



July 15, 2025

The Masonry Foundation  
1481 Merchant Drive  
Algonquin, IL 60102

Dear Masonry Foundation Trustees and Review Committee Members,

The Masonry Institute of Tennessee has been approved for a Concrete Masonry Checkoff national program to develop a masonry module for construction management undergraduate students. This module will expose students to masonry materials, techniques, equipment, and design. The core audience of undergraduate students in construction management go on to have careers as project engineers, project managers, and estimators for general constructors, specialty contractors, and other construction adjacent industries. The goal of the program is to “make a great first impression” for the masonry industry to the project leaders and decision-makers of the next generation of construction managers. Through the use of pre-prepared slides, quizzes, reference materials, and video presentations, we wish to make it as easy as possible for college professors to include high quality and accurate information about masonry in their courses. Additional deliverables from this program include hours of footage that can be re-edited for additional use such as, workforce development presentation videos geared toward high school students, introductory masonry industry information for new employees of masonry producers, suppliers, contractors, and equipment manufacturers.

In 2022, the Masonry Foundation graciously approved a grant for MIT for the purchase and build out of an enclosed trailer for our workforce development director, Dustin Love. Through your generosity and the generosity of our members and industry partners, Dustin has traveled all over Tennessee and several of our neighboring states interacting as a positive figure for the masonry industry to thousands of students a year. His work within the Tennessee CTE educational community has helped push efforts in developing a statewide masonry specific high school masonry curriculum, pre-apprenticeship programs in high schools, and find an easier path for licensure for masons as CTE instructors.

In light of your previous generosity and the national impact of this program, MIT hopes you will consider the attached proposal. In soliciting funding from multiple sources outside of the CM Checkoff, we can ensure that the module developed will contain a complete overview of the masonry industry and not just concrete masonry. In addition to the program deliverables, unedited footage, and curriculum development materials would be made available to the Masonry Foundation and MCAA.

Thank you for consideration and support. Please do not hesitate to reach out to me with any questions or comments.



Thank you,

A handwritten signature in black ink, appearing to read "Neal Adams". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Neal Adams

Board Member

# University Construction Management Program Masonry Module

## Project Description:

This program would create a four part module that instructors in university construction management programs can use to better facilitate the teaching of masonry to construction management students. The four part module details masonry materials, masonry safety, masonry activities on an active job site, and how masonry fits in on the modern commercial construction project. This module would contain 4 - 1 hour videos for presentation during class or through a university LMS, powerpoints, reference materials, quizzes, and other educational materials needed to quickly and efficiently slot this module into an existing construction management class. In addition to the primary goal of providing a masonry module to university construction management programs, the videos will be shot in a way that allows for the videos to be edited into an Introduction to Masonry video geared towards high school students wanting more information about a career in masonry, and also a video introducing masonry materials to newly hired professionals in the masonry industry.

## Project Objective:

The audience of these construction management classes are typically undergraduate students that go on to start their careers as project managers, project engineers, and project superintendents for general contractors, specialty contractors, and other construction adjacent industries. By presenting a “great first impression” on these students, they will have a better understanding of masonry materials, techniques, and procedures. These project decision makers will be better equipped to better utilize masonry in their projects and work better with masonry contractors on future projects. Additionally, the footage recorded from masonry projects, production facilities, and events will be available for use in other videos geared towards other masonry industry stakeholders.

## Background Information:

Concrete Masonry Checkoff has approved funding for \$50,000.00 for this program and the Masonry Institute of Tennessee is in the process of finalizing the contract with an anticipated program start date of 9/1/25.



## Summary of Qualifications:

Neal Adams will lead this program for MIT. He is currently an adjunct professor teaching a course in Construction Management with the University of Tennessee at Chattanooga. He has also been MIT's CM Checkoff RAC Region 2 representative and on the CM Checkoff University Relations Task Force.

## Anticipated Impact:

The improvement of education in Masonry for construction management graduates will help facilitate better projects for masonry contractors, general contractors, and other project stakeholders. By presenting masonry in a more positive and professional light this program will help make it easier for all project stakeholders to use masonry in a more informed and positive manner.

## Budget:

The Masonry Institute of Tennessee is requesting \$10,000.00 to augment the funding already approved by CM Checkoff. This additional funding will go to video production and increased scope.

## Requested Payment Procedure:

A one time payment of \$10,000.00 to MIT at program start on or around 9/1/25.

## Reporting Schedule:

The program is expected to have a duration of six months from program start. Final report along with deliverables will be made available during Q1 2026.



Title **25N-R78 University Construction Management Program Masonry Module** 02/20/2025  
id. 49715938

by **Neal Adams** in **Concrete Masonry Checkoff**  
**Proposal Application**

Tennessee  
nadams@masonrytn.org

**Original Submission** 04/29/2025

You can invite additional people to complete this form as a collaborator. Follow this link for additional information [Click on Invite Collaborators](#). A Dialog box will appear, asking you to enter the email addresses of your collaborators. Enter those addresses, then click Invite. Invited collaborators will receive an email, letting them know you've invited them to collaborate on a draft submission using Submittable. In order to communicate with collaborators through the Submittable platform, all invitees must accept the invite BEFORE the owner of the submission (that's you!) hits Submit. After you've sent invitations to collaborate, you can click on the Invite Collaborators link again anytime to see the status of your invitations. In the row for each invitee who has not yet accepted their invitation, you will see a Pending indication. There will also be a trash can next to each person's name so that the Submission Owner can remove anyone that they no longer want to collaborate on the submission. The person submitting this application will be the Submission Owner and will receive all future communication.

