



**#ConcreteTough - Are You Tough Enough?**  
*Tips on Workforce Recruitment, Development, and Retention*

**Presenters:**



**Jereme Montgomery**  
(Stephens & Smith Construction Co.)



**Art Thompson**  
(North Dakota Concrete Council)

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**WEBINAR SPONSORS**



Minnesota Concrete Council  
Dedicated to Cast-in-Place Concrete



NDCC NORTH DAKOTA CONCRETE COUNCIL



SDRMCA South Dakota Ready-Mix Concrete Association



Wisconsin Ready Mixed Concrete Association

This webinar was developed cooperatively by concrete-related trade associations from Minnesota, North Dakota, South Dakota and Wisconsin. The goal of the cooperative effort is to bring a greater awareness of cast-in-place concrete to the design and construction communities via quality continuing education programs.

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Submit questions and comments via the "Questions" pane.



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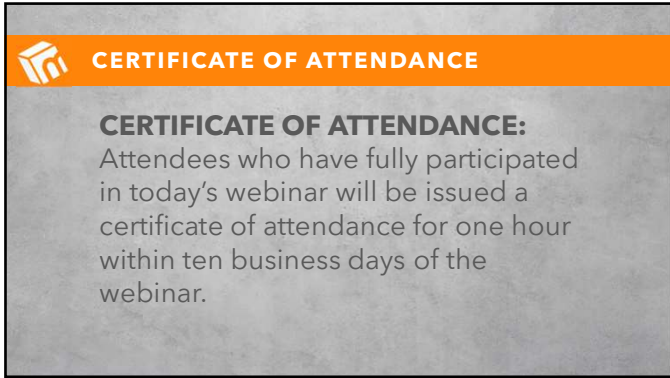
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**CERTIFICATE OF ATTENDANCE**

**CERTIFICATE OF ATTENDANCE:**  
Attendees who have fully participated in today's webinar will be issued a certificate of attendance for one hour within ten business days of the webinar.

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**UPCOMING WEBINAR**

**Sponsored by:**






**OVERCOMING CONCRETE PAVING OBJECTIONS**

**Presented By:** Jason Kruger (Wisconsin Ready Mixed Concrete Association)

May 20, 2021 @ 8:00 am CST

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Concrete Industry Management Program

NORTH CENTRAL REGION PROGRAM

**CIMA**  
CONCRETE INDUSTRY MANAGEMENT

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### CIM Program Overview

- ▶ Concrete Industry Management Program developed in 1996 at Middle Tennessee State University
- ▶ Four-year degree program focused on developing students with enhanced technical, communication and management skills for the concrete industry.
- ▶ Students graduate with a BS in CIM and a minor in either Business Administration and/or Marketing
- ▶ In 2012, CIM Program expanded to include an MBA in CIM at Middle Tennessee State University

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### CIM Program Locations

California State University - Chico

Texas State University

Middle Tennessee State University

New Jersey Institute of Technology

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### CIM Program Overview

- ▶ To date, more than 1,400 students have graduated with a CIM Degree
- ▶ More than 82% are still working in the concrete industry; national average for all degrees is just 28% (US News & World Report).
- ▶ Nearly 100% placement rate for graduates

Visit: [www.concretedegree.com](http://www.concretedegree.com) for more information

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## CIM Program Overview

- ▶ North Central Region has been a prime target for expanding the CIM program to a four-year university
- ▶ Two years ago, the North Central Region Patrons group (501c3) was formed to study the economic feasibility of funding a CIM program in the NCR
- ▶ Regional Patrons are responsible for raising a minimum of \$100,000 per year for the first 5 years of the program start up. Additional funding for scholarships is required after the 5-year implementation.
- ▶ The National CIM Steering Committee also pledges \$100,000 per year for the first 5 years. Additional funding follows in the years after.

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## North Central Region

- ▶ NCR Patrons Group led by Thor Becken of Cemstone
- ▶ NCR received enough pledges to develop a Site Selection Committee to evaluate regional universities in 2020
- ▶ Toured and interviewed 5 interested universities in the region
- ▶ Regional Site Selection Committee
  - ▶ Dr. Heather Brown, MTSU, Committee Advisor/Consultant
  - ▶ John Cunningham, ARM of MN
  - ▶ Greg Mulder, ICPA/IRMCA
  - ▶ Jason Reaves, ACPA of South Dakota
  - ▶ Cherish Schwenn, WRMCA
  - ▶ Art Thompson, ND Concrete Council

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## Next Steps

- ▶ NCR Region Patrons Group and National Steering Committee Members toured and interviewed top two candidates in November 2020.
- ▶ Based on several factors, decision was to award the CIM program to South Dakota State University in Brookings.

