



**FOR IMMEDIATE RELEASE**

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**CCTC's Dr. Kevin Pollock Publishes Book on Student Success**

**SUMTER, SC** — Central Carolina Technical College President Dr. Kevin Pollock is no stranger to the enrollment management process. Considered a national expert on student success models, Dr. Pollock is a frequent speaker at conferences and colleges throughout the country and he has authored more than 20 book chapters and articles over the past 40 years.

Now for the first time, Dr. Pollock has co-authored and co-edited a new book titled, "SEM as a Connector: Principles of Practice." The book features 14 other professionals who share their experience, research, thinking and practice in making connections and building relationships.

"It's an honor to edit and author a book that will serve as a guide for many Strategic Enrollment Management (SEM) professionals at colleges and universities across the country," Dr. Pollock said. The book is the newest publication from the American Association of Collegiate Registrars and Admissions Officers (AACRAO) and illustrates how SEM can be used to support relationship-building in fostering student success.

"SEM as a Connector: Principles of Practice" defines five new principles which make a difference in connections for accessibility and belonging. AACRAO hopes this book will ensure that making connections becomes a clearly defined core function of SEM and a hallmark of persistence and student success.

According to the AACRAO press release, "the book defines possibilities and shares stories that highlight SEM's unique ability to influence student engagement. It explores how creative and experienced colleagues applied their individual styles of SEM connective practice at their disparate institutions and discusses the patterns that emerged. The shared experiences of the authors reinforces the fact that SEM plays a critical—and direct—role in making connections."

The book is a compilation of knowledge and feedback from subject matter experts in the United States and Canada. Dr. Pollock is represented among the finest in the world when it comes to various student groups with particular needs for community and inclusion.

Including a foreword by renowned SEM leader Don Hossler, the talented group of authors includes:

- Will Cantrell - Michigan Technological University

- Susan Gottheil – (Retired), University of Manitoba & AACRAO Consulting
- Tyler Hayes - Central Oregon Community College
- Casey Hayes - Elon University
- Stanley Henderson – (Retired), University of Michigan-Dearborn & AACRAO Consulting
- Amy Hutton - The University of Alabama
- Dennis Livesay - Michigan Technological University
- Alicia Moore - Central Oregon Community College
- Kizzy Morris - Cheyney University of Pennsylvania
- Rodney Parks - Elon University
- Kevin Pollock - Central Carolina Technical College & AACRAO Consulting
- Clayton Smith - University of Windsor & AACRAO Consulting
- Alexander Taylor - Elon University
- Anne Thurmer - Minnesota State Community and Technical College

“SEM as a Connector: Principles of Practice” can be purchased at the [AACRAO Bookstore](#) or through [Amazon](#) in Kindle and paperback versions.

*Central Carolina Technical College is a comprehensive, public, two-year institution of higher education that is dedicated to fostering a positive environment of teaching and learning for faculty, staff and students. The college serves primarily the region of Clarendon, Kershaw, Lee and Sumter counties in South Carolina and confers associate degrees, diplomas and certificates. Learn more: [cctech.edu](http://cctech.edu)*