



NATIONAL STEERING COMMITTEE OF THE
CONCRETE INDUSTRY MANAGEMENT PROGRAM

2015-2016 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 still the main focus of the National Steering Committee (NSC).

1. Determine the emerging market needs for the CIM graduates regionally, nationally, and internationally and ensure the network of institutions is sufficient to meet those needs.
2. Preserve and protect the value of the CIM brand.
3. Determine the scope and outreach of the CIM program.
4. Promote the use of the CIM university network to conduct coordinated research that benefits the concrete industry.
5. Determine the appropriate allocation of NSC funds in support of the CIM program.
6. Determine the long-term goal and leadership succession of the NSC.

CIM PROGRAM UNIVERSITY ENROLLMENT AND GRADUATION

2015-2016

	Program Enrollment	Graduates
California State University – Chico	65	7
Middle Tennessee State University	165	38
New Jersey Institute of Technology	100	18
Texas State University	52	8

ADVANCING THE CONCRETE INDUSTRY BY DEGREES

Recognizing the need for people with enhanced technical, communication and management skills, the Concrete Industry Management program was developed in 1996 at Middle Tennessee State University (MTSU). The individuals graduating from this program have the skill set necessary to meet the growing demands of the progressively changing concrete industry of the 21st century. It is a business intensive program, providing solid management skills that can be used in any industry, but has been developed specifically for the concrete industry. The program gives students many advantages including entering the concrete workforce with exposure to the industry early in their careers, unlike others coming in with generic business degrees.

The goal of the program is to produce broadly educated, articulate graduates grounded in basic business management, who are knowledgeable of concrete technology and techniques and are able to manage people and systems as well as promote products or services related to the concrete industry. It entails a broad range of courses, from English and history to science and mathematics. A series of required business courses such as finance, marketing, management and business law are also taken throughout the length of the program. The concrete-

specific courses teach the fundamentals of concrete, properties and testing, concrete construction and more. All of these courses provide much more than what is simply in the text – they 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.

The need for such a program was recognized and put into action by the concrete industry. The end-result was a partnership between the concrete industry and MTSU to develop the CIM program, implementing it with its first two students in 1996. Available at MTSU, California State University, Chico, the New Jersey Institute of Technology, and Texas State University, the program has been successful for both the industry and the graduates.

2016 AUCTION AT WORLD OF CONCRETE A HUGE SUCCESS

The 2016 CIM annual Auction, held in conjunction with World of Concrete (WOC) on Feb. 3, 2016 was a tremendous success. Gross proceeds from the event set a record and were in excess of \$925,000. The World of Concrete, Informa and Ritchie Bros. Auctioneers have been tremendous partners. Without their commitment and support, the auction would not be possible.

There were two signature items at the 2016 auction. For many years, Mack and McNeilus Co. have collaborated to donate a ready-mixed concrete truck. This year was no exception, as the final item in the auction was a Mack Granite® Axle Forward concrete truck chassis mounted with a McNeilus 11-cubic-yard Bridgemaster® concrete transit mixer, donated by Mack Trucks, Inc. and McNeilus Co., a Division of Oshkosh Truck. We also auctioned a vintage 1951 ready-mixed mixer that was donated by Allied Concrete in Houston, a Summit Materials company.

As in the past, NSC partnered with GiveSmart — a user-friendly bidding technology service providing customized auction and event

solutions primarily for non-profit organizations. With GiveSmart, participants were able to register for the auction, sneak preview silent and live auction items, make a donation and bid on their favorite silent auction items immediately from mobile devices.

The ever-expanding number of auction items made available to the committee for either the live or silent auctions included such high profile items as a ready-mix truck donated by Mack Trucks, a truck-mounted mixer donated by McNeilus and a laser screed machine donated by Somero Enterprises. In addition, there were many exciting sports travel packages including trips to college football and NFL games, MLB, NBA, NHL games, the Rose Bowl, The Masters, The Kentucky Derby as well as luxury items like flat screen televisions, laptop and tablet computers, jewelry and more.

FISCAL YEAR 2015-2016 FINANCE REPORT

We are pleased to report that during 2015-16, the NSC recorded record revenues from industry association and foundation support as well as the Auction held at World of Concrete totaling \$968,975. With the addition of \$4,678 in interest income, total revenue was \$973,653. Expenses for the year totaled \$728,673. The two largest expense categories were support of our four university programs amounting to \$400,000 and scholarship grants for new students entering the program of \$122,000.

