



NATIONAL STEERING COMMITTEE OF THE
CONCRETE INDUSTRY MANAGEMENT PROGRAM

2017-2018 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 main focus of the National Steering Committee (NSC).

Goal 1: Determine the emerging market needs for CIM graduates nationally, regionally and internationally and ensure the network of institutions is sufficient to meet those needs.

Goal 2: Preserve and protect the value of the CIM brand.

Goal 3: Determine the scope and outreach of the CIM program.

Goal 4: Promote the use of the CIM university network to conduct coordinated research that benefits the concrete industry.

Goal 5: Determine the appropriate allocation of NSC funds in support of the CIM program.

Goal 6: Determine the long-term role and leadership succession of the NSC.



CIM PROGRAM UNIVERSITY ENROLLMENT AND GRADUATION

2017-2018

	Program Enrollment	Graduates
California State University – Chico	110	9
Middle Tennessee State University	185	34
New Jersey Institute of Technology	90	16
Texas State University	55	10

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 ensure 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.

2018 AUCTION AT WORLD OF CONCRETE A HUGE SUCCESS

The 2018 World of Concrete (WOC) Auction, held in conjunction with World of Concrete, was our best ever. The National Steering Committee (NSC) for CIM raised more than \$1.1 million in gross revenue at the annual auction held on Wednesday, Jan. 24, 2018. The results of this auction are indicative of the high value the concrete industry places on the CIM program. We broke records in terms of the value of donated items and attendees at the auction that helped make this event a tremendous success.

The signature item was a Mack Granite® Axle Back model truck mounted with a McNeilus 10.5-cubic-yard M77 paver mixer, donated by Mack Trucks, Inc. and McNeilus Co., a Division of Oshkosh Truck. A key reason for the record revenue was the fact we had a second ready mix truck in the auction. A 2018 T880S bridge formula truck with a 11-yard bridge formula rear discharge BridgeKing mixer was generously donated by Con-Tech Manufacturing, Inc. and Kenworth and Kenworth of Central Florida.

The CIM Auction Committee consists of more than 40 industry professionals, working to solicit items and promote the event. CIM

program universities are the primary beneficiaries, as the CIM Auction has increasingly become the major source of NSC funding.

NSC partnered with GiveSmart—a user-friendly bidding technology service providing customized auction and event solutions primarily for nonprofit 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. Participants who were not able to attend the live auction were able to bid online during the event.

We were fortunate to increase the number of concrete industry companies that recognize the importance of the event to CIM and make donations. Many of the leading suppliers to the concrete industry are repeat donors. Some of the high profile donated items include cement, fly ash and equipment used in the production of concrete or in concrete construction. This ensures that the auction contains items that appeal to the thousands of attendees at WOC. In addition, there were many exciting sports travel packages.

FISCAL YEAR 2017-2018 FINANCE REPORT

We are pleased to report that during the 2017-2018 fiscal year, the National Steering Committee (NSC) had record revenues exceeding \$1 million. The \$1,189,208 in revenues was primarily due to the success of our CIM Auction at the World of Concrete (WOC) and ongoing industry association as well as foundation sponsor support.

Of the \$882,000 in total expenses, \$601,000 was distributed to the four participating CIM university programs for program support and scholarships. Of the remaining \$281,000 in expenses, marketing and auction expenses totaled approximately \$131,000, while \$150,000 was for normal operating expenses, which were at or below budget. The total of all expenses for the year was under budget, primarily because several significant budgeted expenses were canceled. With revenues exceeding budget and lower than planned expenditures for the year,

we were able to significantly increase our reserve amount by more than \$300,000.

In the second half of this past fiscal year, Middle Tennessee State University (MTSU) announced that they would once again pursue state approval and funding for a new building to house the concrete and construction management departments. In order to be successful in convincing the state to fund such a project, the university needs to show financial support for a portion of the total cost. The local patrons who first visualized the idea for such a building have been working to that end for quite a few years. Because of their efforts, they have raised \$1 million of what is required. The patrons and the university have continued to work at securing the remainder of the necessary pledged funds. Because of the NSC's current reserve position and recognizing what such a building would do for the overall prominence, CIM, the NSC Board approved a pledge of \$100,000 per year for five years to the MTSU building fund.

PROGRAM HIGHLIGHTS

Highlights of the activities of the NSC over the course of the 2017-2018 year included:

- The NSC completed a record-breaking auction with gross proceeds in excess of \$1.1 million. The key reason for this tremendous success was the donation of a Mack Granite® Axel Back model truck mounted with a McNeilus 10.5 cubic yard M77 paver mixer by Mack Trucks, Inc. and McNeilus Co., a Division of Oshkosh Truck. In addition, Con-Tech Manufacturing, Inc. and Kenworth and Kenworth of Central Florida donated a 2018 T880S bridge formula truck with a 11-yard bridge formula rear discharge BridgeKing mixer.
- To coordinate with the goals of the Long-Range Planning Committee, a Membership Committee was formed and will focus on assisting local Patron groups grow their membership. Steve Cox of Command Alkon is the chairman for this new committee.
- Beginning January 2018, a new cohort was accepted into the 15-month CIM Executive MBA program. The format includes



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distance learning, webinars and two on-campus visits to Middle Tennessee State University. The new cohort represents a wide cross-section of the concrete and construction industry.

- The NSC distributed \$601,000 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 into a number of committees, led and populated by volunteers from all facets 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.

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 World of Concrete to hold an annual auction. Today, the auction has grown to be the primary source of funds for the NSC. The 2018 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 Sandler Training and the support of Informa, World of Concrete and Ritchie Bros. Auctioneers.

The Marketing Committee, under the leadership of Brian Gallagher of Graycor, has continued to reach 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 Eugene Martineau, has focused this past year on how NSC addresses the industry's future demand for CIM graduates. They have spent the last year reviewing the overall long-range plan, the vision, the mission and the strategic goals for the CIM program.

EXECUTIVE MBA IN CIM PROGRAM

Each January, a new cohort is accepted into the CIM Executive MBA program. Professionals participating in this program must have a minimum three years of experience in the concrete industry. Academically, all participants must have at least an undergraduate degree from an accredited institution of higher education. While participants must have at least a bachelor's degree, that degree does not have to be in business.

The 15-month-long program is administered in 7-week blocks. The format includes distance learning, webinars and two on-campus visits to MTSU. The distinctive partner structure is designed for networking and sharing experiences, while fostering a collaborative learning environment. To learn more about this unique graduate program, visit <http://www.mtsu.edu/graduate/>.

