

NCSHA 2015 Annual Awards Entry Form

(Complete one form for each entry)

Deadline: Wednesday, June 10, 2015

Visit 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 or 202-624-5424.

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

Entry Name: 2014 Community Report-Anniversary Edition | Our Mission: Our Compass

HFA: Colorado Housing and Finance Authority

Submission Contact: (Must be HFA Staff Member) Megan Herrera **Email:** mherrera@chfainfo.com

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

Colorado Housing and Finance Authority
"2014 Community Report-Anniversary Edition | Our Mission: Our Compass"

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

HFA: Colorado

Entry Name: 2014 Community Report-Anniversary Edition | Our Mission: Our Compass

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

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

Summary

In celebration of Colorado Housing and Finance Authority's (CHFA) 40th anniversary in 2014, we created a special edition of CHFA's community report dedicated to those who made the milestone possible: our staff, customers, and partners. In addition to highlighting CHFA's achievements from 2014, the report features a timeline of CHFA's 40-year history using a "40 Years: 40 Stories" structure. The end result successfully shows our current impact, and serves as CHFA's most comprehensive historical reference.

Strategic Objectives

1. Emphasize CHFA's impact throughout Colorado and commitment to our mission.

The report theme, Our Mission: Our Compass, was chosen because it illustrates how CHFA's mission has served as our strategic guide throughout our 40-year history. CHFA's innovation is demonstrated by highlighting the numerous ways we have evolved to meet the state's diverse affordable housing and economic development needs. The report also shows CHFA's breadth of work across Colorado's 64 counties. This was accomplished by incorporating a diverse mix of current and historic customer photos and profiles from across the state. The use of maps, map elements, and geographical references help reinforce all of these key objectives.

2. Clearly present our mission and very complex business.

The introductory page features our mission stated alone with a symbolic photo of builders working together. This is a powerful and clear way to set the tone of the report. Helping the reader understand how we achieve our mission is considered in the following pages, beginning with an overview "We Are CHFA," followed by sections highlighting each of our three lines of business. Each section offers a brief overview, highlights from the prior year, as well as photos and data points that illustrate our achievements and the customers we serve. By presenting each line of business sequentially, we can ensure that CHFA's full spectrum of work is noted, while also appealing to distinct audiences and stakeholders. To further assist the reader, "short sheets," which are half of the page size, contain data for each key area. The short sheets not only stand out in terms of design, but the information within is written in a way that is easy to understand and reference.

3. Create a customer-focused publication that captures our legacy, and will serve as a keepsake for years to come.

We aimed to leave a lasting impression about CHFA's mission and customers. This strategic direction influenced both the design and editorial processes for the report. Being an anniversary edition, we carefully considered many significant milestones to feature from the past 40 years, and how they affected our mission, our customers, our state, and shaped our legacy. The end product is highly valuable to the broad spectrum of CHFA audiences—those who are newcomers to CHFA's work, to those who are deeply invested and have been for many years. For newcomers, it is a tool to familiarize oneself with CHFA: past, present and future. For long time partners, stakeholders and others, it serves as a memory book.

Target Audiences

The community report is distributed to all of our target audiences in several ways. All CHFA employees receive a printed copy to use as a reference in their work internally and externally. This assists them in

becoming even stronger CHFA brand ambassadors. Current and former CHFA board members receive a printed copy, along with a note thanking them for their contributions. Printed copies will be made available to our community partners at Housing NOW, a statewide housing conference in October, as well as at all keynote events that CHFA hosts or largely sponsors. Additionally, Colorado legislators and members of the congressional delegation receive a printed copy. By better understanding CHFA's history, each of these key audiences can feel more connected to the organization. For each, it is a celebration of the work we do as a community, and a reminder of the ways Coloradans are affected by public policy. Likewise, the data and information from the prior year is helpful to understanding CHFA's achievements and priorities to stakeholders.

All of our audiences have better access to the community report than ever before with the online digital flipbook version. This software makes navigating the report feel natural and simple, which was important to us, especially given the flow created for this extended 40th anniversary edition.

Effective Use of Resources

A majority of the report's content and design was dependent upon historical information and data. We effectively compiled this information through staff collaboration across all divisions of the organization. Several employees worked together to produce the publication, increasing accuracy, quality, and overall efficiency. This team also helped ensure that the report fully captured highlights of interest to a wide variety of audiences.

Additionally, this is the first year we are offering a digital flipbook version of the report. This e-version makes the report more accessible on our website, and reduces the need for print versions, ultimately decreasing overall costs.

Benefits/Results

We believe there is no better brand ambassador than our own staff, and the 2014 community report functions as a powerful tool that better enables brand awareness. Staff, partners, and the general public also now have a detailed, go-to resource for CHFA historical information that is easy to reference. Not only is the "40 Years: 40 Stories" feature section a handy resource, the presentation of numerous photos reaches directly into the heart and imagination of the reader.

We have received positive feedback from staff and stakeholders regarding how the data points listed on the short sheets clearly communicate our impact across the state. Blended with the customer focus, the report provides a holistic feel for what CHFA does as an organization.

The 2014 community report tells the story of CHFA in many ways that visibly represent our impact on the state of Colorado, thus acting as a persuasive instrument for the preservation of programs affected by Colorado General Assembly and Congress.

Innovation

Original ideas fueled the design elements of the report, ensuring the complex document is simple to navigate, flows well for the reader, and has a distinctive feel. The innovative design and photos help inform readers, and stir feelings and memories for them.

Because the report is a historical edition, we wanted to give the reader an abstract feeling of “looking back in space and time.” To begin to subtly suggest these feelings to the reader, we used special effects such as blurring the cover and short sheet designs, as well as incorporating a transparent page following the cover in the printed version. Furthering this feeling and enhancing the reader’s experience, we chose a yearbook style for the design and layout of the “40 Years: 40 Stories” feature section. We wanted the reader to feel present in each moment in time, and feel the impact CHFA has made on the lives and communities featured. We described each milestone in a short story, accompanied by photos of real customers in their home or business financed by CHFA, with detailed captions. We also consciously arranged the years and stories to present very few on each spread. This was to help the reader easily consume the entire timeline, and understand that each story was a significant part of CHFA’s journey.

Also, the short sheets, which include data points that illustrate our achievements and the customers we serve, are cut to half pages in the printed version, allowing them to stand out even more and further showcase the innovative layout of the publication.

Ability to Replicate

Other organizations can use our 2014 community report as a guide for creating their own special anniversary edition annual reports, standard annual reports, or more specific marketing collateral. Replication can be accomplished in scaled down versions for HFAs and other organizations for purposes customized to their needs. It is especially helpful to other HFAs that also have a complex business to communicate. The short sheets for example, can be very useful to HFAs as many of the same data categories, lists, maps, and other parts may be consistent across the industry, and would only need to be filled in with the particular HFA’s unique information.

Visual Aid

Please visit <http://online.flipbuilder.com/okgc/lxsi/> to view the online flipbook of our 2014 community report.