

# NCSHA 2016 Annual Awards Entry Form

(Complete one form for each entry)

**Deadline: Wednesday, June 15, 2016**

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 [awards@ncsha.org](mailto:awards@ncsha.org) or 202-624-7710.

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

**Entry Name:** \_\_\_\_\_

**HFA:** \_\_\_\_\_

**Submission Contact:** (Must be HFA Staff Member) \_\_\_\_\_ **Email:** \_\_\_\_\_

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

\_\_\_\_\_

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

**HFA:** \_\_\_\_\_

**Entry Name:** \_\_\_\_\_

\_\_\_\_\_

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

<b>Communications</b>	<b>Homeownership</b>	<b>Legislative Advocacy</b>	<b>Management Innovation</b>
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
<b>Rental Housing</b>	<b>Special Needs Housing</b>	<b>Special Achievement</b>	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			

## Overview

The Indiana Housing and Community Development Authority's (IHCDA) mission is to provide housing opportunities, promote self-sufficiency and strengthen communities. To accomplish this we: (1) create and preserve housing for Indiana's vulnerable population, (2) enhance self-sufficiency initiatives in existing programs, (3) promote a value-driven culture of continuous improvement and (4) promote place-based initiatives that will allow Hoosiers opportunities to improve their quality of life. As we strive towards our mission and strategic objectives, it is imperative that we communicate these accomplishments. The 2015 IHCDA Annual Report provides an account of the work our agency is doing to impact the lives of Hoosier families.

## Background

IHCDA's Marketing and Communications (MaC) team worked closely with program managers, directors and the executive team on the development of the 2015 IHCDA Annual Report. This was a daunting task because the agency had not produced an Annual Report since 2011. Early in the planning process, we felt it imperative that we struck just the right balance between providing information about our programs, data on the amount of people served and the economic impact and success stories that put faces with our programs. Like most HFAs, this need was due in large part to the unique and diverse audience of the report which includes: the Governor's office, Indiana legislature, partners and not-for-profit organizations.

Highlights of this year's report included:

- IHCDA had a record breaking lending year, providing \$274,408,428 to more than 2,600 Hoosiers for affordable homeownership
- Through the Indiana Foreclosure Prevention Network (IFPN) and Indiana's Hardest Hit Fund (HHF) we have provided \$90 million to nearly 7,000 Indiana homeowners

## Dissemination Method

In addition to distributing the print edition of our 2015 Annual Report to key stakeholders – from the Governor's office, state legislators, partners and not-for-profit organizations – the report was sent electronically and posted on our website using software housed by Aglaia. The Aglaia platform transformed the 2015 Annual Report into a virtual book complete with the ability to turn and skip to desired pages. This software also optimizes viewing on tablets and mobile devices. To both reduce costs and drive on-line traffic, we sent a post card to key stakeholders to encourage them to view the report on-line (see Appendix B). Throughout the year we capitalized on our social media platforms Facebook and Twitter to promote individual parts of the report. This has allowed us to continually promote the report and use it as an effective story year round.

## Innovation through Analytics

The Aglaia platform has made our 2015 Annual Report innovative through advanced analytics (see Appendix A). Through the software, we not only know how many people have viewed the report, but how many people viewed each page, how long they spent on each page and the total time spent reading the document. This has provided us invaluable feedback as we determine the best and most appropriate ways to both compile and distribute this critical publication. It has also allowed us to establish specific goals, benchmarks and strategies to ensure we are continually extending the reach of our agency.

## Conclusion

The 2015 Annual Report has allowed us to effectively demonstrate the work we are doing to achieve our mission, strategic objectives and to serve Hoosiers throughout the state of Indiana. Thank you for your consideration.

**Appendix A**

Provided below are web analytics of the 2015 IHCD Annual Report.

The screenshot shows a web page with a dark blue header containing the IHCD logo and navigation icons. On the left, there are 'Thumbnails' and 'Search' buttons. The main content area is split into two columns. The left column features a 'From the Desk of Executive Director Jacob Sipe' section with a 'note from Jake's desk' graphic and a letter from Jacob Sipe. The right column is titled 'Homeownership Programs' and includes a 'SOLD' sign image, a quote from Anna Barile, and a list of 'IHCD's Top 10 Producing Lenders 2015' with logos for various financial institutions. At the bottom of the page, there is a navigation bar with a 'Click Here to Visit Our Website' button and a page indicator showing '2-3/32'.

	Visitors	Page Views	Average Time on Page	Top Page
March 2016	719	3,920	12 seconds	1
April 2016	147	1,355	11 seconds	1
May 2016	131	1,351	14 seconds	1
Total*	997	6,626	12 seconds	1

\*As of May 31, 2016

**Appendix B**

Provided below is the post card we mailed to more than 500 key stakeholders. This mailing, coupled with the social media strategy, resulted in continued viewership since the release of the report in March 2015.

**Mailer Front**



**Mailer Back**

The IHCDA 2015 Annual Report is now available on-line by visiting: [www.in.gov/ihcda](http://www.in.gov/ihcda)

-  **\$274 million** to 2,600 Hoosiers for affordable homeownership in 2015
-  **100,000+** households served in 2015 through the Energy Assistance Program.
-  **60,000+** affordable housing units created and preserved since 1986.
-  **7,000+** Hoosier families facing foreclosures that have remained in their homes.

**ihcda**  
30 S. Meridian St., Suite 1000  
Indianapolis, Ind.

 **a note from Jake's desk**  
Written by Jake Sipe  
Jacob Sipe, Executive Director

Time seems to fly by so quickly, that it is often difficult to believe it when another year concludes. Fortunately, when you have a year as wonderful as 2015 was for IHCDA and our partners, it is not easy to forget. I am so proud of everything that we accomplished working together and how many Hoosier individuals and families we were able to serve. None of the innovations and accomplishments within this report would have been possible without the guidance and oversight of IHCDA's Board of Directors, chaired by the Lt. Governor. Credit also has to go to our extremely talented staff which we empower daily to achieve more through Continuous Improvement. As we look back on this memorable year, I hope we resolve to keep the momentum going in 2016 and build upon our prior achievements.

If you prefer a printed copy of the 2015 Annual Report please contact Brad Meadows at [brmeadows@ihcda.in.gov](mailto:brmeadows@ihcda.in.gov) or (317) 234-1745.

**Appendix C**

Provided below is the 2015 Annual Report. Click [here](#) to access the version on-line.

