

What You Told Us - L&D Focus Groups

Background

In 2024, the NRMCA designed a strategy to increase value delivered to its members through its portfolio of learning and development programs.

Amplifying the voice of the member is the first step in this process. Listening to the voice of the member ensures the decisions we make, and the programs we design, are responsive to the needs and interests of our members and the ready-mixed industry.

The findings shared here summarize feedback collected between August and November 2024 through an L&D survey, two open-invitation focus groups, and anecdotal feedback captured through sessions at ConcreteWorks and other informal conversations.

Core Curriculum

Current course offerings are perceived as valuable and well-aligned with member interests and industry need. There is an interest in strengthening learner pathways within the curriculum and better identifying target audiences for each course. Demand for more courses for supervisors, managers, and leaders is a consistent theme.

Credentialing

While most learners enroll in a course to gain knowledge or skill, there are members who want to earn advanced credentials and designations.

There is consistent feedback that the current STEPS program is too complicated and participation too low.

Additionally, many have the opinion that pass rates are “way too low” in other certification programs.

Certifications are highly valued when they are linked to industry specifications or employer career paths.

Capacity

The frequency with which courses sell out is a source of frustration for our members.

Demand routinely outpaces current capacity.

Communication

Creating awareness of L&D programs is a challenge. To quote a focus group participant, “we are failing our members”. Email is an insufficient channel.

Members also note frustration with the unpredictable schedule with which courses are posted and opened for registration.

Content

There is recognition that content within the curriculum may be outdated, specifically within the sales courses (CCSP) and the Supervisors Course.

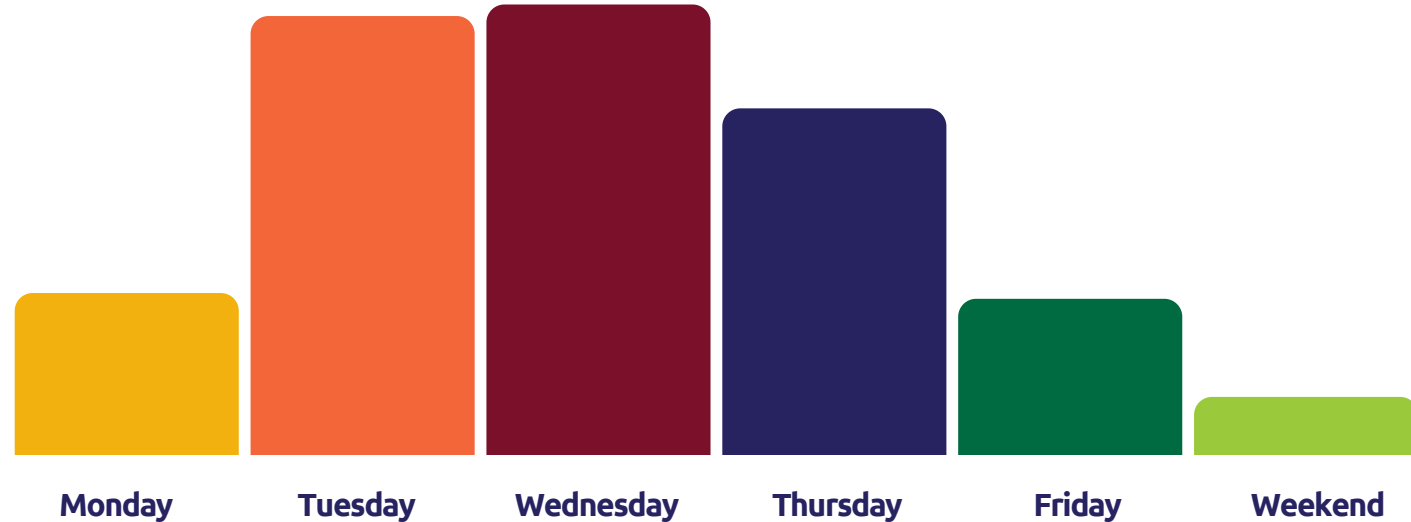
There is also unchallenged interest in adding more content and learning on **workforce wellness** (heart health, mental health, safety, and well-being) and **workforce development** (succession planning, ladders for upward mobility, women in concrete, and rising leaders).

