

HFA: Kentucky Housing Corporation
Entry Name: KHC Employee Information Video Campaign
Communications: Creative Media

Summary

Keeping leadership connected with employees is important in any business and doing so sometimes requires creative tactics. Kentucky Housing Corporation (KHC) decided to use materials and equipment already on-hand, as well as the skills of current employees, to create new ways to inform all employees about new developments at the Corporation, as well as allow employees to ask questions they always wondered about and solicit feedback from staff about topics and Rick's responses.

Rick's Q&A and KHC News

Chief Executive Officer Richard L. McQuady began soliciting anonymous questions from employees in August 2009. Whether they are silly, serious, business-related, or personal, Mr. McQuady answers them on camera, and the videos are uploaded to the employee intranet, *Communicator*, in a section titled "Rick's Q&A." Every video is archived and available for viewing at any time on *Communicator*.

Due to the positive response to Rick's Q&A, an episode of KHC News was proposed and completed to give an in-depth look to changes affecting KHC. All the chief officers, with Mr. McQuady, participated in the newscast. The newscast aired on *Communicator* on April 1, 2010. The newscast was also archived on *Communicator* so staff members could watch again, anytime.

Both projects were announced and promoted in the daily e-newsletter for employees. Staff could submit their questions through *Communicator* to be answered by Mr. McQuady in upcoming Rick's Q&A tapings.

Innovative

Reaching out to employees in a new way added another dimension to the level of communication throughout KHC. Allowing employees to ask anything, anonymously, empowered them to clear up any misconceptions or misunderstandings without embarrassment. The newscast gave all executive management the opportunity to loosen up and communicate directly to every employee in a fun way, while still conveying needed information.

Replicable

Rick's Q&A is produced monthly to answer all employee inquiries on a timely basis. Additional episodes of KHC News will be completed when management deems necessary. Both Rick's Q&A and KHC News are easily replicable by other housing finance agencies with the proper equipment and staff expertise.

Reach Target Audience

Employees enjoy Rick's Q&A and regularly submit questions through the online submission form. The newscast was also well-received. Every effort is made to make all the videos enjoyable to watch, incorporating still images, other video, and music, resulting in employees anticipating each new video. Mr. McQuady talks openly and honestly in all his communications with the staff, prompting many employees to submit messages stating how much they appreciate him taking the time and speaking to them.

Achieve Results

Employees have a direct communications line to the chief executive officer for two-way dialogue. KHC employees have more opportunities to learn the myriad programs KHC administers and have enjoyed the increase in communications across the Corporation. On days when new videos are posted, there is a significant increase in hits on both the video forum and the daily e-newsletter.

Some comments received include:

- “Thank you for doing these videos for staff. I appreciate your explanations and I learn more with the visuals rather than reading it.”
- “Thank you for taking the time to deliver this message.”
- “Rick, thanks for such an honest explanation.”
- “I want to thank Rick for his honesty of where KHC stands regarding the (state’s) financial situation.”
- “This video was very informative. Thank you (Rick) and the Board for all you do for KHC employees.”

Benefits Outweigh Costs

Having employees who are more engaged, better informed, and well educated about their business pays huge dividends. Receiving the positive feedback from all areas of the Corporation far outweighs the slight cost for a backdrop and two microphones. Using the skills and camera equipment already on hand, KHC was able to create a new way to bring the entire KHC community together.

Effective Use of Resources

KHC’s Communications Department was able to complete all writing, taping, and editing of KHC videos in-house. Informing the staff of the video publication through the existing e-newsletter prevents any additional costs.

Achieve Strategic Directives

The KHC Employee Information Video Campaign achieves the corporate strategic goal of improving communications, both internally and externally. By providing extensive information to KHC employees, they are better equipped to assist and inform customers of any changes to programs or additional opportunities to help the customers in their quest to achieve affordable housing.