

Maryland Department of Housing and Community Development
"Better Choices. Better Results" - The 2013 Annual Report

2014 Entry Form
 (Complete one for each entry.)

Fill out the entry name *exactly* as you want it listed in the program.

Entry Name	"Better Choices, Better Results" - The 2013 Annual Report		
HFA	Maryland Department of Housing and Community Development		
Submission Contact	Erlene Wilson, Director, Office of Communications and Marketing		
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Qualified Entries must be received by **Tuesday, July 1, 2014**.

For more information about Qualified Entries, [click here to access the 2014 Entry Rules](#).

Use this header on the upper right corner of each page.

HFA	Maryland Department of Housing and Community Development
Entry Name	"Better Choices, Better Results" - The 2013 Annual Report

Communications	Homeownership	Rental Housing	Special Needs Housing
<input checked="" type="checkbox"/> Annual Report <input type="checkbox"/> Promotional Materials and Newsletters <input type="checkbox"/> Creative Media	<input type="checkbox"/> Empowering New Buyers <input type="checkbox"/> Home Improvement and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Multifamily Management <input type="checkbox"/> Preservation and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Combating Homelessness <input type="checkbox"/> Housing for Persons with Special Needs
Legislative Advocacy	Management Innovation	Special Achievement	Are you providing visual aids?
<input type="checkbox"/> State Advocacy <input type="checkbox"/> Federal Advocacy	<input type="checkbox"/> Financial <input type="checkbox"/> Human Resources <input type="checkbox"/> Operations <input type="checkbox"/> Technology	<input type="checkbox"/> Special Achievement	<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO

NCSHA 2014 Awards

Category: Communications
Sub-Category: Annual Report
Entry Name: “Better Choices. Better Results” – The 2013 Annual Report

The annual report is the most important document the Office of Communications and Marketing produces. Each year, it is our opportunity to tell DHCD’s stakeholders about the programs we administer and the people we help. It is more than an important way to hold our agency transparent and accountable to our constituents; it is the quintessential marketing document - hand delivered each year to the governor, lieutenant governor, and comptroller and to each of the 47 senators and 141 delegates in the Maryland General Assembly. In addition, it is mailed to selected partners, community advocates and supporters. In addition, an electronic version of the annual report is accessible to the general public through our website, Mdhousing.org.

There is an implicit message that remains consistent from year to year and an explicit message that distinguishes each annual report.

Implicitly, we are communicating each year that DHCD programs are *important*, help *hardworking deserving* families and are *successful*; that through the wise and careful stewardship of its dollars, DHCD programs provide a multiple return on the state’s investment that can be measured by their impact on the economy and their impact on the people we touch.

We recognize that it is as important that this message is communicated to decision-makers inside government, who determine how state resources are allocated, as to outside stakeholders. Our success can be measured in the broad, bipartisan support DHCD programs and initiatives have enjoyed under the current administration and in the legislature since 2007, even during a period of extreme austerity in other areas of state government.

For its 2013 Annual Report, the department chose the theme “Better Choices. Better Results” as a way of examining the housing-related achievements of the O’Malley-Brown administration as it comes to the end of its two terms.

We believe we have an extraordinary story to tell. Through some of the most challenging economic years since the Great Depression, the administration chose to move Maryland forward by focusing resources on foreclosure prevention, homeownership, expanding affordable rental housing and building sustainable communities. Those choices resulted in the preservation of thousands of homes that might otherwise have been lost in the foreclosure machinery, an unprecedented boom in the construction of affordable rental housing and stronger, more energy efficient communities across the state.

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You will see that the book follows this very simple narrative structure throughout:
“Because we made better choices, we achieved better results.”

We are proud also that this annual report was written and designed in-house by Housing and Community Development staff members, that we met all production schedules and stayed well within budget. The response from our stakeholders was overwhelmingly positive. Moreover, the “better choices, better results” narrative theme set the tone for our marketing message in 2014 and is echoed in speeches and collateral materials.

On the Web:

http://www.dhcd.state.md.us/Website/About/PublicInfo/Documents/2013_Annual_Report.pdf

