



Entry Form 2017 Annual Awards for Program Excellence

Entry Deadline: Thursday, June 15, 2017, Midnight ET

Each entry must include a completed entry form. Please complete a form for each entry your HFA is submitting. The completed entry form will become the first page of your entry.

This form is a fillable PDF. Type your information into the entry form and save it as a PDF. Please do not write on or scan the entry form. **Questions: Call 202-624-7710 or email awards@ncsha.org.**

Entry Title: Enter your entry's title exactly as you wish it to be published on the NCSHA website and in the awards program.

Category:

Subcategory:

Entry Summary: A 15-word (max) summary of the program, project, or practice you are entering.

HFA:

HFA Staff Contact:

Phone:

Email:

Visual Aids:

Are you mailing to NCSHA 10 copies of any visual aids that cannot be included in your entry PDF? Yes No

Payment:

My HFA is mailing a check to NCSHA.
My HFA is emailing the credit card authorization form to awards@ncsha.org.



Alaska Housing Finance Corporation (AHFC) provides Alaskans access to safe, quality, affordable housing. It offers rental housing for low-income Alaskans, home loan products, homebuyer education and provides grants for affordable and special needs housing.

In 2016, AHFC set out to produce an annual report that shared its story and the stories of the Alaskans it serves. As a state entity, legislators are a key audience. Alaska was heading into a legislative session to review a budget in crisis and lawmakers were tasked with deciding where to make cuts. This made it more critical to convey the impact of AHFC's services in a compelling way. With a budget of \$14,000, the objective was to go beyond presenting the necessary financials in an annual report and connect the audience emotionally with people using AHFC's programs.

AHFC helps Alaskans navigate the challenging housing and financial industries. This concept of "navigator" was incorporated into the report through an innovative web format, introduced in 2015 and updated for 2016. It incorporated rich photography of Alaskans and landscapes that inspired a sense of direction, complemented by navigational themes throughout. Another key element was showing the diversity of Alaska and intertwining testimonials from people whose lives were improved by AHFC's services. Some stories were presented in video format to strengthen the emotional nature of the digital annual report. It brought to life the guiding nature of AHFC and the positive influence of a corporation empowering Alaskans by giving them the resources to succeed, critical information for the legislature to receive. Throughout, a clear message of financial integrity and professional reports on the financial performance of AHFC was maintained.

The 54-page annual report was created as a website. An invitation to visit the site was sent to each legislator as well as Governor Bill Walker during the beginning of the 2017 Alaska legislative session. Emailing the report directly allowed for personalized correspondence and helped AHFC easily share the information, increasing its reach. The alternative to a printed report also reduced budget, and the agency used photography already in its library for the report's images, which contributed to the report's cost-effectiveness.

The digital report shared stories of how AHFC helps Alaskans navigate the complex process of buying a home, and connected with the reader emotionally by showing the