The net of revenues and expenses resulted in an increase in reserves of \$244,950. This surplus was primarily due to the record auction revenues and the delay of some planned expenditures. As of fiscal year ending June 30, 2016, the NSC has unaudited assets of \$1,870,957. This is the strongest financial position the NSC has ever held, and guarantees that the NSC will be financially able to sustain our existing programs, but to increase our efforts to address the concrete industry's growing demand for CIM graduates.

As highlighted above, one of the ways the NSC is addressing the

ever-increasing concrete industry demand for graduates is through a scholarship program designed to assist new students entering the program at all four CIM universities. This scholarship program, initially launched in 2013-14, has proven to successfully increase new CIM student enrollment. Because of the success of the scholarship program and the NSC increase in reserves, we intend to continue the program with significantly increased dollars in fiscal year 2016-17.

CIM/NSC is financially positioned for continued growth within our existing programs and poised for future expansion in order to keep up with the demand for graduates.

PROGRAM HIGHLIGHTS

Highlights of the activities of the NSC over the course of the 2015-2016 year included:

- The NSC completed another successful auction with gross proceeds from the event in excess of \$925,000 and the highest ever number of donated items. For many years, Mack and McNeilus Co. have collaborated to donate a ready-mixed concrete truck. The final item in the auction was a Mack Granite® Axle Forward concrete truck chassis mounted with a McNeilus 11-cubic-yard Bridgemaster® concrete transit mixer. We also auctioned a vintage 1951 ready-mixed mixer that was donated by Allied Concrete in Houston, a Summit Materials company.
- The CIM Executive MBA degree program graduated a group of students and began a third cohort in January, 2016. This cohort will complete the degree requirements in January, 2017 and a graduation ceremony is planned at World of Concrete.
- The Marketing Committee published a significant number of industry communications on the progress of the CIM program.
- The NSC distributed \$400,000 to program universities. The funds are used to support the aspects of the program that expose students to the industry through participation at industry sponsored events.

THE WORK OF THE NSC COMMITTEES

In order to fulfill its mission of providing support and oversight to the CIM program, 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. Rex Cottle of Trinity Industries, has become both a resource and a guide for all the program universities. The Education Committee task force worked closely with MTSU to develop and launch the CIM MBA program.

Fundraising continues to be a major activity for the NSC in order to continue funding the unique aspects of the CIM program. Fortunately, beginning in 2006, the NSC developed a partnership with Hanley Wood and World of Concrete to hold an annual auction. Today, the auction has grown to be the primary source of funds for the NSC. The 2016 auction was a great success, thanks in no small part to the great work of the auction committee under the leadership of Michael Philipps of CEMEX and the support of Hanley Wood, Informa, World of Concrete and Ritchie Bros. Auctioneers.

The Marketing Committee, under the leadership of Brian Gallagher of O'Neal, Inc., has continued to reach both targeted audiences with the CIM message. The committee is also responsible for all of the extensive advertising and promotion of the annual auction. In reviewing this report, the section on the Marketing Committee

details the numerous ways the committee is increasing the profile of the CIM program. The CIM annual report and the CIM website are examples of the high quality promotion the program receives from the Marketing Committee. Finally, the Long-Range Planning Committee, under the leadership of Alan Nedza of BASF, has focused this past year on how NSC addresses the industry's future demand for CIM graduates. They have spent the last year soliciting input from the industry on this important initiative.

EXECUTIVE MBA IN CIM PROGRAM

Recruiting efforts for the fourth cohort of the CIM Executive MBA degree program, which will begin in August 2017, is in full swing. The current cohort, which began in Jan. 2016, has six students and will graduate in May 2017.

The 15-month-long program is administered in 7-week blocks. The format includes distance learning, webinars and on-campus visits to MTSU or other designated industry events. The program is designed to develop long-term relationships among participants, while fostering a collaborative learning environment and allowing national and international recruitment with limited campus visits that are intensive and focused.

To learn more about this unique graduate program, visit <http://mtsu.edu/programs/concrete-industry-mba/>.

