

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			

MassHousing
Communications – Annual Report
2015 Annual Report

Overview

[MassHousing's 2015 Annual Report](#) tells the story of the second-largest lending year in the Agency's 49-year history. The report, which was created entirely in-house by MassHousing's Corporate Communications Department, features vivid photos, infographics and other imagery complimented by concise narrative text.

Audience & Objectives

Like all HFAs, MassHousing serves a number of constituencies. Our Annual Report sought to draw attention to our accomplishments, showcase our partners and tell the story of our work to state and local government officials, multifamily developers, property management professionals, mortgage lenders, Realtors, community leaders, nonprofits and the people of Massachusetts.

Approach

Corporate Communications staff developed a streamlined design concept for the 2015 Annual Report. Though it is smaller in size (6¾" x 11" compared to 9" x 10¾") and length (45 versus 65 pages) than the 2014 edition, the 2015 Annual Report nevertheless allowed MassHousing to convey its message with great impact.

We interviewed senior leadership and business line representatives to identify themes, and select which products, properties and people to highlight in the Annual Report. The report includes profiles of three families who used a MassHousing mortgage loan to purchase a home; two families who live in MassHousing-financed multifamily communities; our leading developer; and two multifamily developments refinanced through new lending executions. In addition, we included two infographics and a pull-out map that shows how our work has impacted one community.

Highlights

- The report was produced in-house by Corporate Communications staff. This includes all layout, writing, and design of infographics and other elements.
- Smaller in size and length than Annual Reports of previous years.
- Photographs feature MassHousing customers, partners and properties. No stock photography was used.
- Photo montages accompany features and profiles, creating movement that adds to the stories.
- Two Infographics detail MassHousing's HomeOwnership and Multifamily lending.
- Three-page pullout section highlights MassHousing's lending in the city of Lowell.

Outcomes

MassHousing's Annual Report serves as a record of the Agency's 2015 fiscal year. The print version of the report (2,500 copies were printed) was distributed via traditional mail and by staff. The online version was made available through social media, email and MassHousing's websites. The response from staff, partners and other audiences was positive, with emails, tweets and other messages offering praise and thanks for the Annual Report. Print versions were submitted alongside this entry, and the online version can be accessed at <http://www.youblisher.com/p/1364200-MassHousing-s-2015-Annual-Report/>.