

# CONCRETE INDUSTRY MANAGEMENT ADVISORY COUNCIL ORGANIZED



A group of ready mixed and manufactured concrete producers and allied suppliers from the southeastern U.S. has chartered an Executive Advisory Council (EAC) for the Middle Tennessee State University (Murfreesboro) Concrete Industry Management Program. The move reflects the institution's "expanded reach into a contractor, cement, masonry and concrete products sectors," says EAC Chairman Henry Batten (**Concrete Supply Co.**, Charlotte, N.C.). "Communication between academia and industry has been a cornerstone of the success of this program, and the EAC will continue that tradition."

Adds acting CIM Director Dr. Heather Brown, "As our graduates have entered virtually every sector of the industry, our curriculum has continually expanded to provide students the broadest concrete management education possible. Working with the industry to develop class content ensures we will have graduates ready to meet [market] demands."

EAC members have begun strategic planning on key CIM aspects, including marketing and recruiting, building fundraising, and curriculum research. The Council formation coincides with CIM enrollment surpassing the 300-student mark at MTSU, and CIM-modeled program roll outs at Arizona State University, California Stat Chico, and New Jersey Institute of Technology.

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