

NCSHA 2016 Annual Awards Entry Form

(Complete one form for each entry)

Deadline: Wednesday, June 15, 2016

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 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.

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			

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. IHCDA...the Magazine provides a medium for us to provide a visual account of the innovative work done by our partners and sub-grantees.

Background

In 2012, IHCDA's Marketing and Communications (MaC) team, working closely with program managers, directors and the executive team, identified the need to better recognize, communicate and demonstrate the work done by our partners and sub-grantees throughout the Hoosier state. It was decided that we would do a quarterly magazine that we would distribute electronically. After much deliberation, we decided to name the magazine "IHCDA...the Magazine". Much like "ESPN...the Magazine", while the publication bears our name, the focus is not on us but rather innovative and successful projects, programs and organizations we have helped to support. This medium allows us to share with our other partners and sub-grantees best practices to encourage and foster innovation in Indiana.

To ensure that this is truly an IHCDA publication, and not just a MaC team piece, an editorial board was established. The editorial board consists of 12 staff members representing each of the agencies major program areas (See Appendix B). Each quarter, the board meets to determine articles, placement and subject matter for the upcoming issue. We also review analytics and determine strategies to broaden the viewership and effectiveness of the publication.

Dissemination Method

In addition to distributing the print edition of IHCDA...the Magazine to key stakeholders – from the Governor's office, state legislators, partners and not-for-profit organizations – the magazine is sent electronically and posted on our website using software housed by Aglaia. The Aglaia platform transformed IHCDA...the Magazine into a virtual publication complete with the ability to turn and skip to desired pages. This software also optimizes viewing on tablets and mobile devices. Throughout the year we capitalize on our social media platforms Facebook and Twitter to promote individual parts of the magazine. This has allowed us to continually promote articles in the magazine and use it as an effective story year round.

Innovation through Analytics

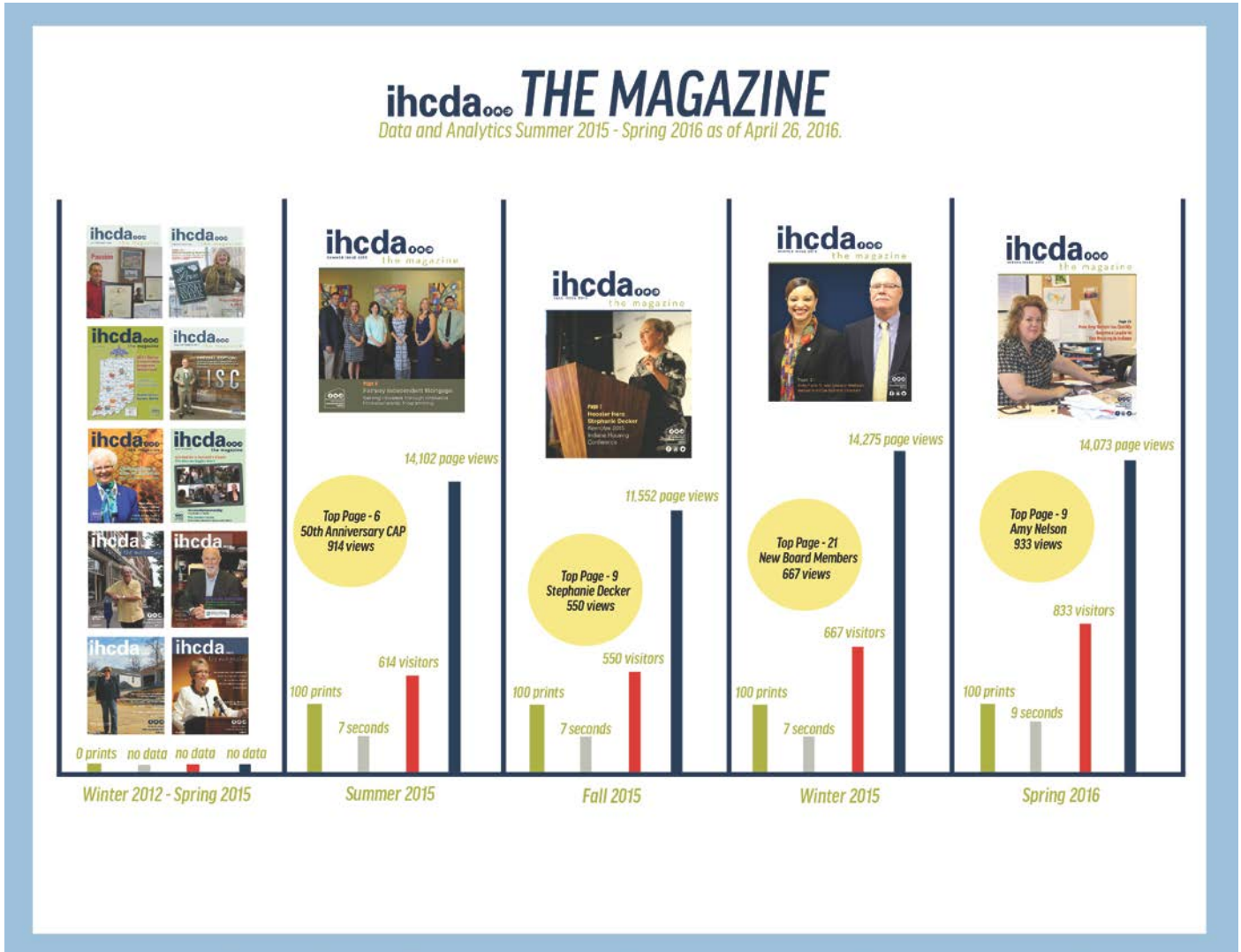
The Aglaia platform has made IHCDA...the Magazine innovative through advanced analytics (see Appendix A). Through the software, we not only know how many people have viewed the magazine, but how many people viewed each page, how long they spent on each page and the total time spent reading the magazine. This has provided us invaluable feedback as we determine the best and most appropriate ways to both compile and distribute this quarterly 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

IHCDA...the Magazine 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

Beginning with the Summer 2015 issue, we started collecting data and analytics for IHcDA...the Magazine (below).



	Visitors	Page Views	Average Time on Page	Top Page
Summer 2015	614	14,102	7 seconds	6
Fall 2015	550	11,552	7 seconds	9
Winter 2015	667	14,275	7 seconds	21
Spring 2016	833	14,073	9 seconds	9
Total*	2,664	54,002	7 seconds	9**

*As of April 26, 2016

**Top page is page 9 of the Spring 2016 issue.

Appendix B

Provided below is a list of the editorial board members for IHcDA...the Magazine.

Jacob Sipe, Executive Director

Matt Rayburn, Deputy Executive Director and Chief Real Estate Development Officer

Donna Billiard-Wright, Chief Community Programs Officer

Brad Meadows, Marketing and Communications Director

Brian Philips, Outreach and Communications Project Manager

Teresa Turner, Public Relations and Advocacy Manager

Rachel Woods, Front Desk Coordinator

Peter Nelson, Rental Housing Tax Credit Specialist

Tom Pearson, Tax Compliance Underwriter

Greg Stocking, Housing Choice Voucher Manager

Zachary Rice, Legislative and Policy Director

Carmen Lethig, Placemaking Manager

Appendix C

Provided below are covers from the past four issues of IHCD...the Magazine.

Click [here](#) to access the on-line versions.