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SDSU – Brookings, SD



- ▶ Founded in 1881
- ▶ The state's largest, most comprehensive higher-ed institution.
- ▶ Fall 2019 enrollment: 11,518
- ▶ Offers 82 majors, 35 specializations, 94 minors, 36 master's degree programs, 15 Ph.D. programs and two professional doctorates.
- ▶ Business and Management
  - ▶ Business Economics
- ▶ Jerome J. Lahr College of Engineering
  - ▶ Civil and Environmental Engineering
  - ▶ Construction and Operations Management

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### South Dakota State University



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### South Dakota State University

**Pros**

- ▶ **Enthusiasm for the program.** Support for adding the CIM program from all levels. Appears to be a strong relationship between CM and CE departments.
- ▶ **Facilities and Campus Amenities.** SDSU has been updating and adding new facilities to its campus. It includes well equipped concrete and materials labs; a structures lab with precast equipment; and a 3D concrete printer. SDSU has office and classroom space within the current facilities to house a new program. Brookings was identified as the "safest college town in America."
- ▶ **Development of new programs.** SDSU has a proven history of working with industry to develop/implement new programs. The most successful program is the Architecture Degree, which was started 10 years ago. This was funded by industry and has grown each year since inception. The program is now fully accredited. It also has developed a Construction Technician certificate and a 2-year associates degree. They also have worked with the agricultural and veterinary industries to develop curriculum to fit their needs.
- ▶ **Instruction.** SDSU boasts a 12-1 student/faculty ratio in its CM program. It also has a requirement that instructors must have 3 years of real-world experience prior to teaching. In addition, class schedules are set up so that students can work while taking classes. Many travel home to work 3-4 days per week.

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## Next Steps

- ▶ CIM National Steering Committee and SDSU have entered into a Memorandum of Understanding
- ▶ South Dakota Board of Regents approved the MOU in December
- ▶ Currently working on approval for program curriculum by Board of Regents in May
- ▶ Job search for CIM Program Coordinator/Professor in Practice at SDSU is underway
- ▶ Plan on hosting CIM introduction courses in Fall 2021
- ▶ Full program implementation in Fall 2022

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## CIM Program Support

- ▶ NCR is still looking for companies to donate their time, talent and treasure to supporting the CIM program
- ▶ Asking for program support commitments for 5 years
- ▶ Donations are tax deductible
- ▶ Those interested can request a pledge card and more details from any state association leader
- ▶ Also need of companies to help promote the program to potential students; offer internships; plant/project tours; guest lecturers; donation of equipment/materials, etc.
- ▶ Many ways to get involved, just ask how

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## Concrete Industry Management Program

ART THOMPSON  
 EXECUTIVE DIRECTOR – NORTH DAKOTA CONCRETE COUNCIL  
 CELL: 701.425.7104  
 EMAIL: ART.NDCONCRETE@GMAIL.COM



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#ConcreteTough  
 Are you tough  
 enough?



Jereme Montgomery  
 Biz Development Mgr.



STEPHENS & SMITH  
 CONSTRUCTION



@NEconcrete

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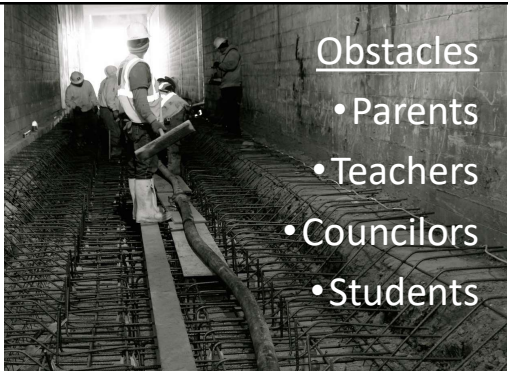
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Obstacles

- Parents
- Teachers
- Councilors
- Students

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### My top 10 reasons to be a Concrete Professional

