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Concrete Industry Management (CIM) Program Celebrates 30 Years of Developing Future Leaders

(MURFREESBORO, Tenn. – May 14, 2026) The Concrete Industry Management (CIM) program is proud to announce its 30th anniversary in 2026. As a business-intensive college degree program designed specifically for the concrete construction industry, CIM has spent three decades preparing students with the technical, operational, communication and management skills needed to address critical talent shortages.

"CIM has been committed since its inception to developing the next generation of leaders for the concrete industry," said Nicole Maher, Executive Director of CIM's National Steering Committee. "This 30-year milestone is a testament to the strength of our industry partnerships, the dedication of our Patrons and the success of our graduates. We look forward to celebrating our legacy while keeping our eyes on a future of continued innovation and excellence."

The need for a specialized curriculum was recognized in 1994 when the concrete industry faced a growing demand for skilled professionals to replace retiring team leaders. This led to a partnership between industry leaders and Middle Tennessee State University to create the CIM program. First introduced in 1996 with just two enrolled students, the program has grown tremendously over the last 30 years. Today, more than 1,800+ graduates are working in various management positions across the concrete industry.

To meet industry demands, CIM has expanded its footprint through strategic partnerships with several leading institutions. The four-year Bachelor of Science degree is now available at Middle Tennessee State University, California State University, Chico, Texas State University, New Jersey Institute of Technology and South Dakota State University. Because the curriculum pairs business administration with hands-on, concrete technology experience, the program boasts a near 100 percent job placement rate for its graduates.

“For three decades, the CIM program has provided our industry with exceptional leaders who drive real progress,” said Karl Watson, Chairman of the Board for CIM’s National Steering Committee. “We look back with immense pride at our near 100% job placement rate and the graduates who have built successful careers. As we celebrate this 30-year legacy of excellence, we remain dedicated to preparing future generations with the business insight, technical skills and hands-on experience they need to move the concrete industry forward.”

As the program marks this significant achievement, CIM invites prospective students to explore a dynamic career path with broad opportunities. Industry partners are also encouraged to engage with the program through internships, mentoring and hiring graduates to help sustain the future of concrete construction. Find out more by visiting www.concretedegree.com.

About CIM

With strong support from the concrete industry, the CIM program is the first four-year, STEM-focused business degree in the U.S. designed to develop technically skilled leaders for the modern concrete industry, offering a unique career path with broad opportunities. The need for such a program was recognized in 1994, and the concrete industry implemented it. The result was a partnership between the concrete industry and Middle Tennessee State University (MTSU) to develop the CIM program, which was implemented with its first two students in 1996. Available at MTSU, California State University, Chico, the New Jersey Institute of Technology, South Dakota State University and Texas State University, the program has been successful for both the industry and the graduates. To learn more about the program, visit www.concretedegree.com.

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