#### 1. Applicant Information

1.1 Project Manager Neal  
Adams

1.2. Masonry Institute of Tennessee  
Company/Institution:

1.3. Mailing Address: PO Box 3189  
Chattanooga  
TN  
37404  
US  
35.030976  
-85.27486

1.4. Phone: +14232278985

1.5. Email: nadams@masonrytn.org

## 2. Project Information

2.1. Project Title	25N-R78 University Construction Management Program Masonry Module
2.2. Please provide a summary of the proposed scope of work (1000 word limit).	This program would create a 4 part module that instructors in university construction management programs can use to better facilitate the teaching of masonry to construction management students. The 4 part module details masonry materials, masonry safety, masonry activities on an active job site, and how masonry fits in on the modern commercial construction project. This module would contain 4 - 1 hour videos for presentation during class or through a university LMS, powerpoints, reference materials, quizzes, and other educational materials needed to quickly and efficiently slot this module into an existing construction management class. In addition to the primary goal of providing a masonry module to university construction management programs, the videos will be shot in a way that allows for the videos to be edited into a Introduction to Masonry video geared towards high school students wanting more information about a career in masonry, and also a video introducing masonry materials to newly hired professionals in the masonry industry.
2.3. What is your primary intended focus area?	Educating Design Professionals
What is your secondary intended focus area?	Educating Design Professionals
2.4 Who is the intended audience for this program?	Students Contractors/Installers Educators Producers
	2.5 What are the specific goal(s) of this program? Please identify how the goals of this program fall within the Order of Research, Education and Promotion definitions.
Specific goal(s) of this program are:	The primary goal of this program is to educate and promote masonry to university construction management students. These students will become the next generation of project managers, engineers, and estimators working at general contractors and subcontractors nation wide. Increased knowledge of masonry will remove bottlenecks and improve overall project success for masonry suppliers, contractors, and manufacturers.
	2.6 What are the specific deliverables associated with this program?

Please provide a list of your specific deliverables:

[Specific deliverables \(1\).xlsx](#)

2.7 What are the primary Key Performance Indicators (KPIs) you will use to measure the success of your program? Please provide numerical targets.	University adoption of masonry module in construction management curriculum: First Year Target - Complete Module and Offer to Universities, Second Year Target - 5 Universities, Third Year Target - 20 Universities
2.8 What actions will be taken to ensure success?	Provide a channel for feedback from professors and instructors on the module, incorporate feedback in to updated versions of module.
2.9 What resources are needed for this project to be effective?	Clutch's LMS, Video Production, Travel, Access to CMU plant and construction site for filming.
2.10 What is the timing for making an impact?	Approximately 6 months for module development and production. Uptake of module by university programs in a further 6-18 months for widespread adoption.
3. Project Background, Objectives, and Scope of Work:	
3.1. Amount Requested:	50000
3.2. Funding Request & Budget (do not add "\$" in front of any numbers in the table below): <a href="#">Application Budget Template Rev Jan 9 2025.xlsx</a>	
3.3. Requested Payment Schedule (do not add "\$" in front of any numbers in the table below): <a href="#">Requested Payment Schedule_ (2).xlsx</a>	
3.4. Development Schedule, Milestones and Payment Schedule (Mark an "X" in the appropriate cell if you will hit the deliverable in that quarter): <a href="#">Development Schedule, Milestones and Payment Schedule.xlsx</a>	
3.5. Are you requesting money for a third consecutive period?	No
3.6. Are you receiving additional funding from other sources?	Yes
How much additional funding are you receiving?	50000

Other Funding Sources: Per Concrete Masonry Products Board Policy, programs seeking perpetual funds for a third consecutive period should seek additional funding.	Funding Requests are also being made to the MCAA, BIA, Cast Stone Institute and CMHA (adhered masonry is represented by CMHA).
3.7. Technology Transfer: Explain how the deliverables of this project will be used after project completion.	Videos and all other materials will be integrated into the CMU Checkoff Education Hub for use and updated as needed. Footage filmed will be available for editing into new videos and videos geared towards high school students and newly hired masonry professionals.
3.8. Market Scope: Is this program regionally focused or nationally focused?	National
3.9. Summary of Program Team Qualifications:	<p>Neal Adams (Program Primary)</p> <ul style="list-style-type: none"> <li>• Adams Masonry, Inc. - President/Owner</li> <li>• University of Tennessee, Chattanooga - Adjunct Professor, Construction Management</li> <li>• Masonry Institute of Tennessee - Board Member, Region 2 RAC Representative</li> <li>• MCAA - Workforce Development Chairman</li> <li>• The Masonry Foundation - Secretary</li> </ul>
3.10. Attach supporting documentation:	
<input type="checkbox"/> <input type="checkbox"/> You are about to submit your application. <input type="checkbox"/> <input type="checkbox"/>	<p>Correcting mistakes or making edits after your application has been submitted is not allowed. For any technical questions about the platform, please visit THIS WEBSITE. To complete and submit your application click 'Submit'. Your email service provider will sometimes try to predict incoming spam mail on your behalf and filter it into your spam folder before you ever see it. If you're not receiving expected emails from notifications@email.submittable.com, you will want to safelist the address to help ensure that these emails reach you. Safelisting an email address means explicitly telling your email service provider that emails from notifications@email.submittable.com are not spam or junk mail. How can I safelist notifications from Submittable?</p>



After submitting, you will be redirected to your Submissions screen in Submittable where you will find your completed application.

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