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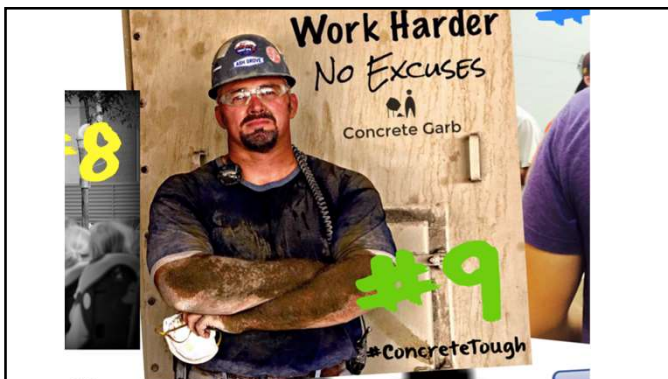
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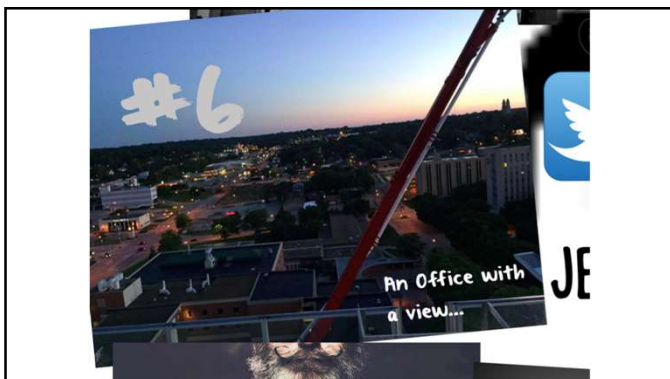
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#1 - **It's a Skill**

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In my opinion...

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- Create Awareness
- Recruit
- Formally Train & Educate
- **Retain**
- REPEAT



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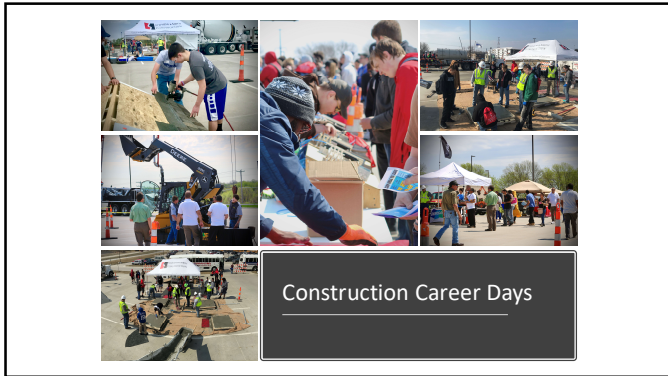
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**CONSTRUCTION PATHWAYS**   
 RESIDENTIAL BUILDING | MASONRY | ELECTRICAL | HVAC/R

**DUAL CREDIT:**  
 Earn up to **28 SCC credits**

**ESTIMATED DUAL CREDIT TUITION COST:**  
 ~\$30/credit x 28 credit hours = **\$924 TOTAL**  
 -Scholarships Available-

**STUDENT EXPERIENCE & PROJECTS:**  
 Students will enrich their technical skills with participation in activities such as SACS/CSSA conferences/competitions, job shadows, summer employment, internships, career fair, Habitat for Humanity, entrepreneurship seminar, install smoke alarms, housing repairs for seniors, paint-a-thon, green build/recycle projects, HSAL, home show/activities, and AGC activities.

**RELATED PROGRAMS AT SCC:**  
**Building Construction Technology**  
 A Division of Applied Science Center



**BUILD YOUR FUTURE**  
 Gain hands-on exposure to the world of construction careers. Employers are looking for skilled, motivated professionals who are capable of meeting industry demands while remaining committed to lifelong learning on-the-job. A combination of formal training with practical experience will enhance your construction career opportunities.

the career academy

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**TBF The Builder Foundation**

HOME BUILDERS OF THE FUTURE AFFORDABLE PROJECTS ARCHITECTURAL AWARDS CONTACT

**Who We Are**  
 The Builder Foundation (TBF) was created in the early 1990s as a 501 (c) (3) non-profit organization associated with the Northeastern Omaha Builders Association (NOBA). TBF operates as a separate organization but works closely with NOBA on certain projects such as the Architectural Awards program providing scholarships to deserving students.