Adapting content for associate members and increasing accessibility of courses for drivers (including Spanish translation) emerged as underserved growth opportunities.

There is caution to “stay in our expertise” and focus on those courses in which NRMCA offers unique expertise.

What You Told Us - L&D Survey Results

What day of the week is most convenient for you to attend an NRMCA learning event?



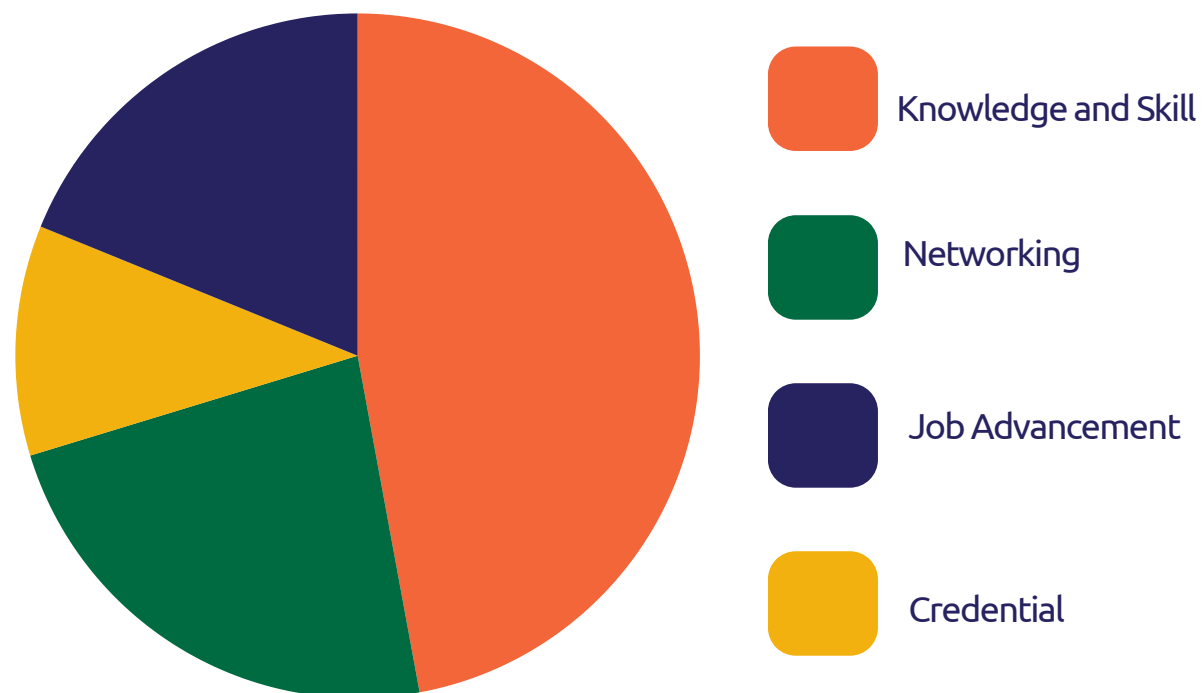
On a scale from 1 to 10, to what extent to do you feel NRMCA courses improve your knowledge & skill?



