



RMCREF Spotlight



January 25, 2022: In this edition of RMCREF Spotlight, we reaffirm our commitment to providing resources that meet the needs of the industry. With the spring construction season just around the corner, one of the significant challenges ready mixed concrete producers continue to face is finding, hiring and keeping drivers. In response to this challenge, the [Ready Mixed Concrete \(RMC\) Research & Education Foundation](#), in cooperation with the [National Ready Mixed Concrete Association \(NRMCA\)](#), developed a series of **free** driver recruitment and onboarding resources. These include videos and audio materials that may be used as radio spots to recruit new drivers for your company and to introduce new potential drivers to the industry and the day-to-day responsibilities of being a professional concrete mixer truck driver.

The resources include:

- **Nine-Minute “Day in the Life of a Mixer Driver” Video:** This video can help to acquaint potential commercial drivers to the industry and what their day-to-day roles and responsibilities will be. This video is especially helpful for potential mixer driver employees to view on your website or during an interview or during your onboarding process so that they can fully understand the job’s scope and the benefits of being a driver for the ready mixed concrete industry.
- **Two-Minute, Twenty-Second “Day in the Life of a Mixer Driver” Video:** This is a shorter version of the video noted above. It is suitable for your website as well as use in recruiting and job fairs.
- **Thirty-Second “Driver Promo” Video Clip:** This clip was prepared as a promotional piece for these resources and may be of use to concrete producers, such as on their website.
- **Audio for a Thirty-Second Radio Spot:** Producers may add their company name and contact information for use at radio stations in their service areas. Note: audio provided is less than 30 seconds providing “time” to add contact information.
- **Audio for a Sixty-Second Radio Spot:** Producers may add their company name and contact information for use at radio stations in their service areas. Note: audio provided is less than 60 seconds providing “time” to add contact information.

While concrete producers may add their company name, logo and contact information, where appropriate, to these resources, we ask that they not be edited further without permission.

These materials are available from the Foundation's [Recruitment, Education & Training](#) page, on the Foundation's [YouTube](#) page, and [by request](#). Please feel free to share these resources with your colleagues, customers and others throughout the industry.

For more information on the work of the RMC Research & Education Foundation, please visit our [website](#) or contact Executive Director, [Julie Garbini](#).