

NCSHA 2015 Annual Awards Entry Form

(Complete one form for each entry)

Deadline: Wednesday, June 10, 2015

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 Matt Cunningham at 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.

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

Kentucky Housing Corporation (KHC) has many programs that benefit Kentuckians, including single-family housing, multifamily housing, rental assistance, homelessness, and energy efficiency. KHC's mission as the state's housing finance agency (HFA) is to invest in quality housing solutions for families and communities across Kentucky and currently has a goal to improve corporate communications. KHC's *New Vision, New Strategies, Making Impact-2014 Progress Report*, accomplished this goal by explaining the numerous programs administered by KHC in a brief, fresh, and appealing design, in both print and electronic formats, focusing on the accomplishments made by the Corporation in fiscal year 2014.

Strategic Objectives

This 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. April was the publication deadline for distribution to attendees during the 2015 Kentucky Affordable Housing Conference. The Progress Report demonstrates the 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. It also shows that adapting to change is the way to thrive in a fast-paced, uncertain economy. During fiscal year 2014, KHC changed focuses from multifamily production to preservation of affordable rental units and from fair housing to equality in housing choices for affordable housing, and the Progress Report was able to share the information about the changes at KHC in a creative way rather than simply listing data.

The Progress Report was also developed into a Prezi presentation and shown to attendees during the opening session of the Kentucky Affordable Housing Conference. The Prezi is available on the homepage of [KHC's website](#), as is the printable version of the report.

Creativity and Benefits

Often, the annual or progress report is the largest public opportunity to showcase the personality, accomplishments, and impacts of the work of an organization. Since KHC changed its logo and brand identity in 2014, the Progress Report was designed to further illustrate KHC's brand and mission using color and negative space to separate the various programs in a professional-quality presentation. 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.

All of the stories, photos, and graphics used in the Progress Report have been utilized in other KHC publications, maintaining consistency across communication channels to ultimately strengthen recognition of KHC's new image, which honors its roots. The Progress Report was a platform to capture stories and data and some of the photos and stories have also been made into artwork within KHC offices to boost staff morale, especially for those who do not have the opportunity to go out and

interact directly with our clients. Various elements from the Progress Report were also used for a presentation at the last staff meeting, sharing information across the Corporation through all areas and acknowledging staff contributions.

Effective Use of Resources

The report was written and designed in-house by KHC's Communication and Marketing Services Department, and printed externally by a professional printing company at a cost of \$3,070 for 500 copies.

Results

The end result showcases important data from all KHC programs in a visually-pleasing style, and was well received by conference attendees. Recipients of the report commented they were much happier reviewing the program synopses in this more creative layout, rather than a black-and-white printed document. Many partners, and even KHC employees, were impressed with the printed piece as well as the Prezi version. The electronic version ultimately mirrors the title: New Vision, New Strategies, Making Impact.

Visual Aids

1. [KHC's New Vision, New Strategies, Making Impact 2014 Progress Report – print](#)
2. [KHC's New Vision, New Strategies, Making Impact 2014 Progress Report – Prezi](#)

Success story photos on display outside KHC's Board Room:

