



ON THE HOUSE



Luminstruct Monthly Newsletter

In this Issue:

- A Year at a Glance
- Book Club-Good to Great
- Door Dec DIY-PacMan
- Lead On! Mark Jestel
- Pins of the Week
- Join The Conversation

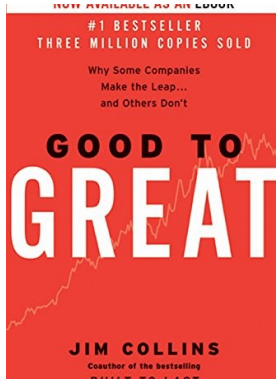
A Look Back at 2017

2017 was a great year for the Luminstruct website!
Here are some highlights!

- 150,000 monthly Pinterest viewers
- 920 weekly website views
- 100+ Facebook likes
- 88 total spotlight pins of the week
- 12 Lead On! Leaders
- 12 Door Décor DIY Tutorials
- 8 Book Club Reviews

Good to Great

Good to Great was an amazing way to start the 2018 year for Book Club! Although not specifically designed for Student Affairs professionals, Collins and his team created this book to ensure almost any organization could substantially improve its structure and performance. The



book creating an easy to follow framework for companies, departments, and programs to take their good organizations and make them great! By taking a closer look at various organizations which performed remarkably better than other organizations in their given field, the Good to Great team were able to pinpoint the specific qualities which set them apart from the other organizations. Collins and his team do a remarkable job using graphics, concepts, and analogies to further illustrate the points trying to be conveyed. Various staples included identifying your "hedgehog concept", making sure you have the right people on your bus, and making sure you get your team on the "Flywheel" and not the "Doom Loop". Each chapter is easy to follow and has a summary at the end of each chapter to review the concepts discussed. We especially enjoyed that the team were humble enough to have sections specifically designed to discuss unexpected findings at the end of each chapter as well. We would highly recommend reading this book and would also recommend listening along to the audio book as well since Collins has added other notes after the book's ten year anniversary.

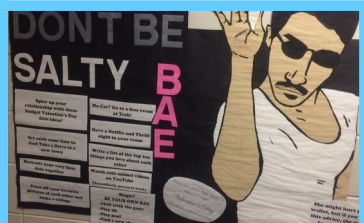


Lead On! Mark Jestel

We are very excited to announce this month's Lead On! Leader, Mark Jestel. Mark is not only the creator of Luminstruct, but is also a Director of Housing. Find his story in our Lead On! Section



Door Decor DIY



Coming Soon

Keep an eye out for other great content submitted to our site over the next month! Planned uploads include a new door décor DIY, Book Club, Lead On! Leader, spotlighting some awesome work from our viewers, and increasing the amount of content we deliver to you! Stay tuned!

Contact Us:

Interested in joining the conversation? Email us at mdjestel@gmail.com or fill out our "Contact Us" form on our website and we will get back to you at our earliest convenience. If you wish to *unsubscribe* there is a link on our contact page.