

# 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:** \_\_\_\_\_

**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>	<b>Are you providing visual aids?</b>
Encouraging New Production	Combating Homelessness	Special Achievement	Yes
Multifamily Management	Housing for Persons with Special Needs		No
Preservation and Rehabilitation			

## Overview

Once dubbed the home of the most boring website in the world, the Indiana Balance of State Continuum of Care needed to create a brand that reinforced its identity and communicated in a compelling manner what precisely it was. The Continuum has 15 regions covering 90 of the 92 counties in Indiana and everyone is working towards the same goal: ending homelessness. With the ongoing shift to a system-wide Housing First approach, uniting everyone and working to have consistent practices and messages became a priority. Communication across the state is vital, and the [indianabos.org](http://indianabos.org) website needed to provide information in a simple, engaging, and easy to navigate way.

## Innovative

IHCDA and the Indiana BOS CoC were fortunate enough to secure a VISTA member whose project for the year was to improve communication across the statewide Continuum. After surveying Continuum members and meeting with Regional Chairs, the member set the following priorities:

- 1) Because of high turnover within their organizations, Regional Chairs wanted resources explaining the Continuum system to shorten the learning curve for new staff. It was also decided that stories of success needed to be highlighted. While tackling such a huge social issue, it is easy to miss the incremental (but substantial) progress we make every year because the overarching problem seems so large. It was important to everyone that the website showed the positive of Housing First and that homelessness was being fought and won.
- 2) The Board of Directors wanted to use the website to be transparent, and have information from all board meetings available to any interested party in the Continuum. They were also looking to improve interest and attendance in Continuum training events, and raise awareness regarding events happening around the state.

All these things were included in the new website, with the theme “Together: 15 Regions, 1 Goal.”

## Reached Targeted Audiences and Achieved Measureable Results

After two months of design by the VISTA, [indianabos.org](http://indianabos.org) was launched at the end of December as a Wix site. Major target audiences of board members, regional chairs, planning councils, and homeless organization leaders were informed through a special e-announcement “Shout Out” at no extra cost through the Wix subscription. The e-announcement “Shout Out” was sent to 43 people, but was shared and circulated more broadly, gaining 238 views in the first week.

To increase attendance and awareness of training days, on [indianabos.org](http://indianabos.org) a page dedicated to Continuum of Care members was routinely updated with information about the upcoming dates, with registration available online. As a result of this improved communication, attendance at the most recent training day increased 157% year over year (from 47 to 75). This resulted in better networking opportunities to share best practices between attendees. Attendees also shared positive feedback on the ease of registration and accessibility of information about the training day.

[Indianabos.org](http://indianabos.org) recently began using the free Google Analytics app to discover how the site is being used and how to make the user experience better. The goal of [indianabos.org](http://indianabos.org) is to be constantly adapting and improving communication between the Board, regions, and homeless serving organizations throughout the state.

## Provide Benefits that Outweigh Cost and Effective Use of Resources

The [indianabos.org](http://indianabos.org) domain and Wix website hosting service was purchased by partner CSH for a combined

