

# NCSHA 2015 Annual Awards Entry Form

(Complete one form for each entry)

**Deadline: Wednesday, June 10, 2015**

Visit [ncsha.org/awards](http://ncsha.org/awards) to view the Annual Awards Call for Entries.

**Instructions:** Type entry information into the form and save it as a PDF. Do not write on or scan the form. If you have any questions contact Matt Cunningham at [mcunningham@ncsha.org](mailto:mcunningham@ncsha.org) or 202-624-5424.

Fill out the entry name *exactly* as you want it listed in the program.

**Entry Name:**

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**HFA:**

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**Submission Contact:** (Must be HFA Staff Member) 

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 **Email:** 

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Please provide a 15-word (maximum) description of your nomination to appear on the NCSHA website.

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Use this header on the upper right corner of each page:

**HFA:**

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**Entry Name:**

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**Select the appropriate subcategory of your entry and indicate if you are providing visual aids.**

Communications	Homeownership	Legislative Advocacy	Management Innovation
Annual Report	Empowering New Buyers	Federal Advocacy	Financial
Creative Media	Encouraging New Production	State Advocacy	Human Resources
Promotional Materials and Newsletters	Home Improvement and Rehabilitation		Operations
			Technology
Rental Housing	Special Needs Housing	Special Achievement	Are you providing visual aids?
Encouraging New Production	Combating Homelessness	Special Achievement	Yes
Multifamily Management	Housing for Persons with Special Needs		No
Preservation and Rehabilitation			

## CalPLUS Conventional 101 Video

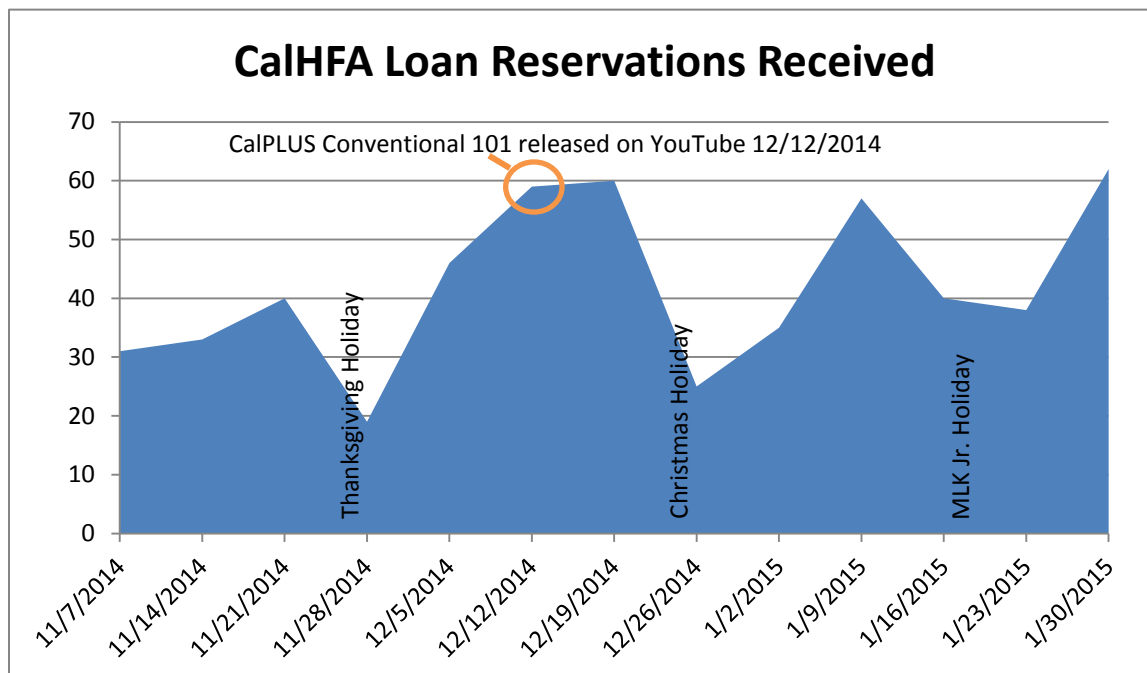
### Innovative:

In July of 2014, the California Housing Finance Agency's board of directors approved a business plan with a goal of closing 927 first mortgage loans for the fiscal year. By October, our loan numbers were not yet on pace to meet that goal.

Our marketing and single family lending divisions were presenting at trade shows, sending out email announcements, press releases, mailing inserts, as well as a paid campaign with limited advertising. We were looking for more ways to reach our audiences when we decided to try using an informational video.

Instead of trying to appeal to both homebuyers and loan officers, this video project was targeted just to loan officers. Many loan officers are motivated by being a hero for their clients- making homeownership possible when it didn't seem possible, and they tend to be broadly connected socially, which meant that for every loan officer who "liked" our video, we could get many more impressions from that loan officer's connections. Also, word wasn't getting out how our down payment assistance products could be layered to work in the borrower's best interest. The CalPLUS Conventional 101 Video informs loan officers about CalHFA's loan programs while using a simple and straightforward look at how CalHFA programs can help homebuyers lower their monthly payments or acquire a needed down payment.

### Reach Targeted Audience and Achieve Measurable Results:



The month before our CalPLUS Conventional 101 video was released, our Single Family Lending division received 123 loan reservations. In the months following the release of our video, we received **216** reservations in December and **206** in January of 2015.



The video went viral. As of June 5, 2015, [CalPLUS Conventional 101](#) has received 5,357 views on YouTube since it was posted December 12, 2014. To compare, our second-most successful release to YouTube to date had 1,031 views in 5 months. Facebook and Twitter exposure of the video also served us well with a 19% overall increase in Facebook “likes” and 255% more Twitter impressions.

**Provide Benefits That Outweigh Costs and Demonstrate Effective Use of Resources:**

There were a number of challenges. First, our budget was tight and production cost had to be minimal. Contracting externally for the production was not an option. The staff’s time for the additional responsibilities of script writing, shooting and editing video and illustrating graphics was

very limited. We had to find a local, available, and free location where we could shoot the video since we are not equipped with a video production set.

While we had no hard deadline, our new loan products had been released, the housing market was picking up, and we needed to get the word out as soon as possible so we could be a part of the rise in the lending business.

We knew that we could keep production costs low if we used a casual, informal look and feel, shot it on location at one of our employee’s homes, sought talent from directly within the agency and aired the video solely on the internet via social media and email announcements.

These choices provided us with a video that spoke to the loan officers, ultimately boosting our single family loan reservation numbers.

**Achieve Strategic Objective:**

Loan reservations for our mortgage products nearly doubled between November and December, which are normally two of the slowest business months for homebuying due to the holidays. Although we had other marketing initiatives going at the same time, social media activity shows that the video was extremely popular; there is no doubt that its simplicity and charm helped increase knowledge of our programs and the number of loan reservations. We have exceeded the original goal of 927 loans by 233 as of June 2, 2014.