

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

Often, the annual report is the largest public opportunity to showcase the personality, accomplishments, and impacts of the work of an organization. As a small internal communications and marketing team of four at Kentucky Housing Corporation (KHC), we were charged with telling KHC's story in the 2015 Annual Impact Report and providing the usual financial information. KHC does not have the large marketing budget that other housing finance agencies use to pay an external marketing firm to design and produce a high cost report.

KHC had five goals for the 2015 Annual Impact Report:

- 1) Showcase the softer side of KHC's mission—actual clients we serve—by capturing their stories with photos and videos.
- 2) Demonstrate the impacts of affordable housing across the state for Kentucky's brand new governor and administration, along with new members of KHC's Board of Directors, staff, legislature, and housing partners.
- 3) Translate the report for Kentucky's Spanish-speaking population to increase outreach efforts to this growing segment.
- 4) Leverage internal resources to keep production costs under \$5,000.
- 5) Design a report that worked well both in print and online.

KHC's 2015 Annual Impact Report accomplished these goals by explaining the numerous programs administered by KHC in a brief, fresh, and appealing design, in both print and electronic formats, focusing on the housing impacts made by the Corporation in fiscal year 2015.

Strategic Objectives

The 2015 Annual Impact Report was designed to tell KHC's story, while increasing knowledge of KHC programs available for Kentuckians to current and potential partners, new customers, and the public. This report demonstrates impacts of program investments through activities administered by KHC with success stories in vastly different regions, both rural and urban, and with a focus on the human story, showing opportunity and stability. During fiscal year 2015, KHC refocused outreach opportunities to establish a better presence with the Hispanic population. Also, with a new governor's administration, it was very important to explain KHC's impacts as an HFA and how housing is part of the foundation that encourages families and communities to succeed and that investing in affordable housing makes economic impact on local communities.

The 2015 Annual Impact Report was printed, but it was also developed into an online digital presentation through the Issuu platform, in both English and Spanish, as well as a downloadable PDF. The Issuu versions and PDFs are available on [KHC's website](#), under Resources, Data Library, [Annual Reports and Financial Statements](#) (Spanish versions are under Español).

Creativity and Benefits

The goal of the design was to support KHC's brand and succinctly tell KHC's story by using visually appealing infographics, photographs, and limited text to demonstrate program investment impacts with success stories of real people benefiting from affordable housing opportunities. An online version would link client videos in English and were translated for Spanish speakers with links to the more typical financial pieces of an annual report. The videos were also transcribed for the hearing-impaired.

All of the stories, photos, and graphics used in the 2015 Annual Impact Report have been utilized in other KHC publications, maintaining consistency across communication channels to ultimately strengthen recognition of KHC's image and its mission to invest in affordable housing solutions. This report was a platform to capture stories and data showing the impacts of affordable housing, but also use the photos and stories in other forms, such as artwork within KHC offices. Various elements from the 2015 Annual Impact Report were also used for a presentation during the full staff meeting, sharing information across the Corporation through all areas and acknowledging staff contributions, especially for those who do not have the opportunity to go out and interact directly with our clients.

Effective Use of Resources

The report was written and designed in-house by KHC's Communications and Marketing Services and printed externally by a professional printing company at a cost of \$3,800 for 500 copies. The soft costs were human resources, or staff time, to travel to capture the stories, drafting, storyboarding, and design production over the course of six months, totaling 376.49 hours, while also managing many other projects.

Results

The end result showcases the impacts of affordable housing programs on the individuals and families we serve, as well as the financial ripple that strengthens communities. For those who prefer print, copies were made available; for those who prefer electronic versions, they were given an opportunity to see and hear from clients in the interactive videos that supplemented success stories.

The digital publications were viewed more than 41,000 times and read 417 times – Issuu only counts views with searching, bookmarking, extensive navigation, or more than a minute of time in a publication as a read. In efforts to reach the Spanish-speaking populations, website reports show that, while readership of the Spanish version of the report were lower, the average time spent reading was longer – 9 minutes, 30 seconds for the Spanish version, compared to 3 minutes, 50 seconds for the English.

All of the videos for the online publications are also available in YouTube, easily searchable for the general public. They are available with subtitles in English and Spanish, making them accessible to all Kentuckians, and underscore the commitment to Kentucky. These uploaded videos were viewed more than 2,000 times in YouTube and Issuu.

Visual Aids

1. [2015 Impact Report—Issuu \(English\)](#)
2. [2015 Annual Impact Report—Issuu \(Spanish\)](#)
3. [2015 Annual Impact Report PDF \(English\)](#)
4. [2015 Annual Impact Report PDF \(Spanish\)](#)