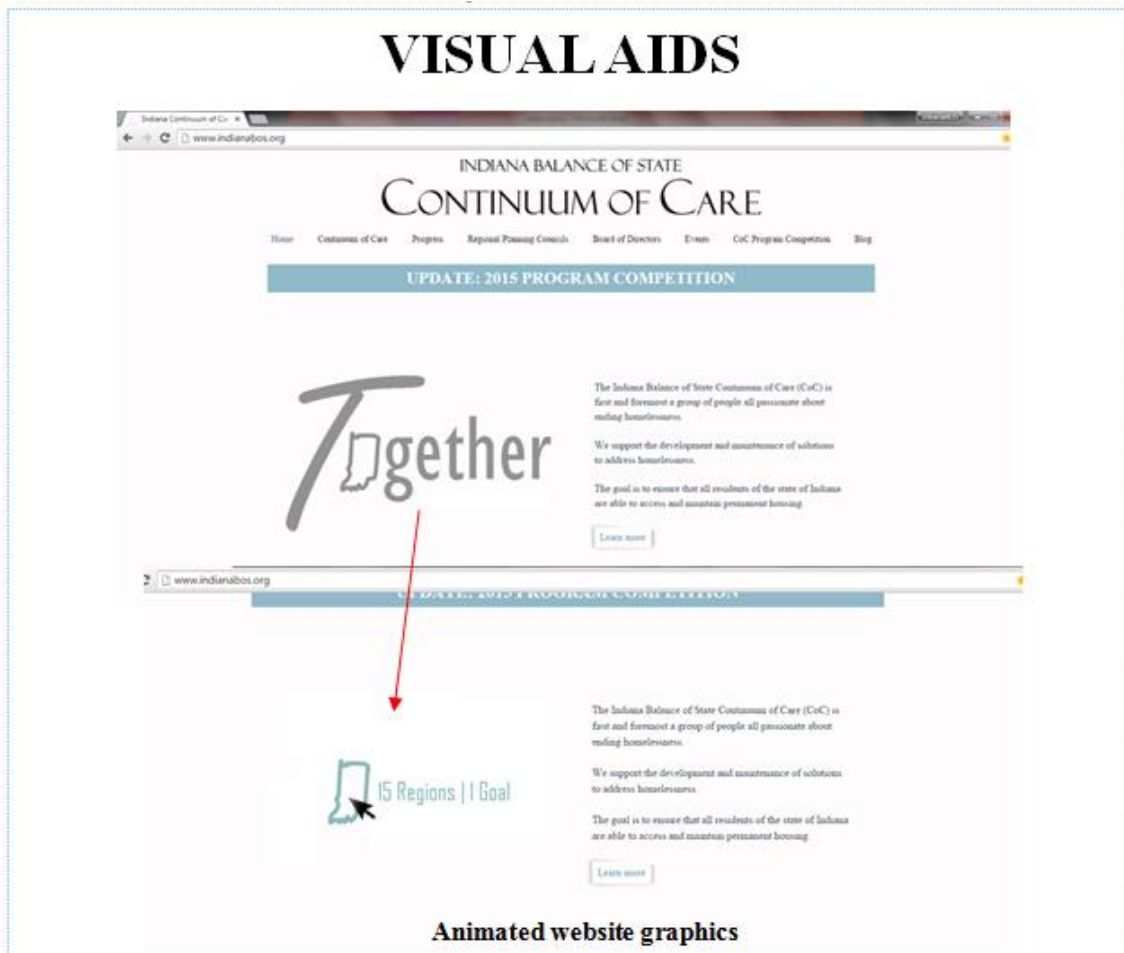
\$112/year. All marketing, collateral and website design work were completed in house by our VISTA member. All videos and infographics were created using free limited accounts of Powtoon, a video editing website, and the site Piktochart. Each region has a choice on how to utilize their region's page. The cost to regions for using their page is free and the VISTA maintains the entire site and region pages for everyone. This saves money and valuable time for the region chairs, and creates a consistent brand and identity for the site.

### **Achieve Strategic Objectives**

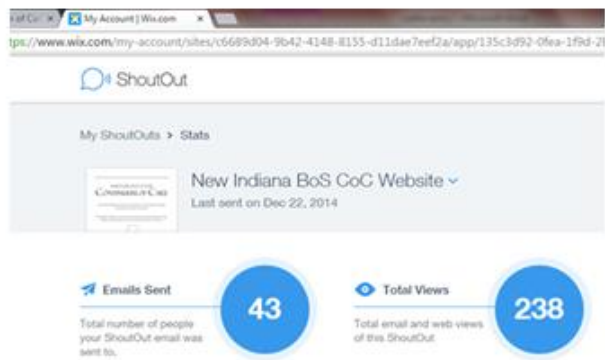
The Indiana BOS CoC is still very new, and capacity building is important at this stage. The website provides a solid base for communication and can infinitely adapt to whatever needs the Continuum may have in the future.

Resources are now easier to share, all information can be easily updated and the site has become the preferred source for all things concerning the Continuum. Each aspect of the Continuum (including the annual internal competition that leads to development of the Balance of State Continuum of Care NOFA response) has its own page and can be continually updated with information for anyone to see. There is a Point in Time page to share webinar trainings, information, and results, and a Coordinated Assessment page with resources. There is also a simply designed interactive map of the regions that leads to each region's page. Continuum members are welcome to download or share any document, infographic, or video for any use.