Alaska Housing Finance Corporation

AHFC 2016 Annual Report // Communications Category – Annual Report

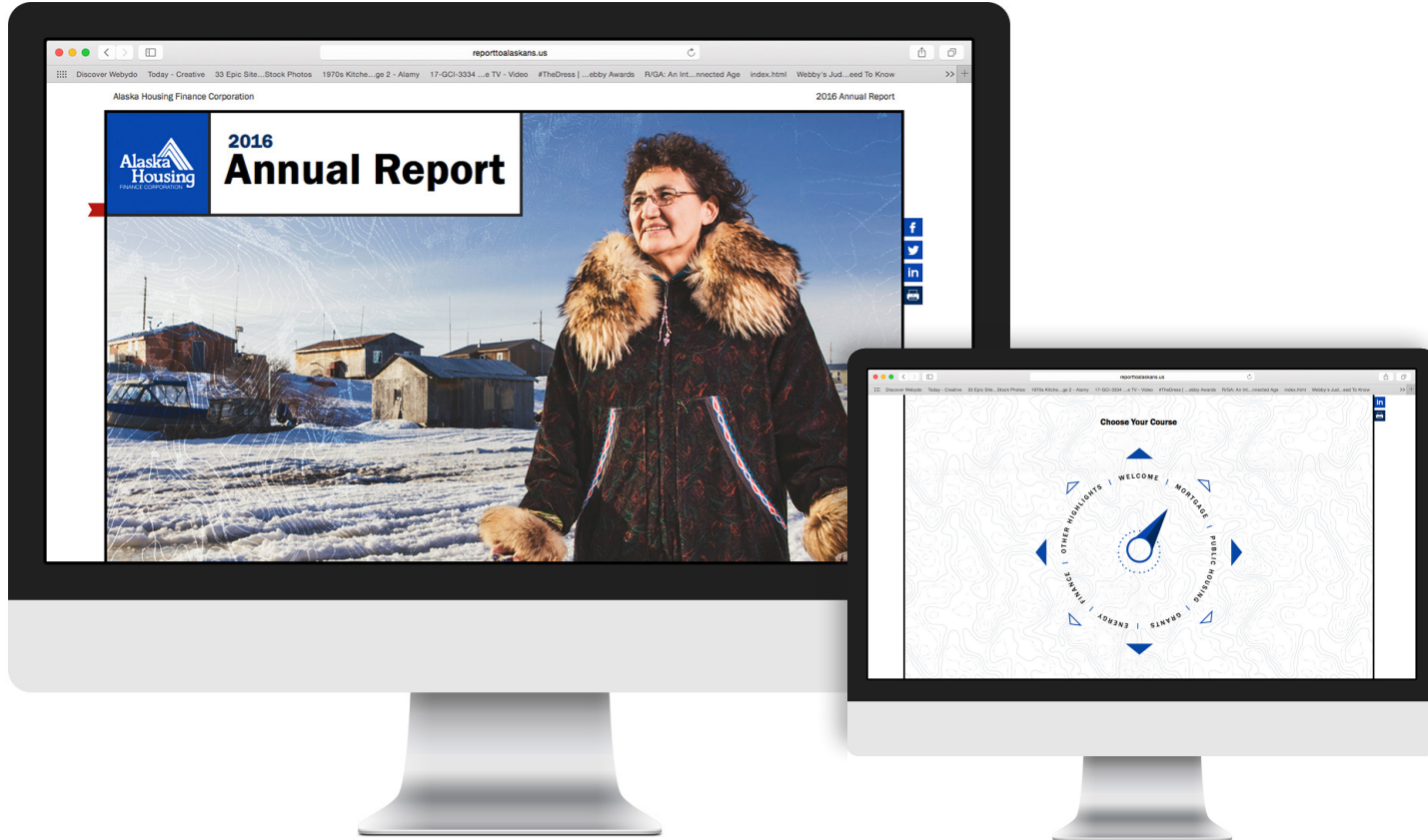
lives improved through AHFC's programs. The digital format was also easily shared through email forwarding and social media. The site's accessibility and intriguing content was successful with nearly 1,000 unique visitors in its first four months, and helped AHFC deliver its message to the lawmakers making critical decisions about the organization and its services in the state of Alaska.

The FY16 Annual Report marks the end of a five-year project aimed at completely phasing out print and switching to web-based annual reporting, increasing accessibility and reach while decreasing cost. Within the five-year timeframe, the cost to produce the annual report has reduced by more than half in FY 16.



