



**2013 Annual Awards Entry Form**  
(Complete one for each entry.)

Entry Name NIFA 3D Report – Digital Design & Delivery

Fill out the entry name <i>exactly</i> as you want it listed in the awards program.
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HFA Nebraska Investment Finance Authority

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Entry form with description, check(s), and visual aids (optional) must be received by NCSHA by **Monday, July 1, 2013.**

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

HFA Nebraska Investment Finance Authority (NIFA)

Entry Name NIFA 3D Report – Digital Design & Delivery

Communications	Homeownership	Legislative Advocacy	Management Innovation
<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"/> Federal Advocacy <input type="checkbox"/> State Advocacy	<input type="checkbox"/> Financial <input type="checkbox"/> Human Resources <input type="checkbox"/> Operations <input type="checkbox"/> Technology
Rental Housing	Special Needs Housing	Special Achievement	Are you providing visual aids?
<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	<input type="checkbox"/> Special Achievement	<input checked="" type="checkbox"/> YES (link to report) <input type="checkbox"/> NO

**Category: Communications**  
**Subcategory: Annual Report**

We live in the age of the fast and curious. These days, serving up information quickly and in a way that catches the eye of the viewer is almost as important as the content of a report. If we can't attract, they won't read. And if they don't read, they won't realize all that NIFA offers for the betterment of Nebraska's citizens and their communities.

The NIFA Annual Report is intended to reach a wide spectrum of readers. Whether those readers are policy makers, legislators (Nebraska's Unicameral senators range from 33 to 75 years of age), customers or interested citizens, delivering content that will be quickly noticed, understood and appreciated in its simplicity is essential.

***“..... Millennials (individuals 18 to 29 years of age), spend more than 40 hours a week online, the essential equivalent of a full-time job. (Ipsos Media, October 2011)***

So how does NIFA best reach these millennials, many of whom may be seeking decent safe and affordable housing? Again, through 3D Digital Design and Delivery of its 2012 Annual Report. With the soaring use of the internet and the increasing amount of online time spent by just about all of us, NIFA has fully embraced a creative digital medium as the best way to reach its intended audience.

***Born sometime between the launch of the VCR and the commercialization of the Internet, Americans 18-34 are redefining media consumption with their unique embrace of all things digital. According to Nielsen & McKinsey Incite's U.S. Digital Consumer Report, this group—dubbed “Generation C” by Nielsen (the “C” stands for content)—is taking their personal connection—with each other and content—to new levels, new devices and new experiences like no other age group.***

Reaching on-the-go readers drives the presentation, content and connectivity of the 2012 Annual Report. By using the eye-catching, quick access format of *Prezi*, the NIFA Report is presented in a way that, while providing a plethora of substantive information, visualizes that information in a distinct manner not typically seen in annual reports.

With “*Generation C*” in mind, NIFA's 2012 Annual Report incorporates a mixed media of bullet point slides and key statistics interspersed with eye-catching illustrations, videos and website links. The viewer is taken on a visual journey through the highways and byways of NIFA's programs stopping at various communities around the state for bits and pieces of program information.

How better to begin the tour than on the “welcome mat” of a whimsical single family home at the entrance of the Annual Report. Step up to the door to learn that over 80,000 Nebraskans have purchased their homes with a NIFA-financed loan. In fact, the illustrated home informs that in 2012 alone, NIFA has assisted more than 1,019 families purchase their first home. As the viewer moves along the “digital highway” of the Report, many more facts and figures about NIFA's single family program are presented in quick and succinct fashion. At the last stop in the single family

program, the viewer is directed to the “*Listen to what our homebuyers have to say*” video links for first-hand reports from two of Nebraska’s newest homeowner families.

Each program description in the Annual Report is similarly set out, incorporating specific facts and figures, along with personal testimonies of NIFA’s impact on individuals, their businesses and their communities. The Report includes not only examples of NIFA’s support for various programs, but also links to the websites to access the programs. The slide for NIFA’s support of “*housing.ne.gov*” is an example of directing the reader to a free service to find rental housing in Nebraska. And as one makes their way to the “exit ramp” of the Report, web links related to NIFA’s provision of technical assistance for demographic, economic and housing data, rental housing search engine and the Nebraska Dashboard are activated.

Notwithstanding our 21<sup>st</sup> century digital design and presentation of NIFA’s Annual Report, it remains a report that thoughtfully reflects the broad mission of NIFA. This includes providing financial resources for homeownership, rental housing, agriculture, manufacturing, medical and community development endeavors. The Report illustrates both the programs and technical assistance provided by NIFA to stimulate activities consistent with its mission.

***After viewing the [annual report], I was very impressed. It is very well designed and kept my attention. It gave me a better understanding of all that NIFA has to offer and how much the programs have helped all across Nebraska. I particularly enjoyed the videos and hearing from the direct recipients and beneficiaries of NIFA programs.***

**Rita Horse, Executive Director, High Plains Community Development Corp.**

We believe our 3D - Digital Design and Delivery strategy has vastly increased the number of persons now exposed to the Annual Report. A wide-spread electronic e-mail distribution of the 2012 Annual report was made, including to NIFA’s traditional customers and partners as well as those whose contact may have previously been more limited. In addition, the Annual Report has been posted to the NIFA website, making it a more permanent and accessible report. And to round out reaching our “digital” audience, the 2012 NIFA Annual Report can now be found on NIFA’s Facebook and LinkedIn pages. Released in early June 2013, the Annual Report has been viewed over 350 times.

***Congrats to NIFA board and staff for another awesome year of serving Nebraska families..... wonderful job on the [annual report] presentation!***

**Thomas Judds, Executive Vice President, Midwest Housing Equity Group**

To view NIFA’s 2012 Annual Report using *Prezi*, click on the link below or cut and paste the address into your web browser. Additional navigational instructions are provided in the opening screen.

Link to NIFA’s 2012 Annual Report: <http://tiny.cc/NIFA2012AnnualReport>