

2014 Entry Form
(Complete one for each entry.)

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

Entry Name The Heart of Nebraska Beats Under a Roof

HFA Nebraska Investment Finance Authority (NIFA)

Submission Contact Robin Ambroz

Phone 402-434-2947 Email robin.ambroz@nifa.org

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 Nebraska Investment Finance Authority

Entry Name The Heart of Nebraska Beats Under a Roof

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 checked="" type="checkbox"/> YES <input type="checkbox"/> NO

Category: Communications
Subcategory: Annual Report

Are you more a left-brain or a right-brain thinker? There is a popular theory that our brain performs different tasks with the right side being more creative, insightful, and the processor for art and music and the left side being analytical, logical and the processor of written and numerical items. But it is really the two halves working together that produce critical thinking leading to knowledge and the retention of information.

In today's environment when we are constantly bombarded with information, how does one best get their message across? The link between what we "see" and how we "read" information ultimately impacts what we retain and therefore, what we do with that information. Delivering information quickly and in a sensory fashion (catching both the eye and the ear) will often cause the viewer to "pay attention" with the end result of enhanced retention of the content. And after all, isn't that the goal when delivering a message?

In delivering NIFA's message through this year's Annual Report, we have incorporated aspects to attract the eyes and ears of our readers. We have presented our message, *The Heart of Nebraska Beats Under a Roof*, in full sensory mode. The Report itself is graphically enhanced, combining images with important statistical data to quickly show the reader the impact NIFA programs have on state of Nebraska. And don't forget the "beat"! As "the Heart of Nebraska beats under a roof", so goes the message of the 2013 Annual Report. Each slide presents short, simple and concise information-with the beat.

"The best way to remember facts might be to set them to music. Medical students, for example, have long used rhymes and songs to help them master vast quantities of information..." (Paul, Annie Murphy: How Music Can Improve Memory: <http://blogs.kqed.org/mindshift/2013/09/how-music-can-improve-memory/>).

To increase the interest of the viewer, NIFA's Annual Report brings the information and relevant statistics to life through the use of embedded videos, offering brief narrations by those impacted by NIFA's programs. Actually seeing the speakers and hearing their testimonies gives meaning to the numerical information contained in the Annual Report. First-hand accounts of the impact of NIFA's programs will more likely resonate with the viewer than the presentation of statistics alone.

The Annual Report is also interactive. The direct website links provide access back to the numerous sources. The reader of the Annual Report is able to easily connect back to NIFA's website to access more information about specific programs. While celebrating yearly achievements may be part of the Report, NIFA's main goal is to bring the NIFA customers and constituents closer to the resources. Making information available at only a click away provides the ease needed to connect those customers and constituents directly to our information.

Reaching an audience made up of policy makers, legislators, customers, interested citizens and others who represent various age and economic ranges is a complicated task. Again, the end goal is delivering the content in a manner that is quickly noticed, understood and simple in its delivery. We think we attain these goals with *The Heart of Nebraska Beats Under a Roof*.

With the ever increasing use of smart phones, tablets, notebooks and other devices, a digital internet delivery system for our Annual Report was determined to be the strongest way to distribute information about NIFA's mission and programs. Through the use of the internet, we are able to reach many segments of Nebraska's population and, in particular, the "millennials" whose main means of communication is social media and many of whom may be seeking affordable housing or researching mortgage financing.

Reaching on-the-go readers drives the presentation, content and connectivity of the 2013 Annual Report. By using the eye-catching, quick access format of *Prezi*, the NIFA Report is presented in a way that, while providing the details of specific statistical achievements and other information, visualizes that information in a distinct manner not typically seen in annual reports. And then there is the tune. Perhaps our readers linger a bit longer as the tune catches their ear. Again, we seek to provide a sensory delivery of the information. Something different; something new; something a bit unusual for the housing industry; but still packed with important and useful information about the programs NIFA has to offer to Nebraskans. Providing the information to the reader in short bursts of text, balanced with images, videos, sound track and website links to additional information on our website serves that "on-the-go" reader.

Each program segment in the Annual Report is similarly set out, incorporating specific facts and figures. In addition, as mentioned above, the links to various websites provide immediate and important access to resources. For example, the link to "housing.ne.gov," an organization to which NIFA provides support, is an example of directing the reader to a free service-a service to assist in locating available rental housing in Nebraska. At several steps in the Annual Report, the reader is offered activated links to demographic, economic and housing data offered by NIFA.

Notwithstanding our 21st century digital design and presentation, the Annual Report remains a professional piece of information, reflecting the broad mission of NIFA. The Report hits all aspects of NIFA's mission, including 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 NIFA's statutory purposes.

We believe our digital delivery will increase the number of persons reading the Annual Report. Our e-mail distribution included NIFA's traditional customers and partners as well as those whose contact may have previously been more limited. The Annual Report has also been posted to the NIFA website, making it a more permanent and accessible report. And to round out reaching our "digital" audience, the 2013 NIFA Annual Report can now be found on NIFA's Facebook and LinkedIn pages. Released in early June 2014, the Annual Report has been viewed over 350 times.

“Having just returned to Nebraska after an 18 year absence, I was especially interested in seeing what the Nebraska Investment Finance Authority had become. I was part of its founding in 1983, so recall the exciting vision so many public and private sector leaders had for this unique financing entity. Your 2014 Annual Report is terrific and surely convinced me NIFA is fulfilling its promise! Prezi was very new to me, so I needed to learn navigation. That proved simple, and I was soon exploring each of your major operating areas, from 20,000 ft. to ground level. It is very accommodating of almost any level of interest - difficult to accomplish with an annual report. Congratulations! “ Charles P. Schroeder, Founding Executive Director, Rural Futures Institute, University of Nebraska.

To view NIFA’s 2013 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 2013 Annual Report: <http://tiny.cc/NIFA2013AnnualReport>