with enhanced navigation and features, serving as a comprehensive digital hub for prospective students, program universities, industry partners and alumni.

The primary goal of the new website is to provide accessible and in-depth information about the CIM program's unique educational and career opportunities. It features detailed descriptions of the Bachelor of Science degree program available at each of its five program universities, highlights scholarship opportunities and showcases the program's strong industry partnerships. According to Brian Gallagher, Chair of the National Steering Committee's (NSC) marketing committee, the refreshed design, which aligns with the new brand identity introduced at the beginning of 2025, ensures visitors can easily explore the robust curriculum that blends technical expertise with business and management skills.

"Our new website is a vital tool for connection and communication," said Nicole Maher, Executive Director of the National Steering Committee. "It acts as a central resource that not only attracts top-tier students but also strengthens our bonds with industry stakeholders and showcases the incredible value a CIM degree offers. We are excited to provide a platform that

truly reflects the innovation and forward-thinking spirit of our program and the industry we serve."

New features include a dedicated section for industry news and events, keeping the community informed of the latest developments. The site also prominently features student and alumni success stories, illustrating the high-value career pathways CIM graduates pursue. With a nearly 100 percent job placement rate, the website effectively communicates the program's success in preparing the next generation of leaders for the concrete industry.

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 identified 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), California State University - Chico, New Jersey Institute of Technology, South Dakota State University and Texas State University, the program has been successful for both the industry and graduates. An [Executive MBA Program](#) in CIM is also offered through MTSU.

To learn more about the program, visit www.concretedegree.com.