



---

**The Concrete Industry Management (CIM) Program  
North Central Region**

# Agenda

- **History of CIM Program**
- **CIM Program Overview**
- **Program Specifics**
- **Opportunities to Get Engaged**
- **Long Range Planning**
- **Conclusion**



# History of the CIM Program

- 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 **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.**

- Since its inaugural year, the CIM 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:
  - **California State University – Chico**
  - **New Jersey Institute of Technology**
  - **Texas State University**



Current Concrete Industry Management Program Universities:



The Concrete Industry Management  
Program 2018 – 2019:

**472**

Total number of students  
enrolled in CIM programs

Number of  
graduates

**sixty-  
nine**



**1,300+**

Total number of  
graduates since  
the program's  
inception in 1996

**80 percent** Industry retention rate



# CIM Program Overview



- The Concrete Industry Management (CIM) program is a business intensive program providing **solid management skills** that are applicable in any industry, but has been developed **specifically for the concrete industry**.
- A CIM degree is designed to provide graduates with a broad array of initial opportunities within the industry, **including sales, operations, technical services and construction management**.



- CIM is a joint initiative of a growing number of universities supported by networks of local, state and regional concrete industry producers, suppliers and contractors that pledge their time, talent and treasure to support the development of each university's CIM program.

2018 – 2019:

**\$900**  
THOUSAND

Amount  
distributed to  
CIM program  
universities

- 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. In addition to the four universities designated as schools with CIM programs, an **Executive MBA in Concrete Industry Management** is available at MTSU.



- A **National Steering Committee** (NSC), comprised of industry-leading organizations, helps to provide funding, oversight, and direction for each university and for the overall CIM program.
- The **National Steering Committee** consists of five committees that you can get involved with on a national level:



Education



Marketing



Finance



Membership



Auction



# Program Specifics



- The degree is composed of four major areas of study:
  - **General studies**
  - **Support courses**
  - **Major requirements of concrete-related courses**
  - **Business courses**
- The program includes a broad range of subjects, including English, history, science and mathematics. Students also take business courses such as finance, sales, marketing, management and business law.
- The concrete-specific courses teach the **fundamentals of concrete, operations, properties and testing, concrete construction and more.**



## **Classes include:**

- **Fundamentals of Concrete: Properties and Testing**
- **Blueprint Reading**
- **Site Planning, Layout and Preparation**
- **Concrete Project Estimating**
- **Design and Construction Issues**
- **Management of Concrete Products: Ordering and Delivering**
- **Masonry**
- **Internships, labs and capstone classes**
- **Sales Training**



**Opportunities to get Engaged**



- The success of the CIM program in the North Central Region depends on the **financial support, 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.**



- **We encourage companies to get involved** with our local Patron's Group for the North Central Region. We are always looking for those who are willing to serve as resources and champions for the program. In addition, the Patron's Groups is also helping to secure and solicit financial support for the North Central Region CIM program.
- **If you would like to join the Patron's Group or learn more about the CIM program, visit [www.concretedegree.com](http://www.concretedegree.com) or contact Thor Becken, President of Cemstone Companies.**



# Long Range Planning





# Conclusion

- There are over **1,300+** CIM Graduates to date.
- Over **80%** have stayed employed in the industry.
- When concrete is required, there have to be **professionals trained in concrete technology, operations and management** to fill the need.





For more information, visit the website  
at [www.concretedegree.com](http://www.concretedegree.com).



Thank you!