



CIM Backgrounder Sheet

About CIM

The CIM program is a business intensive program that has been developed specifically for the concrete industry to provide students with a four-year Bachelor of Science degree in Concrete Industry Management. The program gives students entering the concrete work force an advantage since they gain valuable industry experience early in their careers. Supported by leading companies and trade associations in the concrete industry, this program benefits everyone by increasing the number of qualified workers in our field.

Frequently Asked Questions – General

1. What does CIM stand for?

Concrete Industry Management

2. What is the CIM website?

www.concretedegree.com

3. What is the CIM program?

It is the only four-year degree program in Concrete Industry Management in the United States. A combination business and technical program, the CIM program is designed to combat the anticipated shortage of skilled managers needed to support the expected growth in the concrete industry. The program teaches students the skills and techniques needed to excel in all segments of the concrete and concrete construction industries.

4. How did the CIM program get started?

The program was developed in 1995 to address the need for people with enhanced technical, communication and management skills specifically suited for the concrete industry. Industry leaders approached the administration at Middle Tennessee State University (MTSU) about beginning a program that would provide students with a bachelor's degree dedicated solely to development of managers and future leaders for the concrete industry. The first two students were enrolled at MTSU in 1996. The program has continued to grow and thrive based on the support of the concrete industry. After the success at MTSU, the program expanded to three additional universities.

5. Where is the CIM program offered?

Currently, the program is offered at Middle Tennessee State University (MTSU), California State University – Chico (CSU-Chico), Texas State University (TSU) and New Jersey Institute of Technology (NJIT).

6. How many students have graduated from the program?

More than 1000 students have graduated from CIM programs with starting salaries competitive with other high-tech industries.

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7. Where do they work?

CIM graduates are employed throughout the country and work for: manufacturers, material suppliers, ready mix companies, general contractors, concrete contractors, testing labs, trade associations, home builders and developers.

8. What is the curriculum for the CIM program?

The concrete industry played a major role in the development of the curriculum. Concrete professionals and industry consultants worked with administrators to make sure the CIM graduates are fully prepared. The degree is composed of four major areas of study: general studies requirements, required support courses, major requirements of concrete-related courses and business courses. The program entails a broad range of courses, from English and history to science and mathematics. A series of required business courses such as finance, sales, marketing, management and business law are also taken throughout the program. The concrete-specific courses teach the fundamentals of concrete, operations, properties and testing, concrete construction and more. All of the courses emphasize problem solving, quality assurance and customer satisfaction. They utilize practical case studies and an internship to make sure the student obtains real-world experience essential to starting a successful career.

In the fall of 2012, the first class of students in the CIM MBA program at MTSU began. The program is designed to expand the industry-academic partnership by bringing CIM to the business world through an Executive-type MBA and stand alone in its focused curriculum on the concrete production and concrete construction industries. For more information, visit <http://www.concrete-mba.com>.

9. How does the concrete industry support the program?

A National Steering Committee (NSC) comprised of pioneering concrete industry executives, was established to provide oversight to the CIM curriculum and supply guidance for general program direction from a national perspective. In addition to the NSC, each school that offers the CIM program has a Patron's Group that serves as a grassroots advisory group to raise funds, promote the program, recruit and mentor students, as well as provide guest lectures for classes.

10. Why should companies/trade organizations support CIM?

The success of the CIM program depends on the time and commitment of the entire industry. Investing in the CIM program is an opportunity for the entire concrete industry to unite in an effort that will provide long-lasting benefits while increasing the professionalism and image of the industry. Every segment of the concrete industry – from sales and marketing to manufacturing and production – benefits from skilled professionals entering the workforce.

11. How can companies/trade organizations get involved?

We encourage companies to get involved with local universities and the Patron's Group. We are always looking for those who are willing to speak and serve as resources for the program. In addition, the Patron's Groups also help secure and solicit financial support for the program. If you prefer to be involved at the national level, consider becoming a part of the National Steering Committee, which provides guidance and oversees the program from a national perspective. If you would like to be more involved in the program, feel free to visit www.concretedegree.com or contact Nicole Maher, nmaher@nrmca.org, from the National Ready Mix Concrete Association.