**Board of Directors**  
 Chairman **Dan Wellendorf**  
 Executive Vice-President,  
 Builders Supply Company

[www.thebuilderfoundation.org](http://www.thebuilderfoundation.org)

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**50 Years 1966-2016**

Home / Hard Hats and Heels

**Hard Hats and Heels**  
 Hard Hats and Heels High School Summer Camp at the CCC Grand Island Campus

Central Community College and the National Summer Transportation Institute (NSTI) are accepting applications. Twenty spots are available for students that will be entering the 9th, 10th, 11th or 12th grade in the fall of 2016 with a 2.0 grade point average and one year of Algebra. The primary purpose of the institute is to expose students to transportation careers.  
**All applications must be postmarked or received by May 20, 2016.**



<https://www.cccneb.edu/NSTI/>

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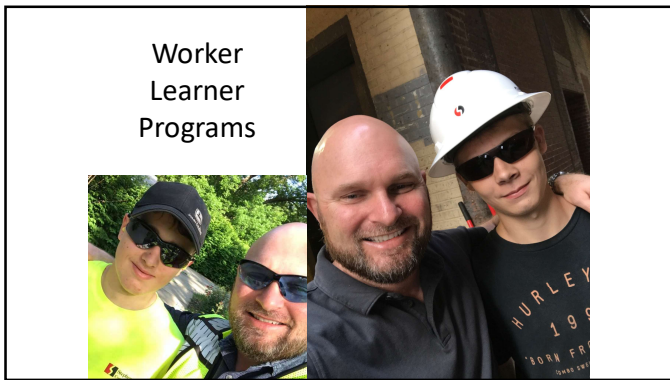
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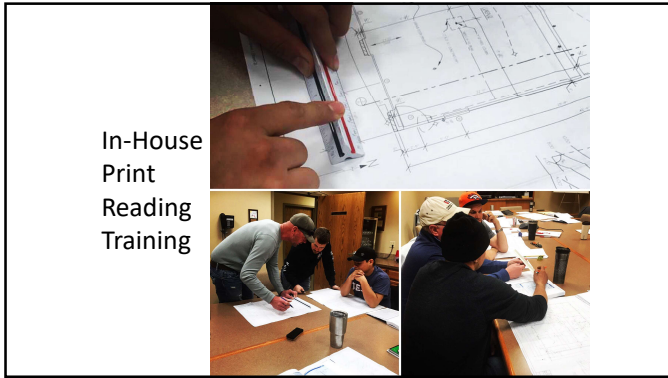
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In-House  
Print  
Reading  
Training

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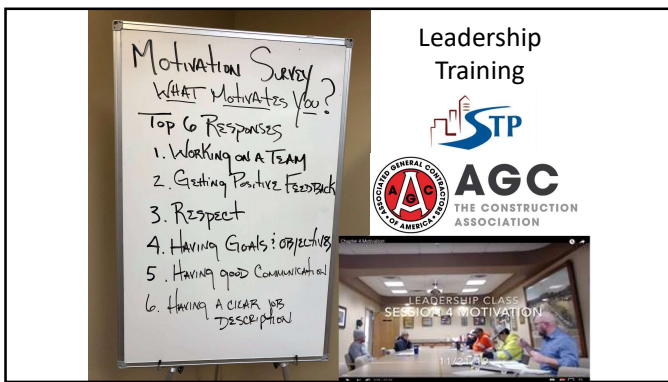
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Leadership  
Training

**AGC**  
 THE CONSTRUCTION  
 ASSOCIATION




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### The Cost of Culture

- Engagement - Employees are 40% more productive if they are engaged with the company.
  - Retention
  - Turnover



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### The Impact of Culture

**THOSE WHO WORK THERE WILL DETERMINE WHO WANTS TO WORK THERE.**

- “We just can’t find any good people.”
- “Due to the low unemployment rate, there just aren’t any good people left.”
- “Those who want to work are already working.”
- “When we do get good people, they won’t stay.”

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### Are You Tough



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**Jereme Montgomery**  
Stephens & Smith Construction

 @NEconcrete

**Thank You!**



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