Developing Industry Leaders

Business Committee

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Who we are....

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Topics

- Project objective
- Investigation process
- Proposed actions
  - Information gathering
  - Addressing the “hassle factor”
  - NRMCA member commitment
  - Advertise
- Summary
- Questions

Project Objective

- **The Road To 7,500!**
- Current STEPS participation = 2,500
- Achieved through 50-55 classes per year
- Focused on ready-mix industry
- Course topics determined by committee
- Set national standard for topic areas

Group objective is to identify ways to help drive industry participation in STEPS courses to 7,500 attendees per year by 2012.
Investigation Process

- Reviewed STEPS course listings
- Leveraged cross-functional experience
- Phone interview with Eileen Dickson
- Incorporated her feedback & brainstormed
- Determined three main areas of need

Proposed Actions
Information Gathering

1. **Survey attendees at the beginning of the course:**
   - Why are you here?
   - Who sent you?
   - What do you expect to learn?
   - Which NRMCA courses have you previously attended?

   Pre-course survey helps to identify who is making the decisions as to who attends. Are employees asking to come or are organizations signing employees up?

2. **Survey attendees at the end of the course:**
   - What did you like/dislike?
   - Was it what you expected? Why/Why not?
   - Would you like to come back? Why/Why not?
   - How would you rate the effectiveness of your instructor?

   This survey allows NRMCA to understand how attendees feel about their experience. Will they ask to come back?
Information Gathering

3. Survey attendee’s supervisor 30-60 days after class is over:
   - Does he/she feel value was gained by attending? Why/Why not?
   - Do you plan on sending Jane/John to another class? Why/Why not?
   - Has your company gotten the value it expected out of the course? Why/Why not?

Measures effectiveness and actual value received by those who chose to send employees. Will provide feedback for improvement.

Information Gathering - Summary

- Series of surveys to accomplish the following objectives:
  1. Are employees asking to come to class or are employers requiring it?
  2. What did attendees like or dislike about the program?
  3. What skills did you learn that you are taking back to the workplace?
  4. Are the courses delivering value to participating organizations?
  5. Provides channel for constant feedback
The “Hassle Factor”

- What is the “hassle factor”?  
  - Losing an employee for a week  
  - Cost of airfare, hotel, meals  
  - An employee being away from home for a week  
  - Air travel complications  
  - Weather  
  - Delays

- How can we overcome the “hassle factor”?

The “Hassle Factor”

- Suggestions for avoiding the “hassle factor”  
  - Internet based lectures
The “Hassle Factor” - Summary

Suggestions for avoiding the “hassle factor”
- Internet based lectures
  - Would allow for students to receive lectures while not missing work
  - Would allow organizations to avoid costs associated with sending employees
  - Could maintain integrity of training by having on-line quizzes and an in-person final exam

NRMCA Member Commitments

1. Why is database integrity an issue?
2. Offer classes in clusters
3. Designate a point person within each member company.
4. Consider allowing member representatives to instruct courses.

7,500 will not happen without the commitment of all NRMCA member companies!
Advertising

- **Current methods of marketing:**
  - Weekly e-news letters
  - Website listings
  - Email notifications
  - Blast Faxes
  - Direct Mailing
- **This method is limited to the integrity of the contact database**

  Expand awareness of course offerings and schedules by using print advertising in industry publications

Summary of Recommendations

1. **Surveys** – use them to learn more about your students and their organizations
2. **Address the hassle factor** – this is a large issue that can’t be ignored
3. **Members must step up** – in order to hit 7,500 everyone will have to step up
4. **Advertise** – use industry publications to expand knowledge of courses/schedules
Questions