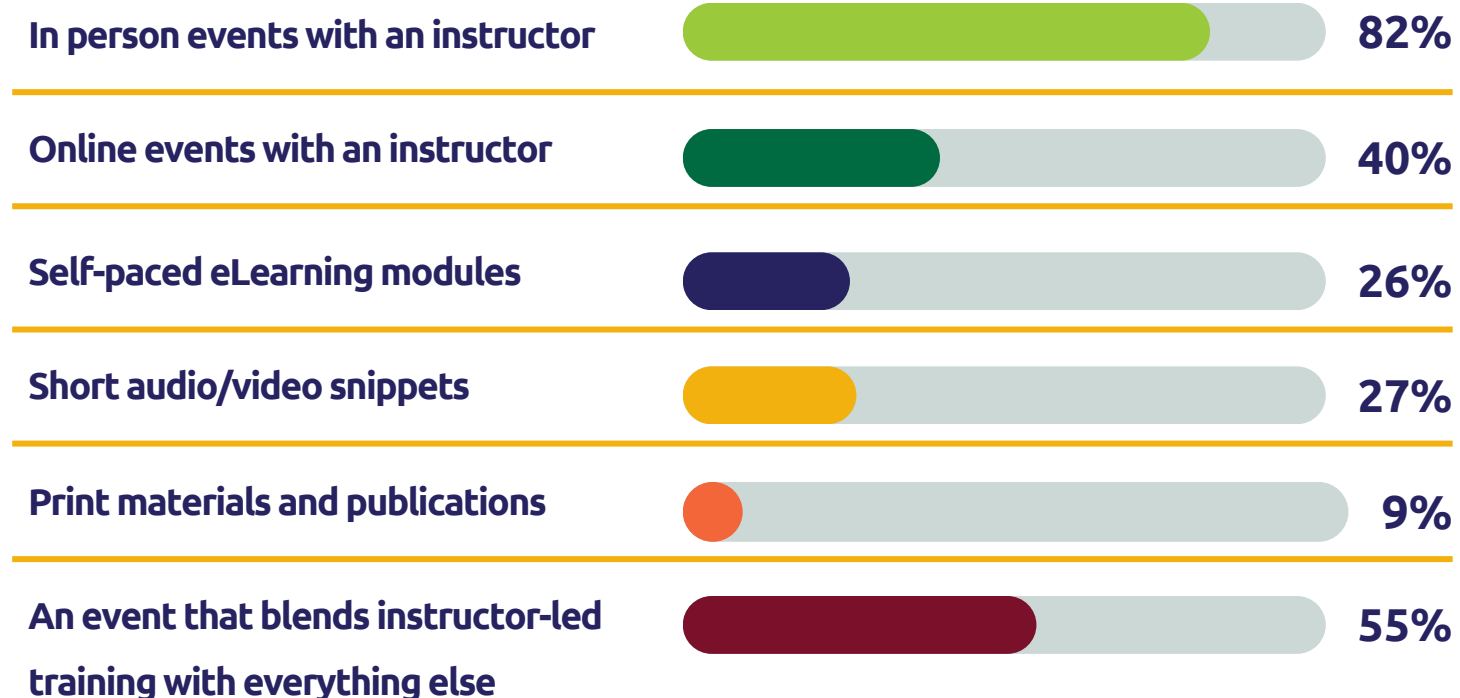
What topics are of most interest to you?



What You're Looking To Gain from NRMCA Courses?



What is your preferred instructional method?



How we are responding.



Content

We are conducting a review of current NRMCA courses to ensure each course has the right amount of content for its length (not too much, not too little) and that content is both accurate and current.

It also helps us determine new instructional methods, as well as new or different ways we might offer courses (online, digital, or in-person).

In response to demand for more management courses, we updated the Supervisors Course, (which is now available by request through state affiliates or members). Finally, we are launching an newly designed Developing Industry Leaders program in 2025.

Capacity

We are moving to semester-based scheduling in 2025, which will increase course capacity by 400% in most of our courses.

We are also recruiting adjunct faculty for all courses as a way to increase course capacity and bring.

Communication

The full 2025 course calendar will be published the first week in January and promoted through a multi-channel communications plan.

With increased course capacity, and improved communication, we hope hope to see more of you in the classroom in 2025.

Credentialing

We've expanded our credentials to include certificates of completion, along with certifications and designations.

In some classes, we'll replace exams with practical tools to use back at work.

Finally, with a new learning management system, members will be able view their transcripts. We hope to have this functionality available in late Q4/2025.

Core Curriculum

We are building stronger, more intentional, pathways within the curriculum so that learners can identify how to advance in their roles. We've started with our Dispatcher series.

We are also updating all course descriptions to include learner objectives and target audience statements to better set, and communicate, expectations for our members.

In 2025, we'll also publish an inaugural course catalog, so that members can see the full scope of learning opportunities in one document.

These pathways, and our new credentialing criteria, will replace STEPS.



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