

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

In a changing market place, Kentucky Housing Corporation (KHC) realizes change is necessary to survive. By increasing KHC's visibility within Kentucky's increasingly diverse market place, KHC has repositioned itself for the market of the future, where KHC can flourish. With this in mind, KHC has developed and implemented initiatives showing the new American home buyer that KHC speaks their language and that assistance is available to help them become a homeowner using social media advertising.

Background

In its most recent study, the [Pew Research Center](#) has noted that America's racial tapestry has changed so dramatically in the past few decades that the old United States is now what the Pew Center calls the "new us." While in 1960, the U.S. population was 85 percent white, by 2060 whites will be a minority of 43 percent. Our tapestry is not only black and white, it is also a rainbow particularly marked by Hispanics and Asians. Kentucky recently saw an 82 percent growth in its immigrant population, and is the third fastest growing state for immigrants in the country.

KHC seeks to reposition itself to reach out to the market of the near future, to the new American home buyers. As part of fair housing efforts, KHC has invested in a multicultural affairs coordinator position, staffed by an individual with over ten years of housing experience, who has lived in numerous countries, and speaks three languages. The multicultural affairs coordinator has created an informal group of new American home buyer advocates that includes realtors, lenders, homeownership educators, churches, civic groups, and local governments. Through relationship building, networking, and training, this group has begun to connect KHC's products and services to the state's minority and other new American home buyers. Having laid this valuable groundwork, KHC's multicultural affairs coordinator, communications department, and single-family mortgage loans department all worked together to develop a social media campaign targeting the Hispanic community by expanding KHC's Spanish language capacity, providing a history of KHC in Spanish, and launching a Facebook Spanish-speaking marketing campaign. The success of the Spanish Facebook campaign was unprecedented, with it being viewed by over 30,000 viewers in one month.

KHC's outreach efforts are not limited to Spanish; however, KHC seeks to become increasingly multi-lingual. Every other month, KHC speaks French, with the multicultural affairs coordinator presenting home-buying sessions to the French-speaking community in Kentucky. Finally, KHC has also reached out to the Ukrainian community, as well as the Asian community in both churches and business networking groups.

Response to a Need

By recognizing the existence and the economic potential of the fastest growing diverse and multicultural marketplace, it is essential to expand KHC's visibility within new Americans as potential home buyer

communities. Maintaining and creating targeted partnerships to make KHC a go-to housing partner for new American home buyers and thereby increasing KHC's market share.

Innovative

Title VI requires that agencies provide Spanish and other languages for their customers when needed. However, KHC saw Title VI not only as a legal requirement which must be met, but as the beginning of a marketing opportunity to reach out to a new segment of home buyers. KHC began with a Spanish telephone line to meet Title VI requirements, and saw that Spanish line could become KHC's door to welcome new Americans home, culminating in group meetings across the state, and a social media campaign. This effort has now created one market space/one-stop shop for potential home buyers, lenders, real estate agents, loan officers, homeowner counseling agencies, community groups, and local governments, which spans the state. Across Kentucky, home buyers are truly learning that KHC does speak their language, and welcomes their mortgages.

Replicable

KHC's minority outreach efforts are replicable, as many other Housing Finance Agencies (HFAs) have been working towards similar goals. Each state, city, and community must understand their demographics, but tactics can be replicated in any area.

Results

KHC is excited with the results from marketing strategies, including over 30,000 Facebook viewers in less than a month, which resulted in a surge of KHC's Spanish line activity. Calls received on KHC's Spanish line were inquiries on the process of buying a home. According to a Spanish newspaper who works with KHC, realtors started requesting that their ads be placed together with KHC's in order to expand their business, and optimize their advertisements. This new occurrence increased referrals to homeownership educators and to KHC approved lenders.

The LAP-Spanish Outreach Campaign for Single-Family charted the number of 96.88 percent of referrals (Spanish users) from KHC's website clicked on to the Approved Lender page for more information. Overall, KHC has seen a higher website volume, but notably an increase of 2.633 percent in Spanish speaking visitors.

Benefits Outweigh Costs

There are costs associated with this type of marketing, but minimal in comparison with the extent of reach.

- Second quarter, the cost of the Facebook campaign was \$2,500.
- Third quarter, the cost of the Facebook campaign was \$1,785.
- Al Dia print ads cost \$3,900.

- Translation for Single-Family Programs documents was \$2,164.88.

Title VI requires that agencies provide Spanish and other languages for their customers when needed. KHC is not only meeting the legal requirement of Title VI and reducing possible risks, but is also increasing revenue and creating a marketing opportunity to reach out to a new segment of home buyers. KHC has increased its visibility in the minority home buyer communities and has become more of a referral hub for realtors, lenders, homeownership education agencies, and local governments, and civic organizations. Loans to Hispanic/Latinos customers almost doubled making up 3 percent of KHC's FY2016 production volume.

The LAP-Spanish Outreach Campaign for Single-Family Loan Programs resulted in 90 loans.

Effectively Use Resources

KHC is making every meaningful effort in translating vital documents in to Spanish. The Home Buying Guide "At-A-Glance" version, the comprehensive Home Buying Guide, KHC's Home Buyer Tax Credit brochure, and the Analysis of Impediments to Fair Housing (AI) have been translated. This effort gives KHC a greater visibility in the Hispanic communities by providing a history of KHC in Spanish, but also serves as a way of introducing ourselves to Kentucky's newest home buyers, consumers, and to stand ready to serve one of the major markets of the future in Kentucky.

A network of lenders, realtors, homeownership education agencies, local governments, civic organizations are helping KHC to expand its outreach through round tables, seminars, engagements by reposting KHC's translated documents on their websites and sharing Facebook information. Potential clients used Facebook to contact KHC about obtaining a mortgage loan. The number of inquiries through Facebook validates that the social media platform is an effective tool, among other media outlets, for Spanish outreach. The cost is minimal and the reach is extraordinary, because a campaign can be tailored towards a specific group, such as demographics, race, income amounts, education levels, and more.

The Spanish Outreach Campaign for KHC's Single-Family Loan Program reached at total of 94,259.

Visual Aids:

1. [Spanish Campaign Final Report](#)
2. [Multicultural Outreach Presentation](#)