**Appendix A**



**Animated website graphics**




**Left: e-announcement**

**Above: Wix e-announcement statistics**



**Appendix C**

# VISUAL AIDS



**CONTINUUM OF CARE**

**Together**  
By Regions | By Staff

This page is dedicated to sharing activities, notices, presentations and resources.

The latest Continuum of Care meeting was April 30th, 2015.

You can find presentations and resources from the day below.

Thank you to Great Lakes Capital Fund for providing funds and IHCD for providing details.

**OPENING PRESENTATIONS**

- Coordinated Assessment - Presentation
- CEE System Analysis - Presentation

**DEVELOPMENT DAY SESSIONS**

**PANEL**

**"Who Cares if Your Hair is Purple? Implementing Rule Reduction in Homeless Programs"**

*Presentator*

- Scott's Case Relationship
- Volunteer's Services Approach
- Richard Wrenn's "Sister's Solution"
- How do I work with "Fly in the face" Model Rights and Responsibilities?
- Physical Plans
- Culture's Place Executive Dashboard
- Sister's Solution & Clienting
- How We Grow Up in Care
- Moving from Rules to Rights
- Establishing Positive Agreements
- Richard's Rules: Good, Bad, & Ugly
- Increasing Change
- Working the Continuum with Solutions

**TINA SKELLEN**

**"Employment Strategies"**

*Presentator*

**BRENT MATTHEWS**

**"Motivational Engagement"**

*Presentator*

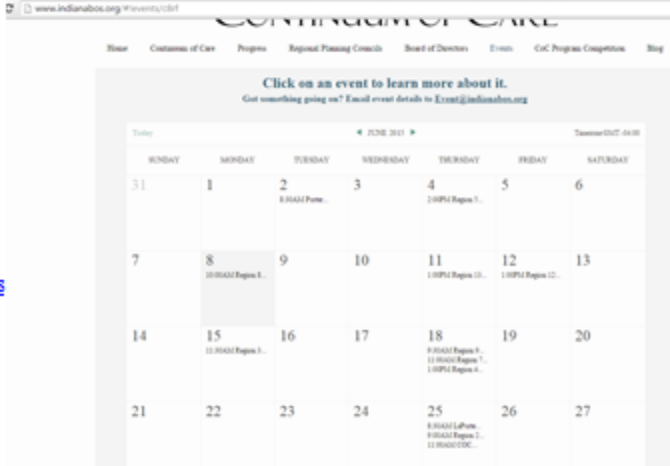
**RAY LAY & KARA BEMERY**

**"Peer Support for Veterans"**

*Presentator*

**Left: Continuum of Care Membership page with resources from the most recent training Development Day available.**

<http://www.indianabos.org/cocmembership>




**Right: Public event calendar**

<http://www.indianabos.org/events>

Appendix D

# VISUAL AIDS




Left: Coordinated assessment resource page


<http://www.indianabos.org/coordinated>

**What is coordinated assessment?**



Coordinated Assessment is part of a larger Continuum of Care shift.



**1 Chronic Homeless individual can cost a community**


**\$30,000 to \$50,000 a year**

This is from:

Cost of law enforcement

Emergency visits

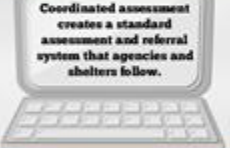
Medical bills




The cost to put someone in permanent housing:

**\$20,000**

Coordinated assessment creates a standard assessment and referral system that agencies and shelters follow.





Currently, pilot communities across the state are switching to coordinated assessment



Coordinated assessment along with Housing First will:

- ✓ Reduce shelter stays
- ✓ Reduce the time people are homeless
- ✓ Eventually end chronic homelessness for good.





for good.

Above: Video stills from Coordinated assessment explanation video

<http://www.indianabos.org/coordinated>

Appendix E

# VISUAL AIDS



Left: Downloadable infographic with PSH facts from a IHCDA funded study by the University of Southern Indiana

<http://www.indianabos.org/housingfirst>

Below: Point In Time Results page with downloadable infographics

<http://www.indianabos.org/pitresults>



Below: Interactive regional map

<http://www.indianabos.org/map>