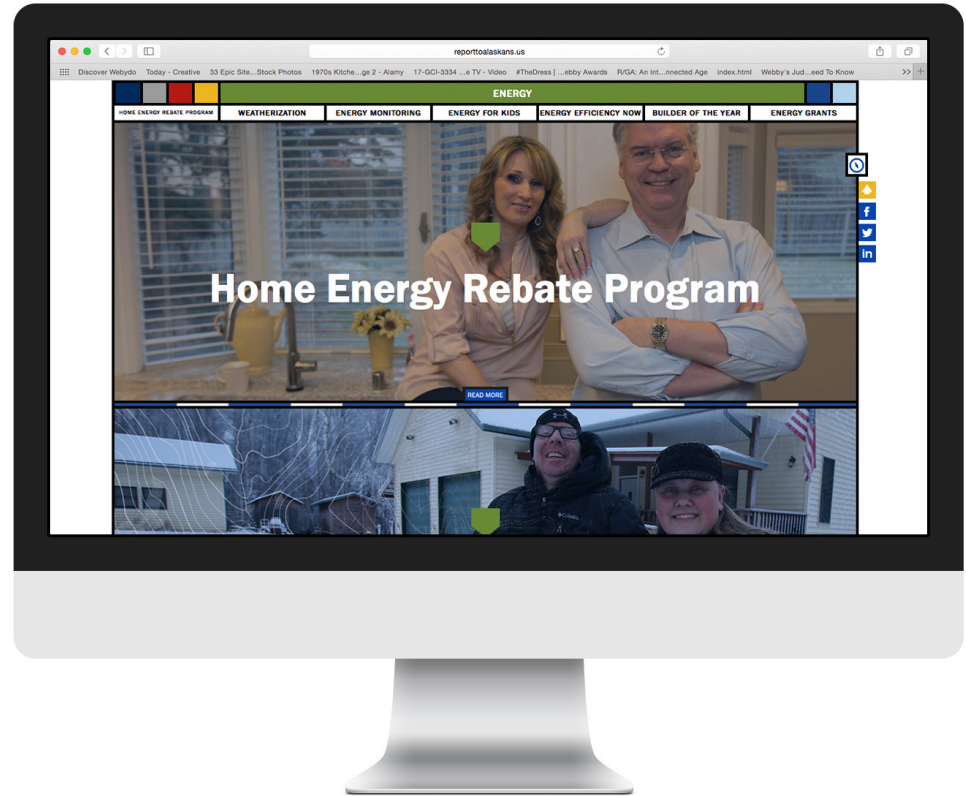
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Desktop Site



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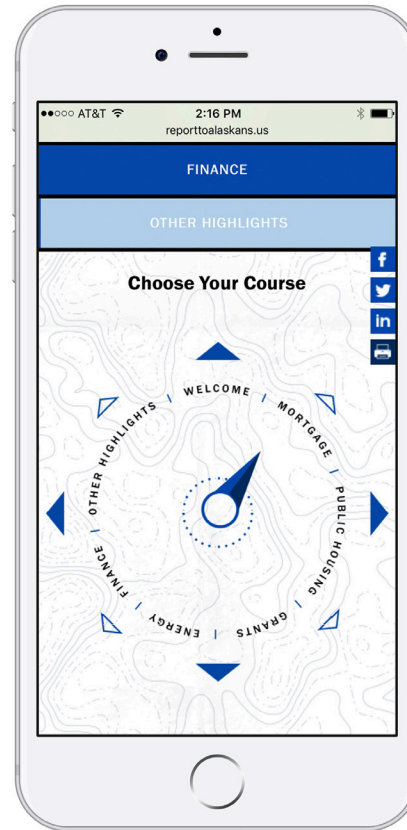
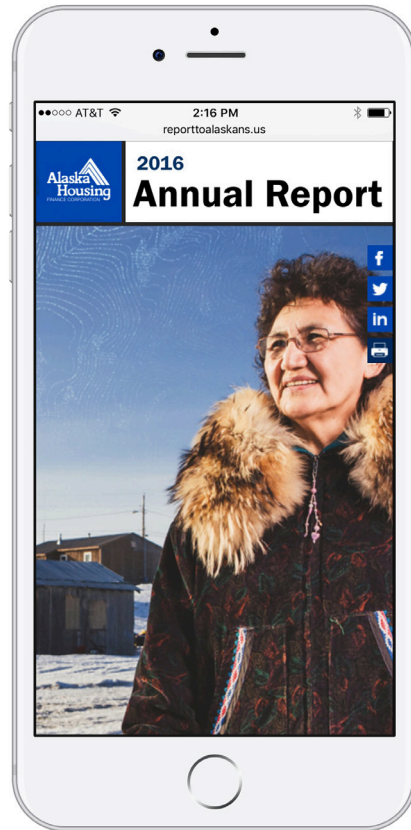
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Mobile Site





Details

Map inspired navigation symbols

