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## Cecilia Leslie is Named Admissions Director at UNH

By [Kim Billings](#)  
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DURHAM, N.H. -- The director of undergraduate admissions at the University of South Florida has been selected as the new executive director of admissions at the University of New Hampshire.

Cecilia Leslie is expected to start at UNH in August, according to Mark Rubinstein, vice provost for enrollment management. Her selection comes following a nationwide search chaired by Education Professor Grant Cioffi.

"We're thrilled that Cecilia Leslie will join us at UNH," Rubinstein says. "She brings with her a strong and successful history in admissions, and we have every expectation that she will strengthen our student recruitment program here."

For nine years until 1999, Leslie was assistant director of admissions at the University of Missouri-Columbia, and prior to that, she served as prospect management coordinator at Pennsylvania State University.

Leslie says what impressed her most during her two-day visit to UNH was "the pride and loyalty exhibited by students, faculty and staff. When prospective students and their families come for a campus visit, they will feel what I felt during my couple of days on campus -- a 'welcome to our family' attitude."

Leslie says her first assignment will be getting to know people across campus to assess attitudes regarding UNH's current recruitment strategies. "The admission staff members at UNH clearly are dedicated professionals who are doing an excellent job. I want to know what they and others -- faculty, students and staff -- think we do well in terms of recruitment and build on

that."

She also will visit with high school guidance personnel, community college leaders and employers regarding their perceptions of UNH. She says, "I hope to gain valuable insight into what UNH is doing well, and what these groups of constituents would like us to do for them."

UNH's campus visit program will be a priority, Leslie adds. "National research tells us that the single most important factor in the college decision process is the campus visit. How does a visit to UNH stack up against the competition, and are there additional things we could be doing to impress our guests? What's most important is the opportunity for students and their families to interact with faculty, staff, and current students."

And it can start before the "official" college visit. The key is to get middle school and high school students on campus early and often in their academic careers -- summer theater/music camps, science camps, sports camps, cheerleading camps, workshops on language, history, geography, writing -- "so they are introduced to the academic strengths and the services and opportunities at UNH," she explains.

Leslie earned an A.B. in Psychology and an M.Ed. in counseling and personnel services from the University of Missouri-Columbia. She will begin the move to New Hampshire this summer, with her husband, Phil, currently a faculty member with the USF School of Mass Communications.

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